

Aprilaire®

Fresh Ideas for Indoor Air®

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New Thermostat Model SALES OPPORTUNITY

With more and more multi-stage heat cool systems being installed today the new model 8348 meets the needs of new and existing multistage systems. The model 8348 is a



non-programmable multi-stage thermostat that boosts the same dealer friendly feature set as the rest of our highly popular 8300 series line.

Features like ultra-simple operation and installation assure your profitability now, while service reminders, custom dealer imprinting and the unsurpassed reliability preserve your customer relationships into the future. ■

Let Us Know...

We welcome any comments and suggestions that you may have.

Please direct them to ndk@aprilaire.com (refer to Dealer Newsletter in the subject line).

In the Spotlight

On March 22, the Aprilaire Electronic Air Cleaner was featured on the national morning show *Living it Up! With Ali & Jack*. Tom Kraeutler, co-host of the nationally syndicated radio program *The Money Pit*, appeared on the program to demonstrate how the EAC works. At the end of the segment, Kraeutler amazed the audience by showing an EAC media that had just been pulled out of a home after a year. Needless to say, we had a huge spike in visits to the Aprilaire web site this day!

On April 6, Kraeutler again appeared on *Living it Up! With Ali & Jack* for a segment on mold and excess moisture in the home. As one of the prevention options Kraeutler features the Aprilaire whole-house Dehumidifier. ■



Over 4 million
viewers!

Aprilaire Whole-House Dehumidifier NEW PRODUCT

Spring is here! And in the next several months, many people will be experiencing discomfort due to high levels of humidity in their homes. Blaming their discomfort on the heat, they will crank up the air conditioning. As a result, they won't just be uncomfortable - they will be cold!

The American Lung Association's Health House affirms that high levels of humidity can cause a room to feel stuffy and create an environment in which contaminants can thrive. This is particularly true during the milder spring and summer months, as well as at night, when the humidity levels are high but the temperatures don't require air conditioning.

According to The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), people are most comfortable in their home when humidity levels are kept between 30 and 60 percent. Excess humidity in the home can also lead to growth of allergy-causing mold, bacteria and dust-mites. Also, musty smells and even home and furnishing damage due to mold, corrosion and decay can occur.

Where there is humidity, there is a need for humidity control

Regional areas such as the East and West coasts, the Southeast, the Midwest, and even parts of the Southwest are especially prone to extremely high humidity levels. Some areas along the Eastern and Southern coastlines can even reach humidity levels of 70 percent and above.

Consumers in most regions of the U.S. are in need of a solution to eliminate excess humidity and improve the comfort level of their homes. Recently this need has been heightened because homes are being built tighter (better windows, insulation and more) with more energy efficient air conditioners that cool down quicker, removing less moisture. Now, more than ever, consumers will be looking for a way to reduce the stuffy, sticky feeling in their home



**Model 1700
Whole-House Dehumidifier**

as well as decrease other side-effects of high moisture levels. This is a great opportunity for you to meet a serious customer need. By offering whole-house dehumidifiers, you are providing your customers the best solution for a more comfortable and healthy indoor environment.

You can now offer a whole-home dehumidifier solution that is part of the heating and cooling system to quietly and effectively control moisture levels in the home. **The Aprilaire whole-house Dehumidifier Model 1700** features a robust design, exceptional performance, and flexible installation. The 90 pint/day dehumidifier also has built in intelligent fan cycling and an optional ventilation feature. This innovative and effective solution to home moisture control is essential to comfort, and will help sustain and protect the value of the home from moisture-related deterioration. ■

Allergy Season is Here!

SALES OPPORTUNITY

Each spring increased pollen levels greatly affect seasonal allergy sufferers. Every time they step outside they are hit hard by pollen from trees, bushes, flowers, grasses and other growing plants.

Scrambling for relief, they resort to all sorts of quick fix remedies - allergy medicines, portable air cleaners, pillow covers, etc... Often times confining themselves to their homes, closing the windows and turning on the air conditioning in order to keep pollen from entering. Unfortunately, when this occurs they are left facing indoor allergens, such as dust mites, mold spores, pet dander and others.

Eighty percent of the people who suffer from seasonal allergies are also allergic to dust mites and other indoor allergens.

This is where you, as an indoor air quality expert, have a tremendous opportunity to help the allergy sufferers. By offering an Aprilaire Whole-House Air Cleaner,

| PARTICLE | | Aprilaire Media Air Cleaner (Models 2200, 2400, 2250) | | Aprilaire Electronic Air Cleaner (Model 5000) | |
|-----------------|----------------------|--|-----------------------------------|--|-----------------------------------|
| Type | Size | Removal Efficiency with new media | Removal Efficiency with new media | Removal Efficiency with new media | Removal Efficiency with new media |
| Pollen | 5 microns and larger | 97% | 99% | >99.5% | >99.9% |
| Dust Mites | 3 microns and larger | 85% | 99% | 99% | >99.5% |
| Mold and Spores | 3 microns and larger | 85% | 99% | 99% | >99.5% |

you are providing them an excellent option for controlling allergy causing airborne particles 24/7.

Aprilaire Air Cleaners are the best in their class at removing exactly this kind of particulate from the indoor environment. And they actually improve as they load. (See chart)

By offering Aprilaire air cleaners on every quote, you are doing your customers a favor making them aware of the benefits of high efficiency air cleaners. You can be satisfied that you are providing the best IAQ solution available on the market today. ■

Zoned Comfort Control Design Guide

PRODUCT RESOURCE

Aprilaire, your Zoned Comfort Control experts, has added another tool to help make your zoning jobs more profitable: **The Aprilaire Zoned Comfort Control Design Guide.**

This guide will walk you step by step through how to:

- Define which areas of the building should be “zoned” together for maximum efficiency and operation
- Design for systems where all zones are $\geq 25\%$
- Design for systems where all zones are $\leq 25\%$
- Size your duct work
- Select and design bypass relief
- Select and locate zone control dampers
- Select and locate thermostats
- Understand humidifier considerations

The Aprilaire Zoned Comfort Control Design Guide is based on “real-life” examples, so it not only tells you how to design a system, but it shows you how!



Use your experience and expertise in conjunction with this step by step guide to design your jobs right the first time, eliminating lengthy installations and reducing the callbacks.

So, the next time you are laying out an Aprilaire Zoned Comfort Control job, start with Step 1, and let the experts at Aprilaire walk you through it, step by step. ■

Air Cleaner Performance — MERV is NOT the Whole Story

TECHNICAL FEATURE

Since ASHRAE adopted standard 52.2 in 1999, we are increasingly seeing the use of MERV ratings in manufacturer performance claims. MERV ratings are attractive because they attempt to provide a single number to use in comparing filters and air cleaners. Homeowners are increasingly looking at the MERV ratings to compare air cleaners. But MERV ratings really don't tell the whole story, and it is important to provide homeowners with enough data to make an informed decision.

1. MERV doesn't address the homeowner's concerns.

A number is great, but how does that answer the question of the homeowner who asks, "How will this meet my needs?" Aprilaire goes to great lengths to make sure the consumer has the specific information to make an informed decision. For example, the Aprilaire media air cleaner removes 97% of pollen-sized particles and it improves as the media loads.

2. MERV ignores service life. [Chart 1.1]

We all know that service life is a major issue. No homeowner likes having to constantly replace their filter or service their air cleaner. MERV doesn't say anything about service life. A filter can last one month or two years, but MERV is silent on the subject. The media in the Aprilaire media air cleaner lasts 1-2 years (depending on blower operation), therefore reduces the maintenance required, and fits in neatly with the service/maintenance contracts that you offer.

3. MERV ignores performance over time. [Chart 1.2]

"MERV" stands for "Minimum Efficiency Reporting Value", and the emphasis here is on **Minimum**. The Aprilaire media air cleaner starts at 97% efficiency for pollen-sized particles and improves to over 99% by the time it is fully loaded.

Amount of Time Between Servicing.

| | Months | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|------------|---|---|---|---|---|---|---|---|----|----|----|----------|----|----|----|----|----|----|----|----|----|----|----|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| Aprilaire media air cleaner | [Shaded] | | | | | | | | | | | | [Shaded] | | | | | | | | | | | |
| | 1-2 Years | | | | | | | | | | | | | | | | | | | | | | | |
| Plate-type electronic air cleaner | [Shaded] | | | | | | | | | | | | | | | | | | | | | | | |
| | 3-6 Months | | | | | | | | | | | | | | | | | | | | | | | |
| 1-inch "High Performance" filter | [Shaded] | | | | | | | | | | | | | | | | | | | | | | | |
| | 2-3 Months | | | | | | | | | | | | | | | | | | | | | | | |
| 1-inch fiberglass filter. | [Shaded] | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 Month | | | | | | | | | | | | | | | | | | | | | | | |

Chart 1.1

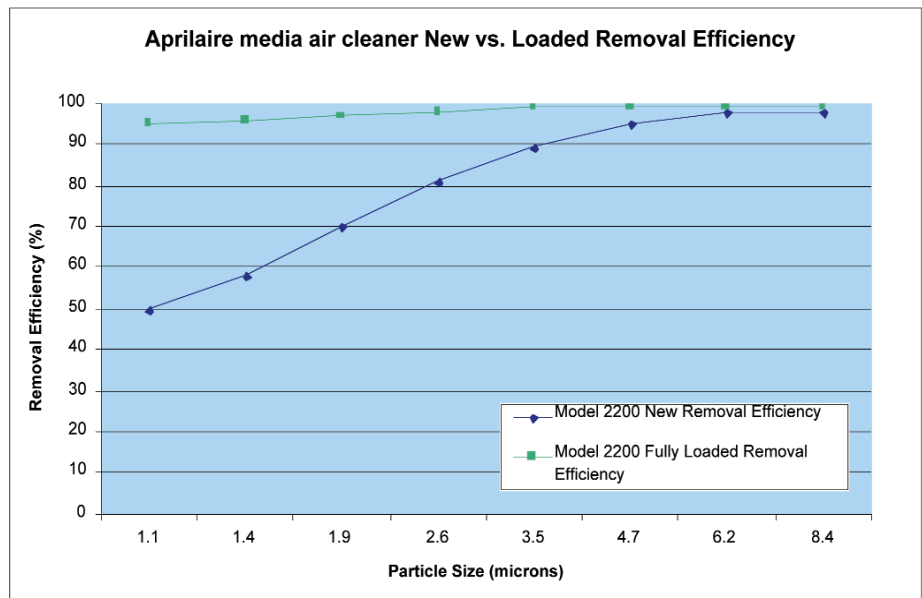


Chart 1.2

4. The MERV test doesn't work on electronic air cleaners.

The test procedure specified by ASHRAE requires the use of a special dust that shorts the electronics in electronic air cleaners. So for electronic air cleaners, the test as designed doesn't provide an accurate reflection of the removal efficiency for which it is supposed to be tested.

Also, this is a rating of **minimum** efficiency. The Aprilaire electronic air cleaner improves with time because of the media used. But what about plate-style electronic air cleaners, which decrease in removal

efficiency as they load? How do you rate the "minimum" performance of an air cleaner that gets worse with time, not better?

If a homeowner asks you what the MERV rating is for the Aprilaire media air cleaners, you can tell them: **"It is MERV 10 at 1200cfm, but that really isn't the whole story."** And that gives you the opportunity to tell the whole story about which Aprilaire product best meets their needs. Ask your Aprilaire District Sales Manager for more information on this important subject. ■