

Humidifier Season is Here - Increase Your Profits

SALES OPPORTUNITY

This Problem Creates the Opportunity for You

With summer rapidly coming to an end, the damaging effects of cold dry winter air are just around the corner. The **Fact** is when you heat outside air to a comfortable indoor temperature, you increase its ability to hold moisture and in turn reduce its relative humidity. This creates an **Opportunity** for you to increase your revenue by selling Aprilaire Automatic Humidifiers.

Selling the Benefits of Proper Humidity

Sell the benefits of proper humidity; **Comfort, Preservation, Well Being, and Energy Savings**. Natural sources of humidity such as cooking and showers do not produce the amount of moisture your customers need. In comparison, an Aprilaire Automatic Humidifier adds just the right amount, based on any set of conditions. Doing so reduces dry throat and skin, static shocks, keeps furniture and the home from drying out, and increases energy efficiency. It's widely-known that a home with proper moisture feels warmer than a dry home, even at a lower temperature setting.

Add Even More Value for Your Customers

Now you can offer even **More Value** for your customer by recommending the newest addition to the Aprilaire line, the Model 8570 Electronic Thermostat. When properly installed with an Aprilaire Automatic Humidifier, it extends the operation of the furnace blower to allow the humidifier to produce more humidity. It displays both the indoor relative humidity and outdoor temperature, and tells the homeowner it's time to change their water panel by displaying your company information on the screen.

MODEL 400

Do you run into tough applications where there's no floor drain, your customer has a septic system, or they're just concerned about water conservation? Quote the Aprilaire Model 400! It uses 100% of its water, requires minimal maintenance (change the water panel twice a season) and it provides all of the benefits of the other models in the Aprilaire Humidifier family. Check it out today.



Model 700 Humidifier



Model 400



Model 8570 Thermostat

Performing the Necessary Maintenance Increases Your Profits

Every time you install an Aprilaire Humidifier you realize profit now and in the future. Add more value to fall humidifier maintenance by changing out water panels and by changing out inexpensive components like the water feed tube, orifice, and in-line strainer to keep the humidifier operating just like the day you installed it. We've made it easy for you by packing an orifice and in-line strainer with feed tube service parts. For customers without maintenance agreements, use the free tools we offer such as the humidifier plenum sticker (form #141) to track your customer's humidifier maintenance and the "Use Genuine" Water Panel Reminder Postcard (form #146) to encourage the homeowner to call you for service. Order these online at www.aprilairecontractor.com or call toll free at (800) 334-6011 to place your order. Don't let this profit opportunity slip away from you.

Only You Have the Answers Your Customers are Looking For

Your customers depend upon your advice as to which products are going to help them feel better throughout the winter season. Give this advice freely by quoting Aprilaire Automatic Humidifiers and Aprilaire Electronic Thermostats and talking about the benefits they deliver together. You will see the benefits in increased sales and profits. ■

The Arrival of Fall Delivers Air Cleaner Sales Opportunities

It's hard to believe the fall allergy season is almost upon us and the cold and flu season follows on its heels. Ragweed and pollen can be especially troubling from mid-August through October, and unfortunately seeking refuge inside is often times not the answer. According to the **Environmental Protection Agency**, "*studies of human exposure to air pollutants indicate that indoor levels of pollutants may be 2-5 times, and occasionally more than 100 times, higher than outdoor levels*". There's another group of people who are severely affected by airborne particles: asthma sufferers. The EPA states, "Asthma can develop quickly and it can range from being a mild discomfort to a life-threatening

attack if breathing stops completely". **The Center for Disease Control** estimates that "*up to 20 million people in the U.S. have asthma, including 6.3 million children*". They are affected by airborne particulates which include cigarette smoke, household dust, dust mites, mold spores, pet dander, as well as tree, grass, and weed pollen.

The good news is you can offer your customers a solution to help relieve annoyances caused by these types of airborne particles that can aggravate allergies and illnesses. The Aprilaire Electronic Air Cleaner is the most effective whole-home air cleaner on the market at removing particles that are 1000

times smaller than can be seen by the human eye. It's the only whole-home air cleaner that removes virus size particles of 0.01 microns, at the rate of 80%, while cleaning all of the air coming to the furnace in a single pass!

Are people willing to spend the money on the best whole-home air cleaner on the market? You bet!

By understanding your customers' needs and explaining how they can benefit from an Aprilaire High Efficiency Air Cleaner you will increase sales and profits. **Don't miss the opportunity the fall allergy season brings by quoting the product on every job.** ■

Fall is Also a Great Time to Sell Dehumidifiers

AIR CONDITIONING SEASON IS OVER, BUT MOISTURE IS STILL PRESENT

Dehumidifier sales do not have to end with the summer season. Fall provides many great opportunities to grow your revenue. Fall months can be when dehumidifiers are needed the most. The temperatures drop so homeowners stop running their air conditioners. Without the use of air conditioners, no moisture is removed from the air. This time of year, homes can be especially humid due to rainy days and moisture created within the home. The Aprilaire Whole-Home Dehumidifier helps eliminate that excess moisture to create a more comfortable, less humid environment. Dehumidifiers are needed during the fall months for both Northern and Southern states. The fall season in both the North and South can be extremely humid, cool and rainy. Air conditioners may still run, but less often, so dehumidifiers are still needed to remove the humidity that air conditioners leave behind.

Humidity does not go away with summer. Continue quoting Aprilaire Whole-Home Dehumidifiers to consumers even after the summer season has ended and watch your top line grow. ■

Monthly Averages for Chicago, IL				
Avg.	High (F)	Low (F)	Precip. (in.)	RH (Morning)
Sep	76	57	3.21	85%
Oct	64	46	2.71	81%
Nov	49	35	3.32	80%

Monthly Averages for Miami, FL				
Avg.	High (F)	Low (F)	Precip. (in.)	RH (Morning)
Sep	86	78	6.31	87%
Oct	83	75	4.53	86%
Nov	78	70	3.32	85%

Fall weather data proves the need for a whole-home dehumidifier.

Model 8570 Thermostat Reduces Callbacks

LIGHT COMMERCIAL

Pete Burbary and Ron Sattler at Alliance Mechanical in Oak Park, Michigan have already installed over 100 of the Aprilaire Model 8570 thermostats into their commercial projects in the past few months and are now using the 8570 as their thermostat of choice.

Pete has installed a variety of different brands and models of thermostats over the years and knows that thermostat callbacks are just not acceptable.

“We haven’t had a single thermostat callback with the Aprilaire 8570’s,” said Burbary. “It is so flexible, it is the one thermostat that we can rely on for almost every job we run into; rooftops, split systems, heat/cool, heat-pumps, and single/multi-stage.”

In light commercial applications the Model 8570 thermostat offers:

- one model for all applications / types of equipment
- key pad lockouts (eliminates lock boxes)
- programmable fan operation
- permanent program memory
- occupied/unoccupied settings ■



Model 8570 Thermostat

New Model Added to 8300 Series Line

DIGITAL MULTI-STAGE HEAT/COOL

In response to contractor requests, Aprilaire has added a new model to the 8300 series thermostat line. The Model 8348 is a digital multi-stage heat/cool thermostat that has all the features you have come to appreciate in the 8300 series thermostats including a large backlit display, service reminders for water panel and filter change, PLUS it can even be custom imprinted to help drive additional business back to you.

The staging function of the Model 8348 is accomplished in the same manner as the programmable Model 8366, through adjustable differential settings. The settings can be adjusted from 1 to 3 degrees for each stage and are accessed right on the display. An access sequence prevents the homeowner from making unintended adjustments. In addition, the procedure to check out the second-stage operation is simple.

For example, with a first-stage setting of 1 degree and second-stage setting of 3 degrees, here’s how you can perform a checkout:

- * With the thermostat set in the HEAT mode and a room temperature of 67 degrees the thermostat will initiate a first-stage heat call when the temperature setting is bumped up to 68 degrees.

The heat will run for a minimum of two minutes in first-stage operation. Then by raising the temperature setting to 71 degrees (4 degrees total from actual temperature) the second stage will come on. It’s that simple.

The Model 8348 rounds out the 8300 series and addresses the increased popularity of multi-stage equipment. ■



Aprilaire



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Light Commercial Zoning

TECH TIP

Just where should I “dump” my by-pass air in a Zoned Comfort Control System?

This is often one of the last things considered when planning a zoning system. But, it can make or break an installation.

The **first** way to by-pass air is direct it back to the return. On most split system or packaged roof top units, the supply and return are located very close together, allowing for a short run of duct. One limitation with this method is that you shouldn't by-pass more than 30 percent of the systems total airflow directly to the return. If you by-pass over 30 percent you run the chance that the equipment will shut down on the hi/low temperature safeties.

The **second** way to by-pass air applies in applications where you have a “wild” return or non-ducted returns, (typically a false ceiling is used as a return plenum). In this method, direct the by-pass air into the false ceiling as far from the equipment return as possible. This allows the by-pass air time to mix with the other return

air, causing the temperature to equalize, preventing equipment shut downs on the hi/low temperature safeties.

The **third** way to by-pass air is into a “dump” zone. This a room or area of the building, such as an atrium, mechanical room, warehouse, etc., that can handle or accept an influx of warm or cold air and not negatively affect comfort or process needs. The one requirement of this method is that this room or area must be part of the HVAC system, including return grilles.

No matter which method your application demands, always install an Aprilaire Plenum Temperature Sensor (Model 8052) in the supply plenum to protect your customer's equipment. ■

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).