

Aprilaire Saves Your Customers Money

SALES OPPORTUNITY

With energy costs at record highs this winter, your sales message should include much more than the energy rating of your equipment. As a solutions provider, you owe it to your customers to recommend the best overall system to meet all their needs, and energy savings is sure to be tops on the list. Obviously the energy efficiency of the equipment is a key part of the energy value equation, as is a quality programmable thermostat. What else can you offer?

Aprilaire Humidifiers Will Save Your Customers Money

An often overlooked benefit to whole home humidifiers is energy savings. Proper humidification allows you to feel warmer at lower temperatures. A few degrees on the thermostat translates into a big number on the energy bills this winter! It also prevents door and window casings from shrinking due to dryness, reducing costly infiltration. And, don't forget Aprilaire humidifiers still deliver on the benefits of comfort, health and preservation.

Like all good things, there is a balance when it comes to humidity. That's where the Aprilaire Automatic Humidifiers come in. Aprilaire Automatic Humidifiers optimize the relative humidity level by compensating for changing outdoor temperatures. This eliminates frequent manual adjustments and over/under humidification due to changing conditions.

The Perfect Match For Energy Savings

The Aprilaire Model 8570 Premium Programmable Thermostat is the best choice to accompany **EVERY** Aprilaire Humidifier.

- Shares information to display the indoor RH and the outdoor temperature, indicates when the humidifier is operating, and even extends the humidifier run time if the humidity setting is not achieved through the normal course of a heat call.
- Eliminates the need for a model 50 relay, saving you installation time
- Menu-driven programming is so simple, your customers will actually use the thermostat to get the energy savings they desire

What should your energy efficiency message be?

- Aprilaire Humidifiers are a great way to save energy AND feel more comfortable this winter.
- An Aprilaire Model 8570 Thermostat saves even more money. It is so easy to use, your customers will actually program it and get the energy savings they desire.
- Together, they deliver maximum energy savings while providing benefits found nowhere else. ■



**Maximum
Energy
Savings**



**Comfort,
preservation, health
AND
outdoor temperature
indoor RH
extend blower call**

Steam, Steam, & More Steam for Light Commercial Applications

Last year, Aprilaire introduced two new steam humidifiers for the light commercial market. These units were very unique in that they were designed specifically for the light commercial market and made available through distribution. These units were originally offered in two capacities: 12 & 24 lb/hr, and featured stainless steel construction, a cleanable steam chamber, diagnostic LED's, ability to operate in a variety of water conditions, and the ability to "call" the HVAC equipment blower to provide the air flow necessary for humidity distribution.

For distribution, these products are available directly from Aprilaire as a complete steam humidification system in a box. This included the unit, the steam distribution tube, steam hose, humidistat, air flow proving switch, and basic hardware.

We are now introducing the even higher capacity Aprilaire Model 1180 Steam Humidifier

- 48 lbs/hr
- 240/3/60 Volt (Operable on 208-240/3/60)
- Cleanable Steam Chamber
- Sturdy Stainless Steel Frame
- Weight Saving Epoxy Coated Aluminum Cover
- Precise Modulating Control
- Complete Humidification System in a Box
 - Humidifier
 - Steam Distribution Tube
 - Steam Hose
 - Humidistat
 - Air Flow Proving Switch
 - Basic Hardware

This addition to our steam humidifier line is now in stock and ready for immediate shipment. Please contact your local Aprilaire Distributor, your Aprilaire Territory Manager, or Aprilaire at 1-800-334-6011, for more information and pricing. ■



It's Humidifier Season... Land New Customers and Keep Existing Ones Satisfied

Tools for securing new customers:

As a part of the 2005 fall humidifier program some new sales tools were introduced to generate revenue by utilizing the expertise of the people who are in daily contact with your customers, Service Techs and Installers. These include:

The Healthy System Review is a simple two-part form that allows your service tech to record important information relating to temperature control, humidity control, filtration/ventilation, and energy efficiency, and with high quality color literature, discussing these topics. It educates them on the fact that their furnace and air conditioner does more than just heat and cool. Not only does it identify the problems, but it delivers actions they can take, including calling you for solutions to the specific problems in their home.

The form is titled 'HEALTHY SYSTEM REVIEW' and is divided into two main columns: 'CUSTOMER' and 'DEALER/TECHNICIAN'.
CUSTOMER SECTION:
 - **Your Current System Ratings:** Includes checkboxes for Energy Efficiency (High, Medium, Low), Humidity Control (Relative Humidity Levels: 30-50%, 50-60%, 60-70%), and Filtration/Ventilation (Furnace Filter, Fresh Air Ventilation).
DEALER/TECHNICIAN SECTION:
 - **Data For Our Records:** Fields for Name, Address, City, State, ZIP, and Phone.
 - **CUSTOMER INFORMATION:** Fields for Name, Address, City, State, ZIP, and Phone.
 - **EQUIPMENT:** Fields for Model #, Serial #, and Efficiency (1-10, 11-12, 13-12, 13-12).
 - **Notes:** A large area for handwritten notes.

The **"While I'm Here Flyer"** allows your installers to show the homeowner how much they can save today, when they have an Aprilaire installed with a new furnace. Show them the savings by avoiding an additional trip charge and many homeowners will buy on the spot.

This block contains three promotional flyers:
 1. **'Dryness a problem in your home?'**: Features a goldfish in a bowl and lists symptoms like itchy skin, dry noses, and respiratory ailments. It encourages installing a humidifier today.
 2. **'While I'm Here... Humidifier Special'**: Promotes an offer for new furnace and ductwork customers. It includes a list of benefits: 'Add program', 'Max run time', 'Provides', 'Tabular', and 'To install'.
 3. **'Now is the time!'**: A smaller flyer with a blue background, emphasizing the benefits of a humidifier for health and energy savings.

For the installation crew, this plenum sticker is used if the homeowner declines. Eventually they will experience the effects of dry air and contact you.

The sticker is rectangular with a blue border and contains the following text:
 - Top: 'THIS SPACE RESERVED FOR AN APRILAIRE® HUMIDIFIER'
 - Main heading: 'Dryness a problem in your home?'
 - Image: Two Aprilaire humidifier units.
 - Sub-heading: 'This is the place for comfort. Aprilaire WHOLE-HOME HUMIDIFIER'
 - Benefits list:
 - Improves your comfort - reduces static shock, itchy skin, dry noses and sorely throats.
 - Protects your well-being - helps reduce the symptoms of upper respiratory ailments.
 - Saves money - enjoy comfort at lower temperatures.
 - Preserve your knowledge - protect investment from cracking.
 - Call to action: 'Install today... feel comfortable tonight!'
 - Bottom: 'YOUR INDOOR AIR QUALITY SPECIALISTS'

Keeping Your Existing Customers Satisfied:

Every time you install an Aprilaire Humidifier you realize **Profit** now and can in the future. Add more value to 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. To make this process easier for you we are continuing to package 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 #1869 to track your customer's humidifier maintenance and the "Buy Genuine" Water Panel Reminder Postcard, form #123 to encourage the homeowner to call you for service.

Aprilaire is committed to helping you find new and better ways to increase your profits through the sales and maintenance of our products. Order these tools by going to our website, www.aprilaire-contractor.com or call (800) 334-6011. They can even be personalized at a nominal cost. Don't let this profit opportunity slip away from you.

Service Bulletin

The process of servicing any Aprilaire humidifier is simple by design. However, if you have new service techs, we have developed this step by step service bulletin for their reference (enclosed with this newsletter). Please post this on your bulletin board for reference of all your employees. ■

Aprilaire®

Fresh Ideas for Indoor Air®

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Model 400 Tech Tips

1. What is the best unit for those tough applications where there's no floor drain, your customer has a septic system, or they're 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.



Model 400

2. In virtually all Aprilaire humidifiers, the water panel is typically changed once per season. Why is it to be changed twice per season with the Model 400? The evaporation process in the Model 400 is unique, as the #45 water panel wicks water from the bottom of the panel towards the top, just like a sponge. As minerals accumulate, this process diminishes and to assure good evaporation, the panel is to be changed twice per season.

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).