

Fall is for Dehumidifiers

SALES OPPORTUNITY



FACT No matter how good the A/C system is at removing moisture, it will not be running when the temperatures drop this fall.

FACT With nice fall days and cooler nights, high humidity levels still exist.

FACT The Aprilaire Model 1700 will dehumidify regardless of temperature, whether the system runs or not.

Fall weather can decrease homeowner satisfaction with their comfort system. They have spent the summer enjoying a comfortable indoor environment with the air conditioning providing a pleasant temperature and reducing humidity. Fall brings cooler nights and moderate daytime temperatures, but humidity levels are still high. As a result of these cool temperatures, the system doesn't run as much, and the humidity in the home has nowhere to go.

The result - mildew returns, sticky, clammy conditions come back and homeowner comfort is impacted. Their only choice - turn down the A/C and overcool the home. Newer high efficiency systems with high Sensible Heat Ratio's make the problem worse - they take less time to reach set point, so moisture removal is even less.

The Model 1700 Dehumidifier is the solution to this comfort problem. Because it is independently controlled based on humidity, it will continue to run when the HVAC system shuts off, and will continue to operate to reduce the humidity to the desired set point.

- Regardless of weather or system operation, the 1700 maintains a comfortable whole home environment.
- The 1700 even supplements two-stage variable speed systems by freeing them up to do what they do best (control temperature). As a system, together they provide the ultimate in temperature and humidity control without having to overcool to reduce humidity levels.

The 1700 offers a business-building opportunity at a time when cooling system sales are done for the year and heating system sales haven't yet started.

- It can be sold and installed independently of a system, so there is no need to wait for system replacement calls.
- Homeowners suffering from the effects of excess humidity are receptive to the message of independent whole home humidity control.
 - Improve comfort. Eliminate clammy, sticky, musty conditions
 - Preserve the home and furnishings.
 - Help create a healthier home environment.

Your Aprilaire District Sales Manager is ready with local training to help you sell and install the Model 1700. A number of pre-approved sales tools are located at www.aprilairecontractor.com to help you generate sales leads right away. ■



Model 1700

Meet the Customers NEED

SELL THE #1 RANKED AIR CLEANERS

Recently, two Aprilaire Air Cleaners were ranked number one by a leading consumer products ratings magazine, for the third year in a row. The Model 5000 was the number one overall product and the Models 2200 and 2400 were the top rated media air cleaners.

It's easy to focus exclusively on the number one ranking, but this can fail to take into account what your customers need. In order to get customers interested in whole house air cleaning, they need to feel that you know what is important to them.

So, how do you understand needs in order to sell an air cleaner? We have found in our research that consumers are not aware of the many products that are available for them to improve their home. And if you just list a product name on a quote sheet, you can miss out on the opportunity to explain the "why" of the product. Why do they need it, why is it important, why can't I live without it.

Focus your efforts on finding out what is important to the homeowner by using the recommended questions (see shaded box) and then you can offer then the number one rated air cleaner to meet their self-defined need.

Models 2200/2400

The Air Cleaner for Allergy Relief

Airborne particles can irritate the eyes, nose, throat, and lungs and increase respiratory problems, especially in those with preexisting medical conditions. Many types of particles, such as smoke, pet dander, mold spores, and pollen can trigger asthma attacks when found inside the home.



Model 5000

The Air Cleaner for a Healthy Home

Approximately 50 percent of illnesses are either caused or aggravated by poor indoor air quality. Small, invisible particles pose the greatest threat to your customer's health because they can be inhaled deep into the lungs. ■

QUESTIONS TO ASK YOUR CUSTOMERS:

- Does anyone in your family have asthma or allergies?
- Does someone in your family notice burning/itchy eyes, coughing, or sneezing that happens when at home?
- Do you have carpeting, stuffed toys, or fleecy materials in bedrooms?
- Do you keep pets inside?
- Does anyone smoke inside your home?
- Does your home seem stuffy or stale?

Become a "Bounty Hunter" and get Yourself a "Reward"!

One of the biggest benefits and advantages contractors pointed out that Aprilaire Steam Humidifiers have over canister based competitors is they never need a replacement canister. The cost of this new canister is often a real sticking point with the building owner. **"The unit wasn't cheap to begin with, and now I have to pay \$300 to get a new canister put in?"** They need the unit, but are never happy when they have it serviced, often more than once a year, depending on water hardness. The Aprilaire unit has eliminated this concern.

- Aprilaire units are designed to run an entire season, even on hard water, without requiring any service. In fact, ***Aprilaire units can run for three full seasons without service*** when installed on softened water!
- Aprilaire units are fully cleanable, meaning that you will never need to buy a replacement canister again! Simply remove the steam chamber, complete with drain and trap plumbing, clean out the mineral deposits, re-install it and you're ready to go for at least another full season.

Aprilaire is so confident that these units are the only humidifier that you should install in your light commercial customers' buildings, that *we will give you \$50 every time you replace a canister humidifier with an Aprilaire unit in October, November, & December 2005.* So, give your customers a better product, and put \$50 in your pocket for simply doing the right thing. Contact your Aprilaire Light Commercial Territory Manager for more Details. ■



Aprilaire

\$50 BOUNTY

FOR EACH CANISTER HUMIDIFIER YOU REPLACE WITH AN
APRILAIRE STEAM HUMIDIFIER
IN OCTOBER, NOVEMBER AND DECEMBER 2005.

Are your customers tired of buying replacement canisters?

Give them the most advanced humidifier on the market today—the Aprilaire Steam Humidifier. These units will operate **three seasons without a cleaning** when installed on softened water*.



To get more information on how you can earn a \$50 Bounty, contact **YOUR NAME HERE** or your Aprilaire Territory Manager.

Research Product Corporation
1015 E. Washington Ave. • PO Box 1467 • Madison, WI 53701-1467
608-257-8801 • 800-334-6011 • Fax 608-257-4357 • www.aprilairecontractor.com

* Contact Aprilaire for more details.
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Want to Add More Revenue to Your Jobs, and Solve Your Customers' #1 Complaint?

According to several surveys conducted by the *International Facility Management Association* the number one complaint from employees is the temperature is too cold, and the number two complaint is the temperature is too hot. Certainly, you've heard this during your service and maintenance calls. According to ASHRAE, one of the ways to overcome this problem of too cold/too hot, is to install zone control.

Your Aprilaire Light Commercial Territory Manager is currently working with local HVAC distributors, conducting extensive sales and technical training on the need for zoning and the Aprilaire Zoned Comfort Control System. Contact your Aprilaire Light Commercial Territory Manager or your local HVAC Distributor for training opportunities near you! ■

Aprilaire®

Fresh Ideas for Indoor Air®

P.O. Box 1467 • Madison, WI 53701-1467
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Septic System? No Floor Drain? Humidifier! SALES OPPORTUNITY

The technology behind the Model 400 uses a unique patented water delivery system, which includes a small float chamber, electronic water level sensors and a wicking water panel. The use of the float chamber eliminates the need for a reservoir. The wicking water panel allows for 100 percent of the water in the unit to be utilized in the evaporation process with virtually no standing water.

“The technological advancement of the Model 400 really opens the door for new sales opportunities,” said Bruce Darkow, product manager for Aprilaire. “Everyone from septic system owners to consumers without floor drains to drum-type humidifier owners can now benefit from the performance of a computerized whole-house humidification system.”

The technology and design of the Model 400 allows for easy installation and requires minimal maintenance.

Components typically found in drum-type humidifiers such as motors, pumps, and fans have been eliminated from the design, promoting trouble-free operation and reduced maintenance. ■



Model 400

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).

Steam Humidifiers — Fall Tune Up



You Sold it Last Season, Now Service it This Season!

Last fall Aprilaire introduced a line of steam humidifiers designed for the light commercial market. It set a new standard with its stainless steel construction, cleanable steam chamber, operation and diagnostic LED's, built-in "P" trap, and overall ease of installation.

Many of you bought and installed units in a variety of jobs. Examples included: print shops, art storage areas, a museum, office

buildings, schools, and even some high-end custom homes. These units did a fine job adding the humidity needed to protect assets, products, investments, and even provide comfort to the occupants last season. But now it's time to perform annual service and start-up before the next humidifier season begins.

HERE IS YOUR SERVICE CHECKLIST (REFER TO YOUR HUMIDIFIER MANUAL FOR MORE DETAILS):

- ✓ 1. Make note of any illuminated or flashing LED indicators. Refer to the manual for explanation.
- ✓ 2. Remove outer shroud.
- ✓ 3. Check steam chamber, is it hot or cold?
 - a. All units are equipped with an "end of season" drain feature. After 72 hours without a call, the water from the steam chamber is drained. The only thing that would prevent the unit from performing this function would be a plugged drain or if someone shut the unit off prior to the drain cycle being complete.
- ✓ 4. If the unit is empty, the tank is now ready to be removed.
- ✓ 5. If the unit is hot, you will either need to wait for the tank to cool, or manually open the drain valve, starting to drain the unit. This will also cause the supply water valve to open, allowing cold water to mix with the hot water, cooling the steam chamber.
- ✓ 6. Shut off supply water.
- ✓ 7. Shut off electrical power.
- ✓ 8. Disconnect all drain plumbing after the drain valve.
 - a. Remember that the drain valve and integral "P" trap is removed with the steam chamber.
- ✓ 9. Remove steam chamber. Refer to manual for step by step procedure.
- ✓ 10. Clean the steam chamber, removing all sediment.
 - a. If there was a 1/2" or more of sediment on the bottom of the steam chamber, annual maintenance is recommended. If not, the unit can be cleaned less often.
- ✓ 11. Clean water level probe.
- ✓ 12. Re-assemble the unit.
- ✓ 13. Restore supply water & power to the unit.
- ✓ 14. Allow the humidifier to fill, checking the unit for leaks.
- ✓ 15. Adjust the humidistat to create a call, ensuring proper operation.
- ✓ 16. Check the humidistat, ensuring proper set-point.

That's the basics. As always, refer to your manual for more complete details. Can't find your manual? You can download one from

www.aprilairecontractor.com. Have a technical question? Talk to the experts; call Aprilaire Technical Support at 1-800-334-6011. ■

Residential Humidifiers — Fall Tune Up



Preventing Callbacks

It's hard to believe summer is over and we will be into the humidification season shortly. Here are some tips for you and your team to get humidifiers tuned up and ready for the upcoming season during your maintenance agreement calls.

For humidifiers already installed, get the humidifier ready for operation by:

- **Changing the water panel** ensuring maximum evaporation
- **Making sure the power cord is plugged in** (for power humidifiers)
- **Making sure the bypass damper is open** to allow air flow through the unit (for bypass humidifiers only)
- **Making sure the water line, in-line strainer and orifice are clear.** If the flow of water is stopped or restricted, the humidity delivered will be less than what it should be.
- **Making sure the drain line is free of clogs** to prevent water backing up and leaking out of the unit. If there is any doubt, replace the drain line which will prevent headaches during the season
- **Testing the unit before the service tech leaves the home.** By making sure water is flowing out of the drain line, you will know the customer is getting what they paid for comfortable humidity.

For new humidifier installations with a fall system change-out or when a customer requests a new humidifier here are some tips:

- Recommend an Aprilaire Automatic Humidifier, installed in the **automatic mode**. This eliminates callbacks from homeowners who forget to change or who don't know how to set a manual humidistat. It delivers up to 50% more humidity and ensures your customers always have the optimum level of humidity in their home.
- Connect flow-through humidifiers to service hot water. This offers the homeowner more flexibility. They can run their blower to satisfy humidity needs without a call for heat. It also increases the capacity of the unit to accommodate larger homes.

- Recommend continuous blower operation for maximum humidifier performance. If the blower is running continuously, the humidifier can operate at any time humidity is needed as it is not waiting for a heat call.
- Sell the Aprilaire Model 8570 Thermostat with the humidifier to deliver more value to your customers.
 - The 8570 will automatically extend blower operation if a humidifier call is not satisfied.
 - Display outdoor temperature and indoor RH on the thermostat
 - Service reminders to change water panels ensures the customer gets what they paid for from their humidifier, and they come to you for water panels and service. ■



Model 700