

October 2006 Volume 5, Issue 12

It's Humidifier Season...

Take advantage of a wide number of different marketing tools from Aprilaire to let your new and existing customers know you are the expert in indoor air quality and can help in addressing their needs.

Tools for securing new customers:

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

For the installation crew the

plenium sticker is used if the homeowner declines. Eventually, they will experience the effects of dry air and contact you.

Keeping Your Existing Customers Satisfied:

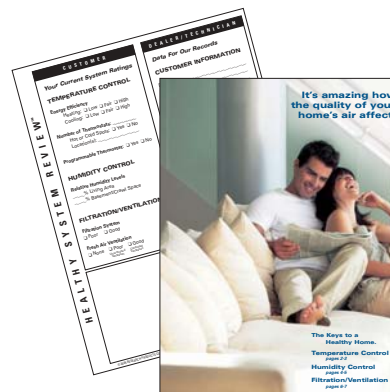
Every time you install an Aprilaire Humidifier, you realize profit now and can in the future. Add more value to humidifier maintenance by changing out water panels and by changing out inexpensive components like the water feed tube, orifice and in-line strainer, to keep the humidifier operating just like the day you installed it. For customers without maintenance agreements, use the free tools we offer such as the **humidifier plenium sticker**, form #1869 to track your customer's humidifier maintenance and the **"Use 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.aprilairecontractor.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.

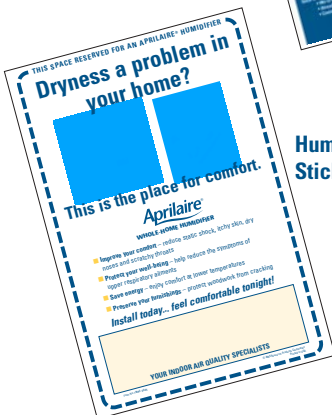
While I'm Here Flyer



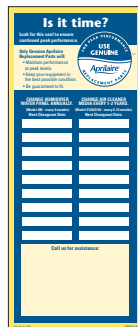
Healthy Systems Brochure and Checklist



Humidifier Plenium Sticker



Maintenance Renewal Plenium Sticker



Water Panel Reminder Postcard



Aprilaire Ultimate Humidifier System

Aprilaire Automatic Humidifiers provide greater benefits than any other humidifiers in the market. When installed with the Aprilaire Model 8570 thermostat, homeowners are provided more comfort, convenience and better performance.

More Comfort

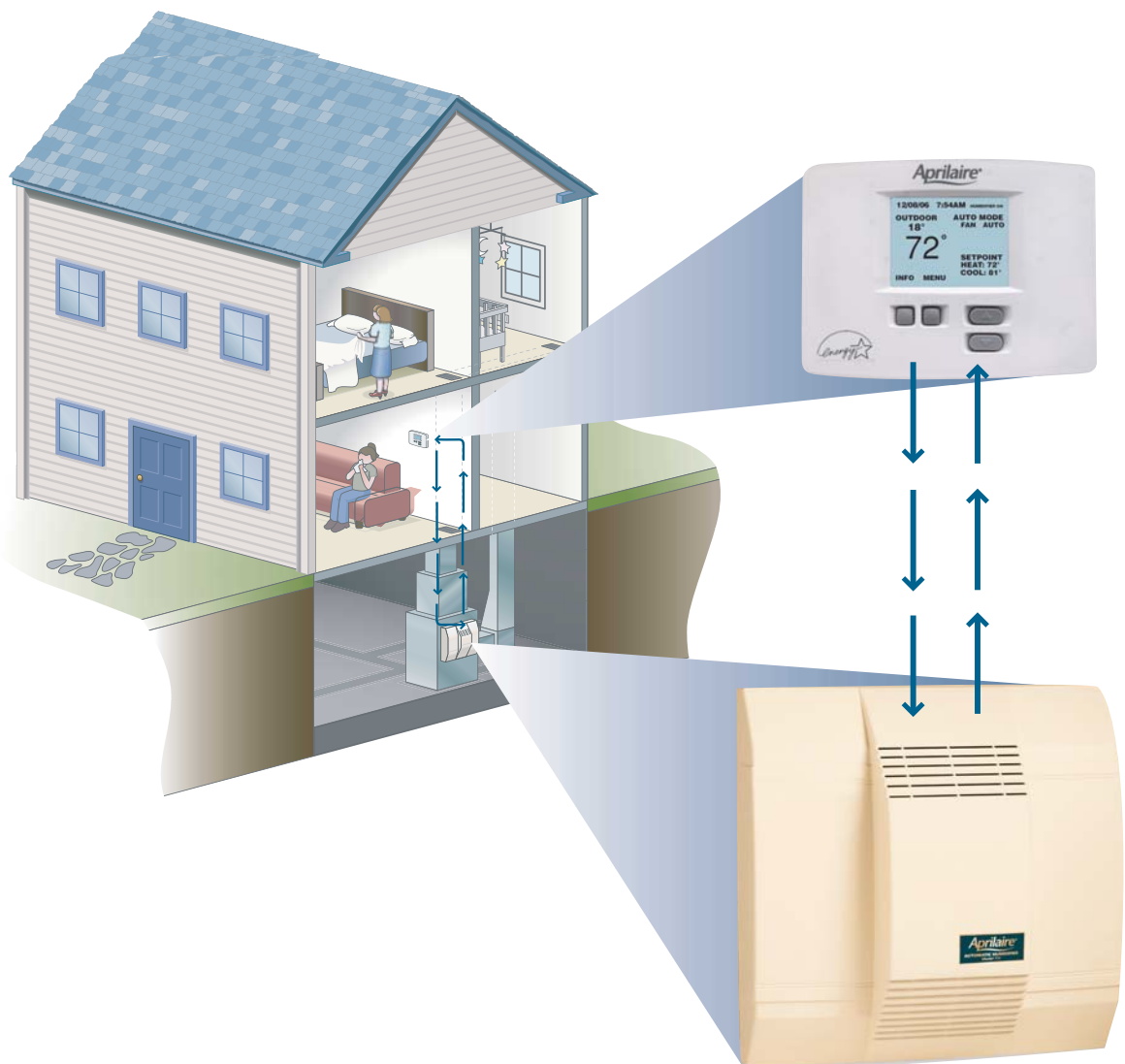
When an Aprilaire Humidifier is installed with an Aprilaire 8570 Thermostat, both products work better together than individually. With the high efficiency furnaces today, set-point temperatures are satisfied inside a home quickly and, in most cases, it does not give enough time for the humidifier to do its job. The 8570 gives more operating time for the humidifier by energizing the blower of the HVAC system even after the thermostat has satisfied its temperature set-point.

Convenience

Home owners want to know the outdoor temperature, indoor humidity, and when the humidifier is working. When the 8570 Thermostat is installed with an Aprilaire humidifier, it supplies the homeowner with that information and provides them with peace of mind.

Service Reminders

When the 8570 is connected to the humidifier control, it will remind the homeowner when to change the water panel and provides dealer information to customers. This is a great way for the dealer to keep his name and contact information in front of the homeowner for service calls which, in turn, can generate other sales opportunities.



For more information, please contact your local District Sales Manager

Shoulder Seasons

During fall and spring, also referred to as “Shoulder Seasons,” it can be quite humid, but not hot. How do you condition for humidity when the season calls for neither heating nor cooling?

Homeowners today are not comfortable in their homes because of high humidity in certain parts of the country during the fall and spring seasons. The drive to improve energy efficiency (from better windows and insulation to higher SEER air conditioners) has had an inverse effect on your customers comfort. Their homes have become trapped with moisture causing stuffy, clammy environments that are both uncomfortable and unhealthy. Result of all of this is uncomfortable and unhealthy homes.

High Humidity affects comfort

If air “feels” too moist (generally at relative humidity above about 70% for most people), skin to skin contact can feel clammy and make you feel either “colder” or “warmer” depending on other factors such as the air temperature, the season, and clothing. Shoulder periods make problems worse. Homeowners complain of lack of sleep due to feeling “stuffy.” They set their thermostat too low in order to get air conditioning to run, compensating for excess humidity.

It affects the “comfort” of your building

If you ever have high relative humidity and temperatures inside your home compared to the outside, then you have just set up the potential for a little dew-point experiment somewhere inside your walls and/or roof. You don’t want water vapor cooling down and condensing inside your building assembly. The results are never good.

Overcooling to Control humidity?

Air conditioning doesn’t run when a house is cool enough. Even attempting to override the air conditioning by turning down the thermostat doesn’t control humidity; it simply overcools the home in an attempt to remove mois-

ture and as we know from humidification 101, as the temperature goes down in a home, the air is able to hold less moisture. This means that air conditioning can actually increase the RH inside a home causing condensation from cold air on pipes, ducts, and other surfaces. In addition, according to the Florida Solar Education Center, running the

air conditioner frequently has a high energy burden to the homeowner, with a 10% increase in energy costs for every 1 degree increased of cooling. In conclusion, the air conditioner has no control over humidity.

Continued on next page...



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Experts Endorse Whole Home Solution

Building Science Corporation is one of the lead partners with the Department of Energy for the Building America initiative. They work with manufacturers and builders to ensure homes are durable and comfortable. They have spent two years looking at dehumidification and believe a whole-home dehumidifier is the only way to ensure homes won't have moisture problems.

Aprilaire Whole Home Dehumidifiers

A whole-home dehumidifier is essential to managing excess humidity indoors. Its main function is to control moisture levels in the entire home which, in turns, will create healthier and more comfortable indoor environment.

Model 1700 and 1720 Whole Home Dehumidifier Features:

1. Capacity

- High Capacity to Condition the EntireHouse
- 90 pints (1700 model) and 150 pints (1720 model) per day allows you the flexibility to use the dehumidifier in a wide variety of house sizes
- Capacity is not affected by lower temperature in basements (Thermal Expansion Valve – TXV)

2. Automate Control

- Automatically samples conditions
- Control is built-in. No added wires needed
- Automatic operation, with no extra work by homeowner

3. Flexibility

- Can be installed in basements, attics, crawl spaces, and garages
- Non-Intrusive to the living space
- Installed right into the existing heating/cooling system

4. Ventilation

- Unit comes with built-in ventilation controller.
- Provides managed ventilation to the home; will bring in both the right quantity and quality of air
- Turns your blower on according to timed settings

5. Comfort & Convenience

- Improves air circulation in your home
- Improves air filtration
- More comfort (reduces hot and cold spots)
- Water drains directly to floor drain
- No need to empty buckets, ever

Contact your local District Sales Manager to learn more about Aprilaire Whole Home Dehumidifiers.



Aprilaire welcomes the NEW 8200 Series Thermostats

The latest addition to the Aprilaire family of thermostats is sure to fill the need where value and reliability are a must.

The 8200 Series Thermostats are accurate, compact and attractive so your customers will find them easy to live with. They'll also appreciate the fact that they are easy to use, not just easy on the eyes. And the backlit display makes viewing possible in those dark hallways or on those cold winter nights.

The 8200 Series are 24-volt powered thermostats perfect for new construction applications eliminating the constant search for the batteries when it's time to move to the next job.

When there's just no room in the budget for expensive thermostats, the 8200 Series is just the right choice.



Choose from these models to complete your quality installations

- Model 8244** – Non-Programmable, Single-Stage Heat/Cool or Heat Pump (no auxiliary heat)
- Model 8246** – Non-Programmable, Single-Stage Heat Pump w/Auxiliary Heat
- Model 8263** – Programmable, Single-Stage Heat/Cool or Heat Pump (no auxiliary heat)
- Model 8265** – Programmable, Single-Stage Heat Pump w/Auxiliary Heat

Seminar Recap: Thinking (and Selling) Outside the Box



Matt Michel
CEO Service Roundtable

The 2006 Aprilaire Dealer Seminars are wrapping up. For those who were able to attend, (and even if you couldn't make it), here are three key points:

1. Sell all the time: At the seminar Matt covered 51 simple, practical selling ideas. Idea #4 is to place door hangers on the homes next to each job. Who is more likely to have an HVAC system similar to the one you just worked on?
2. Consumers Buy Benefits, Not Features: Consumers are tuned into WIIFM "What's In It For Me?" Do you recall the matches exercise? Practice this with anyone on your team who comes in contact with a homeowner. Remember, features deliver benefits.
3. Differentiate your proposal: Most HVAC quotes are line item

forms with a single price. You can differentiate your proposal by quoting a special package / bundle that specifically meets the needs of the homeowner (think Honda DX, LX, EX). Make sure to quote a monthly payment.

Every participant committed to three actions as a result of the seminar. If you have made progress, great! If you need help getting started, contact your Aprilaire District Sales Manager and, together, pick out one of the tactics to start on this week.

BONUS! We held a web cast following the Spring sessions where Matt covered seminar topics and then answered dealer questions. A free link to this session is posted on www.aprilairecontractor.com. Just click into the seminar page.

Aprilaire IAQ Sweepstakes Featured in Major Consumer Magazines

Readers of *Better Homes & Gardens*, *Family Circle* and *Remodel* magazines in October and November will have the opportunity to win a complete Indoor Air Quality system from Aprilaire. The sweepstakes, which accompany full page ads for Aprilaire Air Cleaners, encourage readers to log on to Aprilaire.com and enter to win.

"The sole purpose of the sweepstakes, said Mike Rimrodt, Director of Marketing at Aprilaire, "is to draw more traffic to the website, create buzz about indoor air quality products, and most importantly, to connect interested consumers with qualified Aprilaire contractors through the Dealer Locator featured on the Aprilaire website".



Aprilaire Announces Limited Five Year Warranty on all Products

Aprilaire announces that it will now offer a limited five year warranty on all of its products effective October 1, 2006.

The five year warranty covers humidifiers, dehumidifiers, air cleaners, ventilation, UV germicidal lamps, Zoned Comfort Control products and thermostats.

For more information visit www.aprilairecontractor.com, call (800) 334-6011 or ask your local Aprilaire district sales manager.