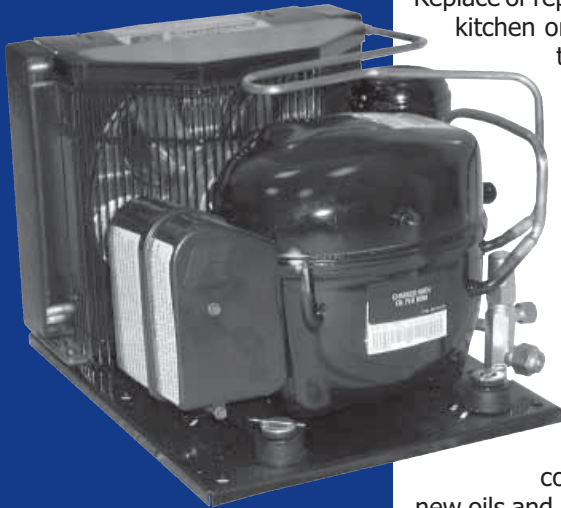


Newsline

A Newsletter Dedicated To Our Customers

Replace Or Repair? From Copeland Form 2004DS-166 R1



Replace or repair? It's a tough choice. Especially when you're facing failed equipment in a commercial kitchen or other food service environment. The quick-fix: replace the compressor. But is that the right fix? Will it give you - and your customer - the best long-term performance and value?

Compressor failure is all too often just a symptom of a larger system problem. The tough environments of today's kitchens often choke off airflow from the equipment, reducing efficiency and accelerating premature failure. Combine that harsh environment with lack of preventative maintenance and you'll soon follow that compressor replacement with service calls for new controls, new wiring, new fan motors, or cap tube and condensing coil maintenance.

There's another option to consider: Replace the entire condensing unit right from the start.

Most system failures are caused by contamination. Either surface contamination that covers coils and components, or internal contamination from today's new oils and refrigerants which leave acid and moisture in the system. Installing a new condensing unit helps assure the system is contaminant-free — and ready to deliver peak performance for years to come.

It's a cost-effective solution. Especially when dealing with older systems that are likely to break down once, or likely to break down again under the stress and strain of demanding food service applications. Plus, it gives you the chance to deliver even more long-term value to your customers.

Tough environments demand tough equipment. The kind of equipment only Emerson Climate Technologies can provide, products built with durability and reliability for the harshest conditions. Products you've come to know and trust like Copeland compressors.

Repair that worn out compressor? Or replace it with a complete Copeland condensing unit? It's your reputation. Ask your ARS Sales Representative for assistance with selecting a replacement condensing unit.



Inside

Emerson Ventilation Products Now Available... **2**

Upcoming Training For American Standard **2**

COMFORT — The Key Concept In HVAC **3**

American Standard Commercial Equipment.. **3**

Spring Parts Special Customer Winner **3**

DuPont Run With A Winner Promotion **4**

New DTMV40 Defrost Timer **4**

Save With The ARS Fall Parts Special

The ARS Fall Parts Special is here. In it you will find special buys on all of the items that you will need for the upcoming heating season as well as many tools and accessories.

Items throughout the special are marked with **Special Buy** to call attention to items with an incredible discount.

Watch for the ARS Fall Parts Special in your mail or at your local ARS branch location. The sooner you sign up, the more you can save by taking advantage of the low prices in the special. Ask your ARS Sales Representative to help you sign up for the Fall Parts Special.

Upcoming Training For American Standard

ARS will hold an **American Standard Service Training School** in **Phoenix** on **December 6th and 7th** and in **Tucson** on **December 8**.

ARS will hold courses in Phoenix on **American Standard Manual J Load Calculation** on **January 17**; **American Standard Manual D Duct Design** on **January 18**; and **American Standard Variable Speed Blowers** on **January 19**.

Watch for more information on these classes coming soon!

American Standard
NEW STANDARDS FOR LIVING™

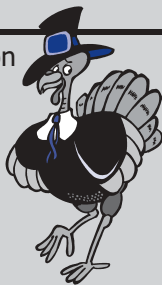
ARS Contributes To Relief Effort

All of us are horrified at the destruction in Hurricane Katrina's wake, and the long-term effects it will have on its victims and our nation. It is the worst natural disaster in our nation's history. In response ARS donated \$20,000 for the victims of the Gulf Coast hurricanes to the American Red Cross on behalf of their employees.

Holiday Schedule

ARS will be closed for inventory on **Saturday, November 19**. We will also be closed on **Thursday and Friday, November 24 and 25** in celebration of the Thanksgiving holiday.

Have a Happy Thanksgiving!



Editor

If you have comments, suggestions, or would like to be added to our mailing list you may direct your correspondence to the editor:

Marsha Beaudry

P.O. Box 21127 • Phoenix, AZ 85036
mbeaudry@ars-net.com

Emerson Ventilation Products Now Available At ARS

ARS now has the complete line of Emerson Ventilation Products available. We stock 153 products at our Chambers and Weldon locations. These items are available for order at all ARS locations.

Emerson Climate Technologies has a portfolio of Ventilation Products including Upblast and Downblast ventilators, wall-mounted exhaust and supply fans, shutter fans, and a full array of air circulators. These products possess the features that matter most to your success; quality, reliability, and availability.

Emerson is an ISO 9001-2000 accredited manufacturer supplying quality commercial and industrial ventilation products for more than 20 years. The products are designed using state-of-the-art engineering tools to ensure that they exceed your quality expectations.

Upblast Ventilators are designed for continuous operation to exhaust foul air, smoke, fumes, and cooking vapors from range hoods and commercial cooking appliances. These UL762 ventilators are designed for installation in industrial, institutional, and commercial kitchen applications with maximum inlet temperature of 300 degrees F. The exhaust air is pushed up and away from wall and roof surfaces.

Downblast Ventilators are designed for use where steady exhaust ventilation is needed under low to moderate static pressure conditions in commercial and industrial buildings. These ventilators meet UL705 requirements with a maximum inlet temperature of 170 degrees F.



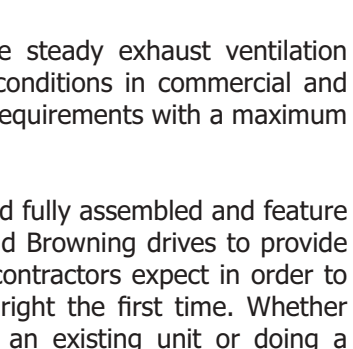
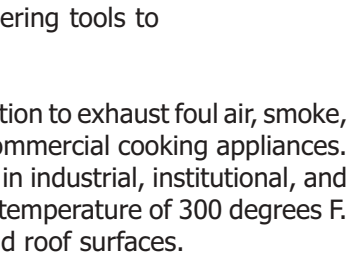
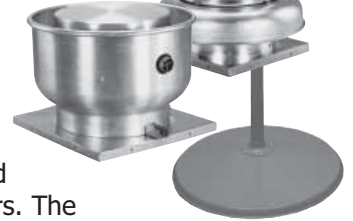
Products are shipped fully assembled and feature Emerson Motors and Browning drives to provide the reliability that contractors expect in order to get the job done right the first time. Whether you are replacing an existing unit or doing a new installation, Emerson Ventilation Products is there to meet your needs.

For more information visit www.emersonventilation.com to access product catalogs, selection software, submittal sheets, and cross reference tools. Ask your ARS Sales Representative for assistance with Emerson Ventilation products.



EMERSON
Climate Technologies

**So Many Ventilation Options...
You'll Be Blown Away!**



Sell Comfort – Not Boxes

By Cecil Ward, Director of Marketing & HVAC Sales

Why is it that most consumers can't tell you the brand of their air conditioning unit? It is because they don't care! As long as their current system is keeping them reasonably comfortable, their needs are met and they don't have to care. But what is the key word in this concept? It is COMFORTABLE!

The homeowner wants to walk into his cool, comfortable home and enjoy life. In most cases, the contractor is never called until the homeowner is no longer comfortable.

If COMFORT is such a key concept in our industry, why do we continually say we sell air conditioning? Why don't we sell comfort? Why do we have our "salesman" follow-up with the homeowner? It should be our "Comfort Consultant" that meets with the homeowner.

Comfort is a very personal thing. What is comfortable for one person may be equally uncomfortable to another. But time and time again, air conditioning contractors send their air conditioning salesman to Ms. Jones' house to give her a price on an air conditioning system.

I think you probably see my point. Comfort involves many areas. Surely temperature is a key component of comfort, but what temperature? What about allergies? When people suffer from allergies I think it is fair to say that they are not comfortable. Humidity is another component of comfort. Annual operating cost is certainly a factor of comfort. I am quite certain that high utility bills will affect the comfort of the homeowner.

The next time you are called to a consumer's home because of air conditioning problems, don't sell them an air conditioner, provide them with a **comfort solution**. Ask the homeowner questions such as, "Do you have any areas in your home that always seem too hot or cold?" Or something like, "How many of your family members suffer from allergies?" Ask if they are comfortable with their current level of their utility bills. Questions like these help you as the consumer's "Comfort Consultant" determine the homeowner's definition of comfort. Once you have learned the homeowner's definition of comfort you are then able to design a "Comfort Solution" for your customer.

Things like electronic air cleaners, programmable thermostats, variable speed, and higher SEER equipment all increase your gross margin on the job, and your customer's comfort too. The next time you are called to a consumer's home for an air conditioning quote, don't just give them a price on an air conditioner, provide them a "Comfort Solution" and help improve the comfort in their life and yours!

Spring Parts Special Customer Winner

Congratulations to Bob Brown A/C as the winner of the Spring Parts Special Early Bird Customer Promotion for the Phoenix Metro area. Dan Haynes of the ARS Sun City location sold the winning entry. The winner for outside the Phoenix Metro area was Mid-Atlantic Co. out of Norfolk, Virginia. Winners were awarded a Gentec Brazing Kit, a \$260 value!



Dan Haynes (left) presents the prize to **Daniel Ontiveros** (right) of **Bob Brown A/C**

American Standard Commercial Equipment Available At ARS

Next time the need arises for commercial equipment, try American Standard. American Standard's commercial comfort systems are steady performers that will work dependably year in and year out. They're easy to install and service because of their application flexibility and accessibility features. They'll also help you address workplace environmental issues such as indoor air quality and reduced energy consumption.

American Standard manufactures a complete line of split systems and packaged units designed specifically for commercial applications. American Standard commercial products are available in 2 1/2 to 25 ton capacities and offer a variety of factory-installed options and accessories.

American Standard Commercial products are readily available locally to eliminate downtime and quickly cover replacement needs.

Financing and Leasing options are available to make the buying process easier for your customer and help you to close the sale when budgetary issues are the concern for your customer.

For an industry leading product line, dealer and technical support, count on ARS and American Standard for your commercial equipment needs.

Extended warranties are available for most American Standard commercial equipment.

Contact **Ken Welch** directly for American Standard commercial equipment quotes at **(602) 243-2792 Ext. 290**.



Run With A Winner Promotion

Make ARS your pitstop for DuPont Suva refrigerants and you could be going to the **November 13, Checker Auto Parts 500 NASCAR Race** in Phoenix on us! Customers who purchase two drums of DuPont refrigerant on the same order **September 19 through October 21**, will have a chance to register.

ARS will be giving away **five hospitality packages** that include a pair of tickets for the November 13 races.

Don't miss your chance to register! You could find yourself at the races just for making ARS your Pitstop for DuPont Suva refrigerants.



DuPont™ Suva®
refrigerants

American Standard 2005 Fall Consumer Promotion

The 2005 Fall Consumer Promotion is under way from American Standard: **No payments until 2007 plus a free programmable comfort control.**

American Standard is nationally advertising this promotion to the consumer as a special limited time offer through December 31, 2005.

See your ARS Sales Representative for complete details of the promotion. This promotion is available to American Standard Dealers only.

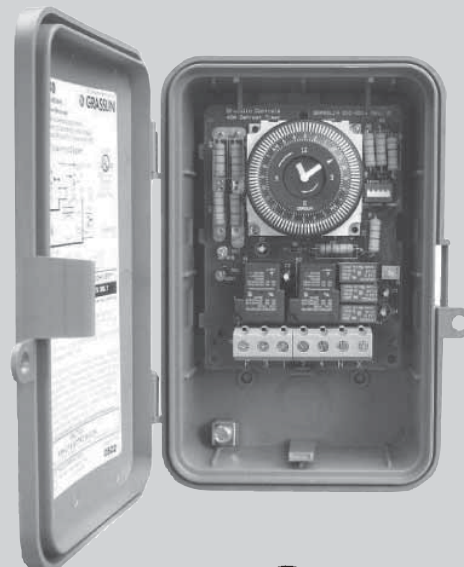


New DTMV40 Defrost Timer

ARS now stocks the DTMV40 which is tailor made for the after-market in that one unit replaces all competitive models. The DTMV40 is applicable to air defrost (compressor shutdown) and in electric or hot gas defrost systems. The time termination function acts as a fail-safe and will terminate the defrost if the temperature or pressure switch fails to do so.

The DTMV40 is used to control the defrost function of walk-in coolers, deli coolers, and other refrigeration equipment. It replaces all defrost controls integrated into OEM equipment, including Grasslin, Paragon, and Precision products and is identical in function, terminal identification, and wiring to the Paragon 8140 and Precision 6140 series Defrost Timers. This unit may also be used to replace Paragon 8040 and Precision 6040 series time terminated defrost timers. With the addition of a remote pressure switch, the DTMV40 can replace the Paragon 8240 series and Precision 6240 series pressure terminated defrost timers.

The DTMV40 was built with a focus on the serviceability aspect of the product; thus it is designed to mount easily and in multiple configurations. Traditionally, contractors needed to carry multiple defrost timers depending on the application and supply voltage. Now, they only need a single DTMV40 which can be configured for any application.



DTMV40
Defrost Timer

120, 208-240 VAC

The Best Value In The Industry!



GRASSLIN

A GE Industrial Systems Company