

Marketing News

Reminder: New Fasco Rewards Program Starts Next Month!

As we reported in last month's newsletter, the Fasco Rewards program will be returning in July – and with it, your chance to win great prizes! All you need to do is read about, and then test your knowledge of, the wide range of quality Fasco products.

Remember, when the program starts next month, here's a quick summary of how it will work...

- Each time you take and pass a test, your name will automatically be entered into the monthly prize drawing.
- Three prize winners will be drawn every month in each of seven regions in the U.S. – 21 winners in all each month!
- Each region will also have three grand prize winners at the end of the year. So even if you're not a monthly prize winner, you'll still have a great chance to win a grand prize!

Look for more details about the new Fasco Rewards program in next month's issue of the *Fasco Rewards Distributor Newsletter!* And thank you again for your patience as we completed the new program!

Product News

Stay On Top of Your Customers' Capacitor Needs with the Life-Line™ Capacitor Kit

Fasco has an easier way to make sure your customers' capacitor needs are covered this summer and year-round: the Life-Line Capacitor Kit.

This kit is an all-in-one replacement resource for single and dual run capacitors. In addition to many single capacitor ratings, the Life-Line Capacitor Kit has been designed to cover 48 of the most common dual ratings in both 370VAC and 440VAC applications. It also helps save your customers time and money by giving them everything they need to select, wire and mount replacement capacitors in one convenient kit!

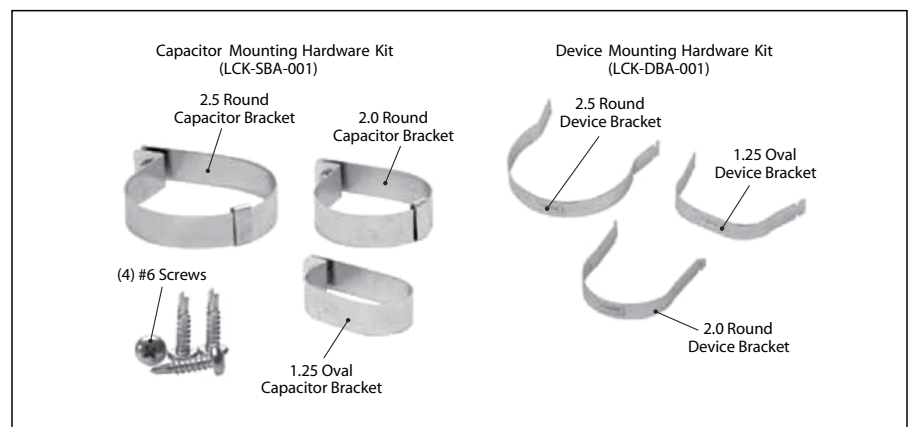
Here's another timesaving benefit your customers will get from using the Life-Line Capacitor Kit: it gives your customers the ability to turn 6 capacitors into 48 duals with absolutely no guesswork. The kit includes...

- 6 Best-in-Class Run Capacitors
- 2 Life-Line "Spider" Devices
- 1 Capacitor Mounting Hardware Kit
- 1 Device Mounting Hardware Kit
- 1 Heavy Duty Carrying Case

(continued on page 2)

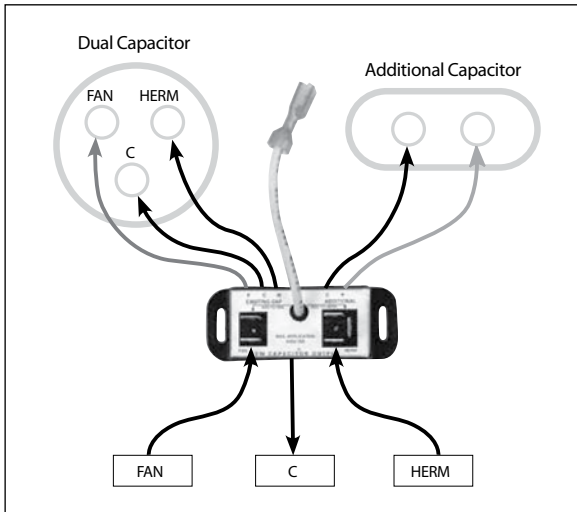


The Life-Line Capacitor Kit (LCKP-001)



The Life-Line Capacitor Kit comes complete with capacitor mounting hardware and self tapping screws.

Life-Line Capacitor Kit (cont.)



Two Life-Line "Spider" Devices are also included in the kit for use when mounting a combination of capacitors.

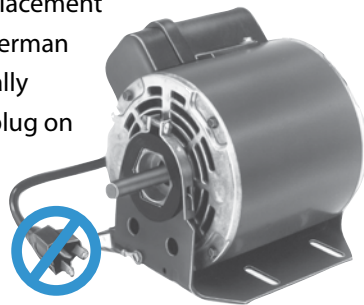
Along with the Life-Line Capacitor Kit, your customers can also download a handy *Installation Guide*, filled with helpful information on selecting and installing replacement capacitors. This 16-page quick reference includes a "Selection Guide" to help them match the failed run capacitor to the replacement capacitors in the kit, as well as how to select an add-on capacitor if a combination of capacitors is necessary to complete the job.

The *Installation Guide* also includes a 6-page section detailing numerous mounting solutions in different applications, complete with photographs. A "Wiring" section includes information and photos on how to wire the capacitors using the Spider devices included in the kit. There are also sections on "Capacitor Diagnosis Support" and "Final Installation Notes," a Q&A section on "Why Do Capacitors Fail?" plus helpful charts listing "Capacitance Variation on Common Metering Devices" and a "Replacement Parts List." In addition, a quick training video is available at www.TheDealerToolbox.com.

To order our UL-approved, patent-pending Life-Line Capacitor Kit, available with your choice of Genteq™ or PROLINE™ Capacitors, contact your Fasco Sales Representative or call our Customer Service Department at 1-800-325-8313.

Product Note: D827 no longer comes with a plug on the cord set.

The D827, a direct replacement for American Air Filter/Herman Nelson units, was originally supplied with a special plug on the end of the cord set that enabled it to be plugged directly into the unit. However, the plug became unavailable for us to obtain.



So, rather than discontinuing the D827, we made the decision that it would be in the best interest of our customers to begin supplying the motor without the plug. That's why it now comes with stripped wire ends on the cord set. If the plug is required, the customer will need to reuse the existing plug from the motor they are replacing.

When possible, please point this out to customers purchasing the D827.

Evergreen Motor Selling Tip: Just 2 Models Offer Many Opportunities!

As your customers surely know, most homeowners today want to reduce their energy usage and lower their utility bills, which is exactly what our Evergreen motors can do for them. But contractors don't want to double the number of motors they carry with them, just to offer more energy efficient options. Fortunately, they don't have to if they buy Evergreen motors from you!

So remind your customers that the 1/2 HP and 1 HP Evergreen models can replace direct drive, PSC indoor blower motors of 1/5, 1/4, 1/3, 1/2, 3/4 and 1 HP. And these motors use less energy in both heating and cooling systems.

For more information on these motors, contact the Evergreen Contractor Hotline at 1-866-503-8566 or visit www.TheDealerToolbox.com. To learn more about becoming an Authorized Evergreen Dealer, contact your Fasco Sales Representative.

