

Marketing News

New Fasco Stock Replacement Catalog #45 Now Available!



What's new at Fasco? Our latest catalog – the new *Stock Replacement Products Catalog #45*, that's what!

And with this 2011 update comes big news: now the Fasco catalog also includes the Genteq/GE Commercial Motors by Regal Beloit catalog, too! With the addition of GE Commercial Motors, this new catalog is obviously our biggest ever by far – 184 pages!

It also includes popular items like our line of PROLINE™ Capacitors, Morrill Motors products, Evergreen motors, plus updated information on existing Fasco replacement motors, blowers and other items, as well as our handy *Motor Scope Selection Guide*.

To request your free copy of our new Catalog #45, just contact your Fasco Sales Representative or our Customer Service Department at 1-800-325-8313.

New Product Introduction

Fasco Introduces Two of the Most Efficient ECM Motors in the Industry!

Fasco is proud to introduce the new ARKTIC 59 and ARKTIC SSC² motors from Morrill Motors — two of the most efficient electronically commutated motors (ECM) currently available on the market.

These new ARKTIC motors are primarily used in commercial refrigeration walk-in cooler, freezer and evaporator fan applications, but can be used in many air-moving applications that demand high efficiency and dependability.

With output ratings up to 74.6 watts, both motors significantly outperform shaded pole and PSC technology. In fact, the ARKTIC 59 offers efficiencies 3 times higher than shaded pole motors and 40% higher than PSC motors – plus it's customer programmable. The ARKTIC SSC² also is 3 times more efficient than shaded pole motors, and 45% more than PSCs. Both motors can also be sold with a variety of mounting brackets and fan blades in order to optimize airflow and system efficiency. ARKTIC 59 and ARKTIC SSC² motors also offer you the following...

Features

- Drop in replacement for 3.3" SP & PSC motors
- Constant speed technology
- Two speed operation

Benefits

- Energy savings – 2 year or less payback
- Quiet operation
- Increased energy reduction due to two speed operation

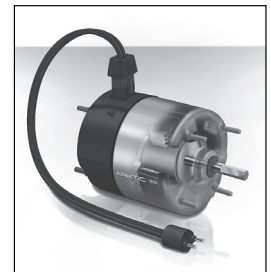
Sales Opportunities

- Repair/Replace/Upgrade SP & PSC motors with ECM technology
- Save an average of \$112 per motor annually on electric bills with the ARKTIC 59, \$36 with the ARKTIC SSC²

For more information on the new ARKTIC 59 and ARKTIC SSC² ECM motors, contact your Fasco Sales Representative or our Customer Service Department at 1-800-325-8313.



ARKTIC SSC² ECM Motor



ARKTIC 59 ECM Motor

New Eyelet/Grommet Kit Now Available

Due to customer requests, Fasco recently introduced a new prepackaged set of 12 eyelets and grommets – KIT155 – designed to work with our Fas Mount Bracket Kits FM50, FM55 and FM554. It's another handy accessory to keep in stock!

Congratulations to the Latest Gift Card Recipients in the New Fasco Rewards Program

Congratulations to the following Fasco Rewards Program participants who will receive \$100, \$75 or \$50 gift cards from our December Test drawing! Take the Fasco Rewards Test this month, and your name may be listed in an upcoming issue, too!

- Kaye Sliwonik
- Willie Jones
- Mike Stephenson
- Scott Callahan
- John Beckett
- Catherine Lowe
- Jim Dunn
- Steve Fair
- Lenny Wrubleski
- Mike Proffer
- Kenny Bishop
- Bruce Ballinger
- Bobby Dunsworth
- Jeff Collier
- Craig Gaebler
- John McClellan
- Howard Hinze
- Tony Stephens
- Shelley Wiemelt

PLEASE NOTE:

To make sure we can get your gift card to you if you're selected, please check your contact information on the Fasco Rewards website and confirm that we have your work address, not your home address. Just log in to the site like you do when taking the tests and click "My Account" in the menu on the left. Then check your address and phone number to make sure we can reach you at work to give you your gift card.

Answers to the December 2010 Fasco Rewards Test

- | | |
|--|---------------------|
| 1. D – All of the above | 6. C – 1/2 & 1 HP |
| 2. C – All of the above | 7. B – N4106 |
| 3. A – Ambient temp. (surrounding temp.) | 8. D – D347 |
| 4. A – True | 9. B – -23.3°C/77°C |
| 5. D – D1144 | 10. A – True |

Product News

New Heat Shield™ Motors Now Available

Fasco is pleased to now offer three new versions of the popular Heat Shield Motors from GE Commercial Motors by Regal Beloit.* These new motors now come in 1625 RPM, 2-speed 1/4, 1/3 by 1/2 HP versions, in addition to existing 1075 and 825 RPM, single-speed models.

Like other Heat Shield models, these new motors are designed for high heat applications in ambient temperatures up to 70°C. Plus, Heat Shield Motors offer additional benefits like...

- Run cooler, more efficiently than competition
- New & improved reversing plug
- Increased lead length to 48"
- Improved shaft water thrower
- Quick connects on capacitor leads
- Rheem mounting holes with mounting hardware
- And much more



For more information on our Heat Shield Motors, see pages 142-144 of the new *Fasco Catalog #45*. Or contact your Fasco Sales Representative or our Customer Service Department at 1-800-325-8313.

New Fasco Part Numbers for Genteq Kits and Accessories

As many of you know, in addition to our wide range of Fasco direct replacement products and accessories, we also offer Genteq (and other Regal Beloit) products to our distributors like you. But what you may not know is that Genteq's product numbers for their kits and accessories begin with the letter "A," just like Fasco blowers and draft inducers.

So to avoid confusion when ordering Genteq kits and accessories, we've simply added a "G" before their part numbers. Please use the chart below when ordering, which lists a description of the Genteq item, the Genteq part number and the corresponding Fasco part number.

Fasco Part Numbers for Genteq Kits and Accessories

FASCO#	GENTEQ#	DESCRIPTION
GA447	A447	TECMATE
GA455	A455	3.5" Ht. Base
GA460	A460	Cushion Ring
GA471	A471	3.5" Ht. Base
GA472	A472	3.5" Ht. Base
GA474	A474	3.5" Ht. Base
GA476	A476	3.5" Ht. Base
GA477	A477	Length Kit
GA478	A478	Length Kit
GA483	A483	3 5/8" Slinger
GA493	A493	Cushion Ring
GA494	A494	Cushion Ring
GA549	A549	Rain Shield
GA556	A556	Torsion Mount

*GE is a trademark of General Electric Company and is used under license to Regal-Beloit Corporation.