

Marketing News

Mark Your Calendars – the EASA Convention is June 24-26 in Nashville!

Here's a reminder to any Fasco distributor planning to attend this year's Electrical Apparatus Service Association (EASA) Convention in Nashville, Tennessee, June 24-26. Fasco will once again be attending, and we hope to see you there!

"Moving Industry Forward" is the theme of this year's convention – and that's also what Fasco does year in and year out by offering innovative new HVAC/R products to help build sales for our distributors. So if you're attending EASA, be sure to stop by Booth #405 and take a look at all the great products we'll be featuring that can help your customers "move forward" more profitably throughout the coming year and beyond.

EASA's one of the top industry events of the year, but if you need more reasons to attend, we have two words to share – Music City! The EASA convention will be held at the Gaylord Opryland Resort & Convention Center, which is just a short distance from downtown Nashville. Plus, country music superstar Pam Tillis will be performing in concert at EASA on Sunday, June 24th!

So mark your calendar today to attend the EASA 2012 Convention in Nashville, June 24-26. Then stop by and say hello to your Fasco team at Booth #405. For more information, visit the convention's website at www.easa.com/convention.



Product News

After the Warmest Spring Ever, Summer is Almost Here! So Help Keep Everyone Cool with These Fasco Products!

It's official: March 2012 was the warmest March on record for the lower 48 states, dating all the way back to 1895 when weather record-keeping began. What's more, last winter was also one of the warmest on record, second only to 1999-2000.

Predictions for Summer 2012 vary by region in the U.S., but one thing's for certain: Your customers – and theirs – will be getting hot under the collars when something happens to the HVAC equipment they depend upon, *and* if the right parts aren't available for repairs. So start preparing now for the hot and busy months ahead by ordering your motors and accessories from Fasco.

Get Better Performance in Higher Ambient Temperatures with Heat Shield™ Motors

Here's a great way to face the heat of summer feeling confident that your replacement motors will keep getting the job done, month after month, no matter how hot it gets: choose **Heat Shield Motors** from GE Commercial Motors by Regal Beloit.



Designed for high heat applications in ambient temperatures up to 70° C, Heat Shield Motors come in 1625, 1075 and 825 RPM, single- and 2-speed, 1/8 to 3/4 HP models. What's more, Heat Shield Motors offer other advantages, such as...

- Cooler, more efficient operation than competitive motors
- Improved reversing plug
- Increased lead length of 48"
- Improved shaft water thrower
- Rheem mounting holes with mounting hardware included
- Quick Connects on capacitor leads
- And more

For Commercial Refrigeration Needs, Keep Things Cool with High-Efficiency ECM Morrill Motors!

Last year we introduced some of the most efficient electronically commutated motors (ECM) available on the market today – the **ARKTIC™ 59, 142 and SSC²** models from Morrill Motors.

These new ARKTIC Motors are designed to be used primarily in commercial refrigeration walk-in cooler, freezer and evaporator fan applications, but they may also be used in many other air-moving applications that demand high efficiency and dependability.

(continued on page 2)

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 January test drawing! Take the Fasco Rewards Test this month, and your name may be listed in the next issue!

- Kirk Bell
- Carol Biggs
- David Bochenek
- Beverly Gehring
- Darrell Green
- Greg Hairell
- Corey Hickman
- Jeff Johnson
- Ryan Lewis
- Craig Lundstrom
- Leeann Matroni
- Don Mitchell
- Brian O Halloran
- Brian Owen
- Allen E. Phillips
- Nick Rico
- Chris Schroeder
- Jim Schroeder
- Ron Stogsdill Sr.
- Russ Wright
- Lenny Wrubleski

PLEASE NOTE:
All gift cards need to be used within 12 months.

Answers to January 2012 Fasco Rewards Test

1. D – 1/20 HP to 1/8 HP
2. C – 60
3. C – D347
4. A – True
5. D – Good Friday
6. A – 5"
7. A – A163
8. B – False
9. D – All of the above
10. B – Rubber

Product News (continued)

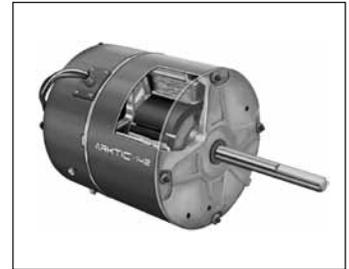
ARKTIC 59 and SSC² Motors feature output ratings up to 74.6 watts, which means they significantly outperform shaded pole and PSC motors. In fact, they offer efficiencies that are 3 times higher than shaded pole motors, plus they're also 40%-45% more efficient than PSC motors. **The ARKTIC 142** features output ratings of 1/3 and 1/5 HP, including parallel rack fan motors. It's one of the most efficient single-phase ECM motors available, with efficiencies 30% higher than PSC motors.



ARKTIC SSC² ECM Motor



ARKTIC 59 ECM Motor



ARKTIC 142

Other Great Fasco "Best Sellers" To Keep on Hand This Summer

Fasco **Condenser Fan Motors** are always smart to keep on hand during the summer, and Fasco's best-selling D7909, D7908 and D7907 ball bearing, plus D909, D908 and D907 sleeve bearing condenser fan motors, are the perfect choice. These 5.6" diameter models are totally enclosed, and are 208-230 volts, 1075 RPM, one-speed and reversible.

Our **825 RPM and 460-Volt Condenser Fan Motors** are also a wise choice to keep in stock for residential to heavy-duty commercial application needs. Fasco's 825 RPM, 5.6" diameter motors are available in models from 1/8 to 1/2 HP, 208-230 and 115 VAC, as well as your choice of shaft up, shaft down and horizontal application, and open ventilation or totally enclosed designs. Our 460-volt, heavy-duty condenser fan motors are available in 1/4 to 1 HP models, in both ball or sleeve bearings, with open ventilation or totally enclosed designs.

And don't forget about Fasco accessories, like our **capacitors, contactors** (definite purpose and reversing), **fan blades** (two, three, four and five blade models) and **fan blade accessories**.

For more details on any of these great products you'll want to stock for cooling season, see your *Fasco Catalog Number 45*. Or contact your Fasco Representative or our Customer Service Department at 1-800-325-8313.



D7909, D7908, D7907



D909, D908, D907



825 RPM Condenser Fan Motors



460-Volt Condenser Fan Motors

 Printed on recycled paper.