

MARKETING NEWS

Even a Snow Storm Can't Put a Chill on the Hottest AHR Expo Ever!

In spite of a storm that dropped 10" of snow on New York City and created hazardous conditions and a state-of-emergency in parts of New York State, the severe winter weather couldn't keep tens of thousands of attendees and exhibitors away from the 2014 AHR Expo, held January 21-23. In fact, according to the show's organizers, the 2014 AHR Expo will go down in the record books as the biggest, most well attended Expo ever! And for many of us who were there, it's sure to be talked about for years to come!



AHR Expo 2014 – A Record Breaker for Attendance and Size!

Fasco/Regal was one of 1,900 exhibitors at the Expo – “The World’s Largest HVACR Marketplace” – which broke records for total attendance AND sheer size. More than 61,210 people registered to attend (42,991 visitors and 18,219 exhibitor personnel), which gives this event the highest registered attendance in the exposition’s history. What’s more, at 385,000 square feet (or 8 ACRES) of exhibit space, this year’s AHR Expo became the largest show of any kind in terms of exhibit space to ever be held in the Northeast United States.

Attendee Survey Results/ Industry Forecasts for 2014

If you weren't able to attend, we'd like to share results of the *ASHRAE Journal's* annual survey of attendees with you. The survey showed that 83%



of people at the Expo rated business prospects as good or excellent for 2014, and believe that retrofit/ renovation will be the strongest sector in the coming year. Other survey results included...

- 87% of attendees are interested in products promoted as “green” or sustainable.

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PRODUCT NEWS

The Longer Heating Season Stays Around, the More You Need Fasco!

Polar vortexes. Non-stop heavy snow across the Northeast, Midwest, Plains and Western U.S. Crippling ice storms throughout the South – even the Deep South. As if this winter hasn't seemed long enough already, it doesn't seem to be going anywhere, anytime soon. (With apologies to all the weather

forecasters out there, including Punxsutawney Phil.)

But when the weather outside is frightful, it's good to know that you can count on staying safe and warm at home and at work, thanks in part to the industry's most extensive line direct replacement draft inducers

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You'll find our direct replacement draft inducers, like Model A196 shown here, on pages 68-95 of your Fasco Catalog #45.

MARKETING NEWS

More Webinars and Training Sessions Coming Soon

As in the past, we will be offering a variety of free training and educational programs related to motors in 2014 — both in-person and online. We are currently in the process of finalizing this year's training calendar, and will be announcing upcoming dates in future issues of this newsletter. When available, complete details will also be listed on thedealertools.com.

Led by an expert instructor, these sessions offer invaluable experience for anyone who works with motors in the HVAC industry, including both distributor personnel and field technicians. We offer both in-class training and webinars you can attend from the convenience of your own computer. So watch for more information coming soon and plan to increase your motor knowledge in 2014!

Tradeshows Schedule

Our representatives are hitting the road again, attending a number of industry events across the country. They'll be showcasing some of our best-selling direct replacement motors, blowers and accessories, so if you're attending any of the shows listed below, be sure to stop by the Regal Beloit booth and say hello!

ACCA Expo

Nashville, Tennessee
March 17-20

HARDI Western Regional Meeting

Litchfield Park, Arizona
March 9-11

HARDI Southeastern Regional Meeting

Nashville, Tennessee
April 13-15

MARKETING NEWS

AHR Expo (continued)

- Hospital/health care (66%), large commercial (64%) and small commercial (74%) are seen as the best market sectors.
- 95% say customers are always or are often willing to pay more for efficiency.
- Reliability (99%) and first cost (98%) are very or somewhat important to customers.
- 76% say government incentives have helped promote the adoption of energy-efficient products or technologies.



As always, our reps from Fasco were thrilled to be able to show off some of our industry-leading products to the thousands of people who came by — many of whom were contractors looking for the draft inducers, blowers, motors and accessories they'll be needing throughout the coming year from distributors like you. If you did visit us at Booth #1157,

thanks for coming by and saying hello. If not, we hope to see you at upcoming trade shows all over the country soon! In the meantime, for more information about any of our products, just contact your Fasco Representative or our Customer Service Department at 1-800-325-8313.



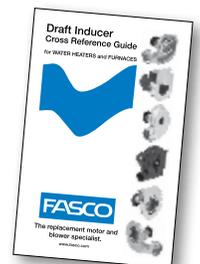
Draft Inducers (continued)

from Fasco. As you know, Fasco has all the direct replacement models you need, for more than 20 of the most common original equipment manufacturers like Rheem, Ruud, Goodman, Nordyne, ICP (International Comfort Products), Trane and Lennox.

Here's some even better news: if your inventory of draft inducers is running low, Fasco can get you the new stock you need fast! Our distribution center is centrally located just outside of Nashville, Tennessee, so for most of the continental United States (depending upon your carrier and the size of your order), we can get your items to you in three days or less. In fact, for shipments throughout the Midwest, Mid-Atlantic and South, deliveries often take just two days.

And while you're ordering your replacement stock of draft inducers, be sure to request additional copies of our *Draft Inducer Cross Reference Guide*. They're free, and extremely handy to keep around, since they're filled with information to help you quickly and easily get your customers the replacements they need.

So no matter what your needs are this winter, we're standing by, ready to help and help you fast. Just call us today at 1-800-325-8313.



Draft Inducer Cross Reference Guide