

Marketing News

New Genteq® Capacitors Counter Displays Now Available

Looking for a fast, easy way to boost sales? Then request one of our new Genteq® Capacitor counter displays for your show room or order area. They're free to Fasco distributors just by calling our customer service department at 1-800-325-8313.

These easy-to-assemble, attention-getting displays feature a reminder that while Genteq Capacitors may cost a little more than cheaper "standard" capacitors (about \$2 each), their quality construction and premium materials give Genteq Capacitors a huge performance and reliability advantage – protecting your customers' reputations in return. And that's worth every penny of the difference in price.

For more information, or to order your free Genteq Capacitor counter display, just call Fasco's Customer Service Department at 1-800-325-8313.



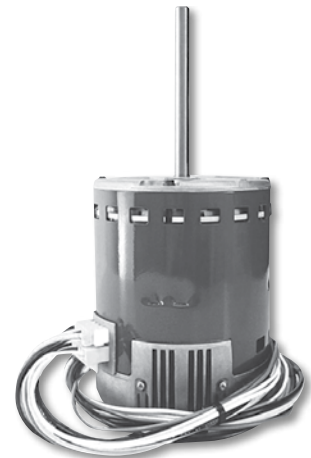
Product News

High-Efficiency Replacement Motors from Fasco Keep Everyone Cool for Less this Summer – and All Year Long!

Summertime heat means that air conditioning units and commercial refrigeration equipment will be working "overtime" trying to keep up with demand. You can help residential and commercial users alike keep their cool – and save money – by stocking high-efficiency replacement motors from Fasco.

For Residential Customers – Evergreen ECM Motors Are Truly "Green" Replacement Alternatives

Evergreen electronically commutated motors (ECM) give your customers an energy-saving option they can offer to homeowners who need replacement motors for their air conditioning systems. Evergreen Motors use proven ECM technology to save energy and money every time the A/C kicks on. In fact, residential users can expect to save over 25% on their annual motor operating costs with a Genteq Evergreen Motor...and up to 74% fewer watts when they run their fans between cooling cycles!

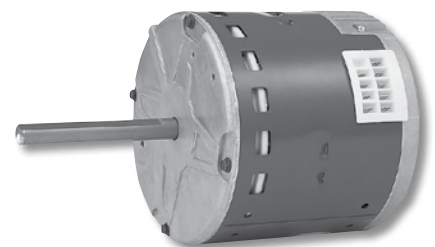


Evergreen Motor
1/2 HP or 1 HP

For Commercial Customers – High-Efficiency Motor Replacement Options for Every Commercial Refrigeration/Cooling Need

Fasco offers some of the most efficient electronically commutated motors on the market today, from a wide variety of manufacturers, covering a wide range of applications. Keeping these models on-hand helps you give your customers a high-efficiency option for any replacement motor need.

For example, the **Evergreen CM** introduced last year is the world's first universal ECM motor for aftermarket light commercial heating and cooling applications. Like Evergreen ECM motors for residential use, this motor is highly efficient, using up



Evergreen CM Motor 1/3,
1/2 & 3/4 HP

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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 March test drawing! Take the Fasco Rewards Test this month, and your name may be listed in a future issue!

- Bruce Ballinger
- Kirk Bell
- Michelle Benedetti
- Tawanna Cooper
- Jim Dunn
- Beverly Gehring
- Regina Ginez
- Joe Hiner
- Jary Howley
- Raymond Meyer
- Jim Meyers
- Daryl Poynter
- Ginny Reid
- Jeff Robinson
- Jim Schroeder
- Terry Smith
- Marc Steger
- Tony Stephens
- Mike Stephenson
- Vicki Swenson
- Matt Vaughn

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

Answers to March 2012 Fasco Rewards Test

1. D – Neither of the above
2. B – 48
3. A – D806
4. A – Air-over motor
5. A – 78 watts/5700 cfm
6. B – Nashville, Tennessee
7. B – 114
8. B – 60 watts/3300 cfm
9. A – True
10. B – 85%

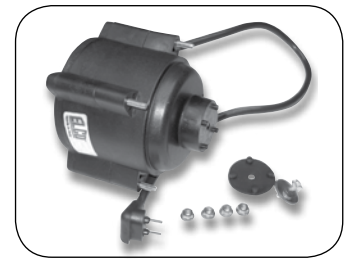
Product News (cont.)

to 50% fewer watts than a standard indoor permanent split capacitor (PSC) motor. It's an instant way to upgrade the efficiency of most light commercial heating and cooling equipment.

For industrial and commercial refrigeration needs...like condensing and evaporating units, food and beverage coolers, freezers, supermarket display cases, walk-ins and reach-ins...ELCO's **ECM-IP** and **NU Series Motors** make for an excellent, high-efficiency choice. ECM-IP Series Motors offer efficiency rates up to 70%, which is 4-5 times more efficient than a traditional shaded pole fan motor. NU Series Motors are suitable for all angle operation, and offer multiple mounting features.

Last but not least, **ARKTIC™ 59, 142** and **SSC²** high-efficiency ECM Morrill Motors offer a high degree of flexibility. They're primarily designed to be used in commercial refrigeration walk-in coolers, freezer and evaporator fan applications, but may also be used in many other air-moving applications that demand high efficiency and dependability. ARKTIC 59 and SSC² Motors feature output ratings up to 74.6 watts, which means they significantly outperform shaded pole (efficiencies 3 times higher) and PSC (40%-45% more efficient) motors. The ARKTIC 142 Motors feature output ratings of 1/3 and 1/5 HP, including parallel rack fan motors, with efficiencies 30% higher than PSC motors.

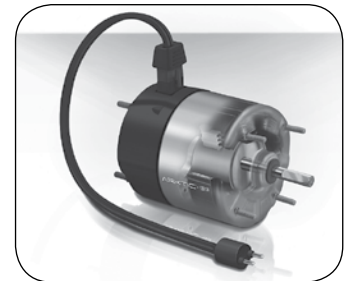
For more details on any of these high-efficiency motor products available from Fasco, contact your Fasco Sales Representative or our Customer Service Department at 1-800-325-8313.



ECM-IP Series Motors



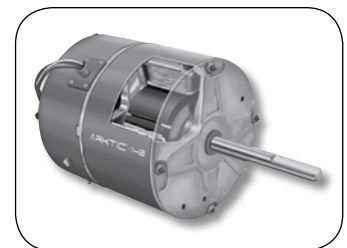
NU Series Motors



ARKTIC 59



ARKTIC SSC²



ARKTIC 142

Printed on recycled paper.

REGAL