

PRODUCT NEWS

Electricity Costs May Be Going Up, But These High-Efficiency Replacement Motors Can Help Usage Go Down!

The forecast for this summer is much the same all over the country. Not as far as the weather is concerned – but about the cost of electricity going up, up, UP! One good way you can help residential and commercial users fight back – and beat summer’s heat – is by stocking and encouraging your customers to purchase these high-efficiency replacement motors from Fasco.

Help Residential Users Save Money And Go “Green” With The Super Efficient Evergreen EM

Because it’s so energy efficient – saving residential customers over 25% on their annual motor operating costs, and using up to 74% fewer watts when running their fans between cooling cycles – the **Evergreen EM** seems like an obvious choice in replacement motors. But there are many other reasons HVAC contractors love the Evergreen EM. It installs quickly. It’s preprogrammed at the factory to match all the performance features of OEM X13 ECM motors. There’s no complex wiring, plus it automatically senses motor rotation. In fact, there’s never been a more contractor – and user – friendly replacement motor!

A High-Efficiency Replacement Motor Option For Every Commercial Customer’s Needs, Too

With Fasco, you’ll be able to choose from some of the most efficient ECM replacement motors for your summertime stocking needs, no matter what type of commercial application your customers require.

For commercial cooling and heating applications, for example, the **Evergreen CM** is a great choice. This highly efficient motor instantly upgrades the efficiency of most light commercial heating and cooling equipment because it uses up to 50% fewer watts than a standard indoor permanent split capacitor (PSC) motor. In fact, the Evergreen CM was the world’s first



Evergreen EM Motor: 1/3, 1/2, 3/4 and 1 HP



Evergreen CM Motor: 1/3, 1/2, 3/4 and 1 HP

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MARKETING NEWS

Visit Fasco at the 2014 EASA Convention In Boston, June 29 – July 1

This year, Regal is a proud sponsor of the 2014 EASA Convention in Boston, Massachusetts, held at the Hynes Convention Center, June 29 - July 1. So if you’re attending, be sure to visit your Fasco Representatives at the Regal Booth #507.

“Learn • Connect • Partner • Succeed” is the theme of the 2014 convention, and Fasco will be on

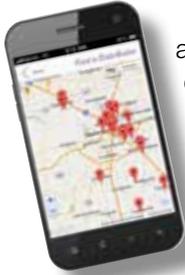
hand to help you do just that! We’ll be there to help you learn more about some of our new and best-selling HVAC/R products. And as always, we look forward to connecting with you to hear about your needs, so we can better partner with you by providing the types of products and services you need to succeed in the months and years ahead.

So remember, if you’re attending EASA later this month, be sure to stop by the Regal Beloit Booth #507 and say hello. We look forward to seeing you in Boston!



MARKETING NEWS

MotorAID App Now Updated with Improved Distributor Listings and More



With users all over the U.S. and Canada, the new MotorAID cross-reference app from Regal and Fasco is already proving to be a valuable way for your customers to find HVAC and pool motor information, locate a distributor and get answers to their product-related questions.

Now, we are happy to report that MotorAID was recently updated to improve the distributor locator, as well as fix bugs in the original version launched in March. In fact, the March issue of your newsletter had lots of detail about this free app available to Apple and Android users. As a reminder, MotorAID features a...

- **Cross-Reference** that finds item numbers, manufacturers (Fasco, Genteq, Century or other Regal brands) and other helpful information when users enter the motor number from a motor's nameplate (minus the dashes).
- **Distributor Locator** that provides phone numbers, addresses, maps and directions for distributors in the U.S. and Canada.
- **Help Desk** with quick assistance from the experts at Regal in finding the right replacement motor or blower from Fasco, Genteq and Century.

If you or your customers haven't downloaded MotorAID to your smartphones or tablets yet, visit the App Store or iTunes on your Apple devices, or the Play Store on your Android-powered devices.

High-Efficiency Replacement Motors (cont.)

universal ECM model for aftermarket light commercial heating and cooling applications.

For commercial refrigeration needs, Fasco also offers many choices. **ARKTIC™ 59, 142** and **SSC²** high-efficiency ECM Morrill Motors are designed for use 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 offer efficiencies 3 times higher than shaded pole motors, and are 40%-45% more efficient than PSC 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 industrial and commercial refrigeration needs...like condensing and evaporating units, food and beverage coolers, freezers, super-market display cases, walk-ins and reach-ins...ELCO's **ECM-IP** and **NU Series Motors** are an excellent 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 plus a wide choice of fan blades and shrouds for best airflow.

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.



ELCO ECM-IP Motor



ARKTIC 59 Motor

Tradeshows Schedule

Our representatives will be hitting the road again soon, attending a number of industry events across the country where they'll be showcasing some of our best-selling direct replacement motors, blowers and accessories.

So if you're attending one of the shows listed below, be sure to stop by the Regal Beloit booth and say hello!

EASA (Electrical Apparatus Service Association) Convention

Boston, Massachusetts • June 29-July 1

Comfortech

Nashville, Tennessee • September 9-11

IHACI

Pasadena, CA • November 19th