

PRODUCT NEWS

This Fall and Winter, When You Think Draft Inducers, Think Fasco – The Industry Leader in Direct Replacements!

Count on us for the models your customers will need.

There are a lot of well-known HVAC brand names out there, but there's only one manufacturer that offers you more options than any other when it comes to finding direct replacement draft inducers for all those brands of furnaces: Fasco.

We're proud to say that, even after all these years, Fasco still offers the most extensive line of direct replacement draft inducers, more than any other manufacturer in the industry. In fact, Fasco has direct replacement models for every major brand like Trane, Lennox, Rheem, Ruud, York, ICP (International Comfort Products), Goodman, Nordyne and many more. We're also still a major player in the OEM draft inducer market as well. So at Fasco, we feel confident in saying that we know draft inducers!

Safety first: Always recommend a direct replacement draft inducer.

As an industry leader, we can never emphasize enough how important it is to always recommend using a direct replacement draft inducer to your customers. But it's an important safety tip that bears repeating, since using a direct replacement draft inducer assures the proper operation of the furnace's safety pressure switch. It also maintains the integrity of the condensate management system by providing a precise fit and the exact same condensate drain. Using the wrong replacement can not only cause the system to malfunction, it can be dangerous.

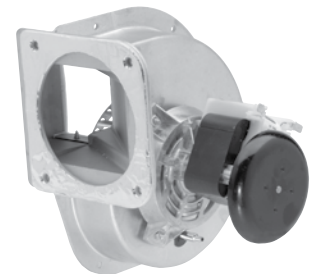
Stock up now – winter's on its way!

As you make plans now for stocking up for the heating season ahead, be sure to order enough direct replacement draft inducers to meet your needs during the coming winter months. And no matter what the weather brings, it's a sure bet you'll find the highest quality and greatest selection from the leader in direct replacement draft inducers – Fasco!

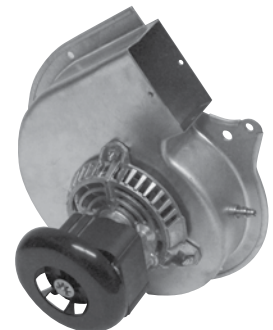
For more information on our complete line of direct replacement draft inducers, just contact your Fasco Sales Representative today, or call our Customer Service Department at 1-800-325-8313.



Fasco leads the industry with more direct replacement draft inducers, like the A276 for Trane.



You'll find our direct replacement draft inducers, like the A229 for York, on pages 68–95 of your Fasco Catalog #45.



Fasco draft inducers, like the A065 for Goodman, represent direct replacements for more than 20 of the most common original equipment manufacturers.

MARKETING NEWS

Upcoming eLab Webinars and Training Sessions

With eLab, you can take part in free training and educational programs on ECM motors and ECM-equipped systems. Upcoming sessions will feature a variety of ECM-related topics, which can offer invaluable experience direct from the manufacturer for anyone who works in the HVAC industry. Plus, eLab sessions are a really convenient way to learn, since you “attend” the sessions on your own computer.

You can register for any of the free eLab webinar sessions by visiting thedealertools.com/training and signing up today. Future eLab sessions will be offered throughout the mornings and afternoons on the following dates:

- October 8 & 22
- November 5 & 19
- December 3 & 17



Tradeshow Schedule

Fasco representatives are hitting the road again, 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 Fasco/Regal Beloit booth and say hello!

RSES Annual Conference

Pittsburgh, Pennsylvania
October 23-26

IHACI HVAC/R/SM Product & Trade Show

Pasadena, California
November 13

USGBC (Green Build)

Philadelphia, Pennsylvania
November 20-22

HARDI Fall Conference/Trade Show

Phoenix, Arizona
December 7-10

MARKETING NEWS

Free distributor resources you'll find helpful this heating season

For months and months now, you have probably been thinking mostly about cooling season products. But with cooler weather right around the corner, now's a good time to get ready for heating season with these free guides from Fasco – which are also a great way to brush up on your draft inducer knowledge.

Since we first made them available to our distributors like you, our *Draft Inducer Cross Reference Guide* and *Draft Inducer Cut Sheets* have remained extremely popular because they're an easy way to keep helpful information about our extensive line of draft inducers right at your fingertips – so you can quickly and easily get your customers the replacements they need.

The 12-page *Draft Inducer Cross Reference Guide* contains information on all our direct replacement draft inducers, plus the OEM part numbers and model numbers they replace. And that's especially useful because these Fasco models represent direct replacements for more than 20 of the most common original equipment manufacturers. Our *Draft Inducer Cut Sheets* are helpful, too, because they include specific product details on all of our models for many of the most popular furnace manufacturers.

To order your free copies of these handy references, just call our Customer Service Department at 1-800-325-8313.



Draft Inducer Cross Reference Guide



Draft Inducer Cut Sheets

Year-End Holiday Non-Shipping Dates

Just when we'd finally gotten used to seeing the year 2013 on everything, it's already fall – which means the holidays and 2014 will be here before we know it! So in preparation for the busy weeks ahead, here's a list of the dates that Fasco will be closed for the upcoming Thanksgiving, Christmas and New Year's holidays. Please mark your calendars as a reminder that we will not be shipping on the following days...

Thanksgiving

Thursday,
November 28th

Christmas

Wednesday,
December 25th

New Years Day

Wednesday,
January 1st