

## Marketing News



### Mark Your Calendars Now for the World's Largest HVAC&R Event — AHR Expo 2010

The International Air-Conditioning, Heating and Refrigeration Exposition is scheduled for January 25 – 27, 2010, in Orlando, Florida — and Fasco is proud to once again be one of the 1,800 companies exhibiting at the show.

The Expo's sponsors are predicting that this 2010 show will be a great success, citing the many economic indicators that point to an improved economy in the first quarter of next year, as well as the general belief that many customers have delayed purchases of new products and that pent-up demand will result in increased sales.

So if you're planning on attending the world's largest HVAC&R event in sunny Florida next January, be sure to visit us at Fasco Booth #4715. We hope to see you there!

### Now's the Best Time to Request Your Free Draft Inducer Cross Reference Guides and Cut Sheets

Don't wait until heating season begins to make sure you have enough copies of the *Fasco Draft Inducer Cross Reference Guide* for your counter staff. This handy reference guide was recently updated to include our wide range of

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## This Heating Season's Forecast Calls for Keeping Plenty of Fasco Direct Replacements On Hand!

Heating season is right around the corner, and according to many forecasts, it's going to be a long one! Early frosts and a deep freeze have been predicted for the Great Lakes and Plains at the end of September... cold and wet conditions for October in the Midwest... rainy, cold and unsettled in November for many regions... all leading to a bitterly cold winter for much of the US. So obviously now is the best time to get prepared, and to stock up on Fasco direct replacement draft inducers and blowers.

As you know, Fasco has long been a leading manufacturer of OEM draft inducers. But we also lead the industry in direct replacement draft inducers as well, with a huge selection from which to choose. In fact, Fasco has the models you'll need for every major brand, from Lennox, Trane, Rheem and York to Nordyne, Goodman, ICP and more. When you stock Fasco direct replacements, your customers are covered for any need they may have in the months ahead.

### Don't take chances...always suggest a direct replacement for your customers

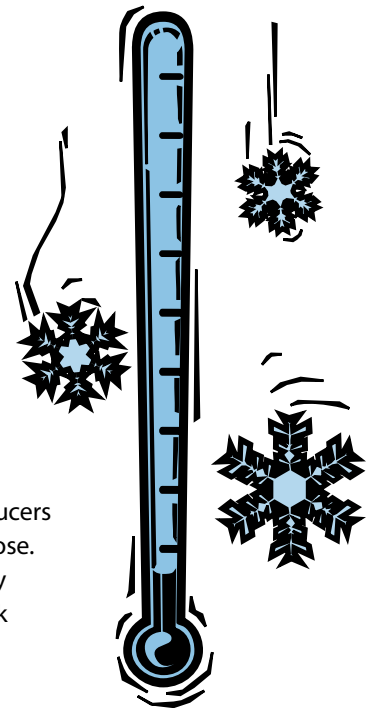
When your customers need to change a furnace's draft inducer on their service calls, it's very important that they use a direct replacement to ensure the safety and efficiency of the unit. Installing a direct replacement draft inducer assures proper operation of the safety switch, and maintains the integrity of the condensate management system by providing a precise fit and the exact same condensate drain.



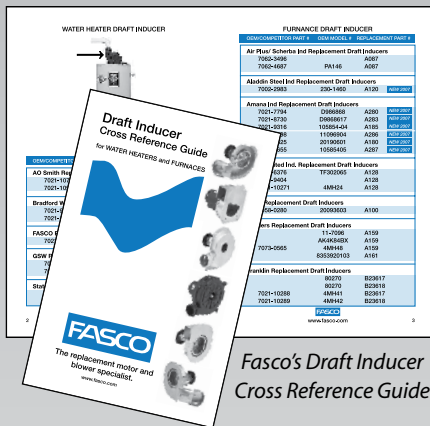
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What's more, a direct replacement draft inducer provides the correct combustion air as required by the OEM for proper efficiency and exhausting flue by-products, while maintaining the specified pressure signal to the safety pressure switch. Failure to use a direct replacement may result in improper combustion, or may stop the furnace from functioning.

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## Marketing News (cont.)



Fasco's Draft Inducer Cross Reference Guide

direct replacement furnace draft inducers, as well as our line of direct replacement water heater draft inducers. Listed by original equipment manufacturer, the guide makes it fast and easy to find a Fasco replacement for more than 20 major OEMs — representing virtually every major appliance brand.

If you'd like additional reference information that covers the technical specifics for many of our Fasco direct replacement draft inducers, we also have a wide selection of *Draft Inducer Cut Sheets* available free of charge. To request your free copies of any of these references, just contact your Fasco Sales Representative or our Customer Service Department at 1-800-325-8313.

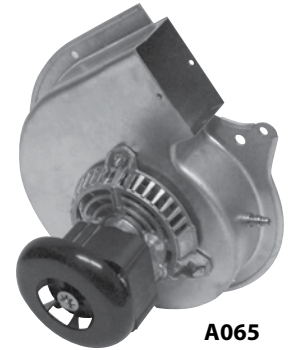


Fasco's Draft Inducer Cut Sheets

## Forecast Calls for Fasco (cont.)

### Stock up now on Fasco draft inducers

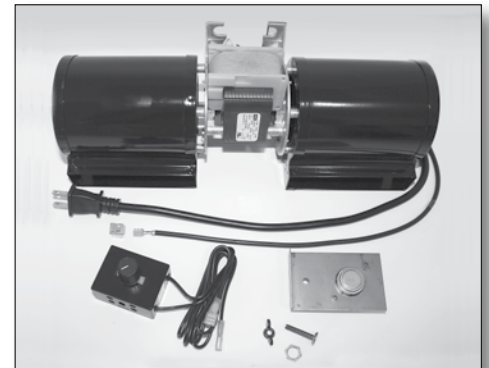
As you stock your shelves for the heating season ahead, make sure that you order plenty of direct replacement draft inducers from the company with the best selection in the industry. To start placing your orders, contact your Fasco Sales Representative or call our Customer Service Department at 1-800-325-8313.



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## Another Heating Season "Must-Have" for Your Stockroom — Fasco's New B160 Blower System

Earlier this summer we introduced you to our new B160 Blower System, designed to enhance the heat output from home fireplaces. Now that heating season — and possible higher costs for natural gas and heating oil — are right around the corner, we thought it would be good to remind you of this great resource for homeowners.



B160 Blower System

The new B160 Blower is easy to install and use, since it operates on a 115 VAC, 60 Hz power supply that's accessible through a receptacle in the factory-installed junction box. It also features a variable speed control that provides forced airflow at the desired speed, plus a temperature sensor switch to turn the blower automatically on and off.

For complete details on Fasco's new B160 Blower System, or for additional technical specifications, contact your Fasco Sales Representative or call our Customer Service Department at 1-800-325-8313.

### Answers to August's Fasco Rewards Test

- |                         |                  |
|-------------------------|------------------|
| 1. D — All of the above | 6. B — Slip      |
| 2. A — 5.625"           | 7. A — True      |
| 3. C — A068             | 8. B — 9.9, 1/75 |
| 4. B — D154             | 9. A — True      |
| 5. C — ICP 1014338      | 10. C — 3000     |