

FRIGIDAIRE

COMFORT THAT FITS YOUR LIFE

Simple Profitable Zoning

for Retrofit or New Residential

GET IN THE COMFORT ZONE



The Fundamentals of Frigidaire Zoning.

- **An Easy Business To Build**
- **A Great Source of New Revenue**

Components.

Frigidaire Zoning systems consist of four basic components:

1. Zone Control Panel - 3 styles available to suit all of your needs.
2. Dampers - over 50 sizes in stock: round, square, and the RegiDamper™ in all the popular sizes; custom dampers are also readily available.
3. Bypass Dampers - Automatic Bypass system.
4. Tubing and Fitting - easy push-style fittings for installation convenience.

Comfort Control.

There is no permanent master thermostat. All thermostats control the operation of the heating and cooling equipment, allowing each zone to maintain its own comfort level. Smart Slave™ zones can be added to the panel to allow control of areas that tend to over condition and do not need to initiate equipment operation.

System Layout.

There are four major design considerations:

1. Number of zones. Pick your choice from 2 to 8 zones.
2. The appropriate panel (our AB Series or model 200 Series).
3. Whether to damper the branches or trunks. (With existing buildings you will most likely damper the existing branch ducts. With new buildings the choice is yours).
4. The best way to bypass (modulating, automatic, barometric or dump zone).

Since Frigidaire dampers do not require transformers, wiring or modifications to ductwork, the design process is simple. **Note:** Our most popular system is a 3-zone system with 16 - 26 dampers.

Common Designs.

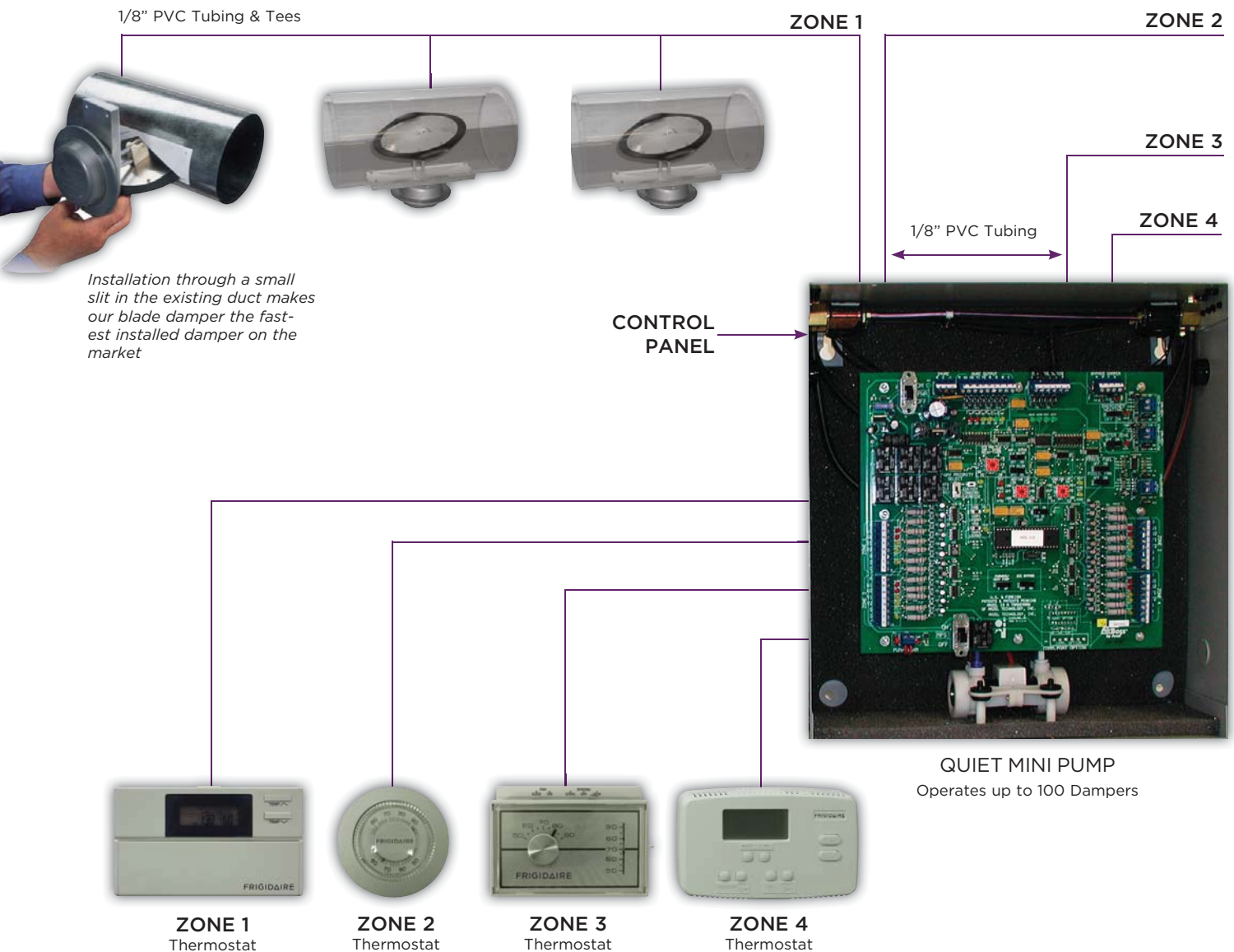
Frigidaire lets you group rooms together to form a zone based on good design fundamentals rather than on what the existing duct design will allow you. It's a good idea to combine rooms that have common occupancy times and similar loads.

EXAMPLE OF A RESIDENTIAL APPLICATION

Zone 1	Master Bedroom
Zone 2	Upstairs Bedrooms
Zone 3	Family Room, Kitchen
Zone 4	Living Room, Dining Room
Zone 5	Basement/Recreation Room
Zone 6	Home Office or Spare Rooms

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INSTALLATION: Ease and Simplicity.

Frigidaire Zoning Technology leaves the complicated installations in the past. The system utilizes wireless, motorless, insertable EzySlide™ dampers. The zone control panel needs no programming and is clearly labeled. Any conventional thermostat can be used and no special sensors or controls are required.

Our attention to detail makes the job easier: tubing is color coded; a one switch startup test operates all dampers; square dampers install directly in metal ducts without cutting Pittsburgh locks or seams; and a simple sleeve makes flex duct and duct board applications no problem.

What Makes Frigidaire Zoning Different?

- **A Great Problem Solver**
- **A Great Source of New Revenue**

Installation Simplicity.

The Frigidaire Zoning Systems EzySlide™ dampers insert directly into any existing round or rectangular ductwork, without the need to modify or disassemble the duct system. When ductwork is not accessible, the Frigidaire RegiDamper™ easily installs into the register boot. The Frigidaire Control Panel is compatible with any 24V thermostat, and will operate all types of HVAC equipment, including variable speed, heat pump and geothermal systems. The Frigidaire AB Panel controls dual fuel heat pumps without the need for a fossil fuel kit. One transformer (supplied with the control panel) powers all thermostats and the Frigidaire Zoning Panel. Once your installer experiences the Frigidaire solution, they will be looking forward to the next Frigidaire installation.

Product Reliability.

Utilizing low-pressure pneumatics, the Frigidaire Zoning dampers have proven to be the most reliable and durable dampers on the market today. The Frigidaire Control Panel utilizes the time proven reliability of solid-state technology, and a pre-programmed microprocessor to assure many years of trouble free operation.

Design Flexibility.

Frigidaire Zoning installs easily in residential retrofit and new construction applications. Zoning can be designed either for branch dampering, truck dampering or a combination of both, based on the demands of the application. With branch dampering, rooms can be moved from one zone to another by simply rerouting the air tube to the desired zone (a major advantage for the ever-changing residential comfort requirements).

Frigidaire Zoning: A Retrofit Revenue Opportunity With Differences:

Big Market

Frigidaire Zoning creates opportunities in the existing residential market as well as the new building market. Existing buildings make up approximately 70% of Frigidaire applications and the number of buildings with comfort problems continues to grow. Frigidaire offers the perfect solution for systems that were designed to meet a budget, and the comfort needs of the occupants.

Good Value

Due to the high value customers place on comfort with minimal competition in the retrofit zoning market, you won't feel the price pressure you might on other installations. The ease of installation (no need to use your high end technicians) keeps your labor costs to a minimum. Your equipment costs are reasonable - there are no ductwork modifications.

Few Competitors

Not only is the price pressure less intense, but the

company that positions itself as the comfort solution provider rules the zoning market.

Acceptance Factor

Resistance to change is often a problem when introducing new products. Not so with Frigidaire Zoning. Your team will love the ease of installation and the reliability of the product. Installation technicians are some of our biggest fans.

Existing Customers

Build your Frigidaire Zoning business from your existing customer base. A sale can be as easy as letting your customers know you have the solution to their too hot or too cold problems.

Off-Season Sale

Your team will love it! Sales can start with your existing customer base, and continue with great off-season sales.

**A reliable,
easy-to-install
problem
solver**

- Retrofit - no need to modify duct to install our insertable dampers
- Easy to install - wireless, motorless EzySlide™ dampers
- Reliability - dampers have only one moving part

**A great
new source
of revenue.**

**Installs
easily and
economically
in existing or
new buildings**

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estimonials.

We have been installing this equipment for years. Controlling each branch run has allowed us to create custom environments for our customers. It has opened up a whole new line of business for us. The equipment is flexible and easy for my installers to work with. The Frigidaire name paired with this technology allows me to stay a jump ahead of my competitors.

Ron Neeley - Swiss Air
O'Fallon, Mo.

“Having built a new home in 1993 using a state-of-the-art geothermal heating system, I thought we had the best. When we decided to finish the basement, I spoke with a heating contractor who recommended your system. With the addition of a home theater, the comfort level in the viewing room is paramount. We were told that the best way to isolate and control this climate was to create a separate thermostatically controlled zone.

Further discussion resulted in the addition of a zone in the master bedroom, which has a fireplace. When the fireplace is in use, the system shuts off heat flowing into the room allowing the fireplace to burn without overheating the room. Also in the summer we can cool the bedroom without having to cool the entire house. Finally, we added a zone for the second story. Now family and guests can set their own comfort level for the upstairs bedrooms without affecting anyone on the first floor or basement. The added flexibility and increased comfort provided by your system is beyond expectations. I would strongly recommend your system to anyone. Thank you for making a great product.”

Joe Bliss - Homeowner

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Who benefits from Frigidaire Zoning?

- **An Easy Business To Build**
- **A Great Source of New Revenue**

Frigidaire zoning benefits everyone.

HVAC contractors & their teams

- Simple design and installation procedures and high satisfaction rates will ensure your success.

Homeowners

- Frigidaire Zoning can reduce energy bills and increase comfort.

Builders & developers

- Home buyers want the comfort they deserve. Today's modern floor plans require zoning to achieve the desired comfort levels.

Architects & consultants

- Frigidaire Zoning is the best way to ensure a client's comfort. It is also an excellent way to differentiate and reinforce the value of a good building design.

Solve residential problems.

Challenging floor plans

- Two stories, multiple levels, extended or sprawling ranch.
- One system with one thermostat.
- Finished basement, attic or bonus room above garage.

Room loads that are not typical

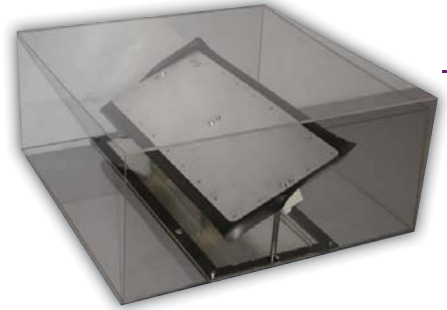
- Expansive glass areas.
- Kitchen, family room, or room with fireplace and no thermostat.
- Vaulted or cathedral ceilings, an atrium or solarium.
- Home office (computers, copiers).

Special use rooms

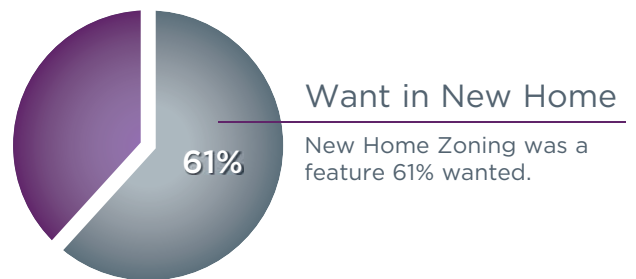
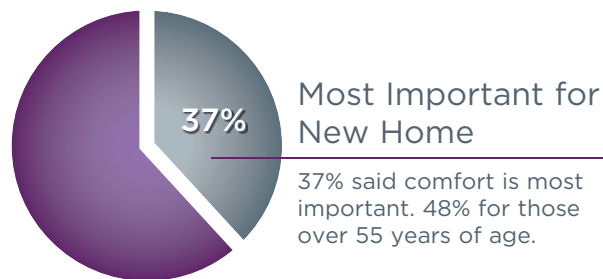
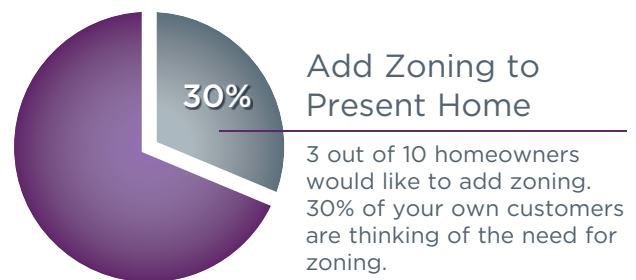
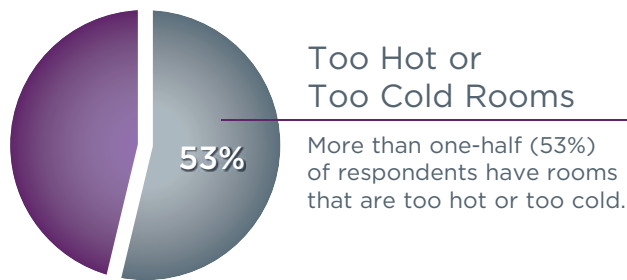
- Baby's or elderly parent's room, guest room.
- Entertaining, game, or pool room, hot tub or sauna areas.
- Unused rooms, empty nesters.

Inadequate heating or cooling

- Under or oversized equipment, poor duct design.



Contracting Business magazine special market survey



Use the Frigidaire marketing tools and let your community know you have the answer.

How to Sell

Observe the building requirements and the comfort needs of the occupants. Explain which factors are contributing to their problems and how the Frigidaire system will provide solutions. Inform customers that zoning can reduce energy cost when used with programmable set-back thermostats in each zone. You will find that after a few successful installations, leads from your field personnel will consistently increase.

How to Market

Existing customers are the best place to start. Your customers may have a problem, but do not know there is a solution. Your newsletters, message-on-hold scripts and recommendations from your technicians are low-investment, high-return sources of leads.

Direct your sales and marketing efforts to a qualified target and use referrals to fuel further growth. Focus on neighborhoods with obvious comfort issues, such as two-story or multi-level homes. Market Frigidaire as the true solution to your customer's comfort problems.

HOW DO I GET IN THE COMFORT ZONE?

It's easy to get your zoning business started. Contact your Frigidaire distributor today. They can answer your questions, supply you with additional information and assist you with design and training. Target applications with comfort problems and begin selling zoning solutions. A good place to start is

with your existing customer base. Momentum builds quickly. When you install Frigidaire zoning, your customers will immediately know you have solved their too hot or too cold problems. Referrals will continue to bring new business. Frigidaire zoning - where comfort is guaranteed.

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www.frigidaire.net

1-800-4AC-HEAT

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