

**Aprilaire**<sup>®</sup>

**Whole-Home Humidifiers**



**Aprilaire**<sup>®</sup>

*Find infinite opportunity to deliver more*  
**with whole-home humidification**  
*from the industry leader—Aprilaire.*

# The opportunities are endless.

*94% of homes don't have whole-home humidification, yet all of them need it.*



*Research shows that up to 70% of customers will purchase comfort accessories if they are quoted. With 94% of all homes waiting for whole-home humidification, the opportunity to increase your business is significant.*

The opportunity has never been better for HVAC contractors looking to achieve higher profit margins by providing customers with a more comfortable, healthier indoor environment. All the homes in your market need whole-home humidification. All you need to do is to let homeowners know how proper humidification can:

- **Reduce the dryness caused by running a furnace.** Heating a home causes the indoor relative humidity to drop dramatically during winter months.
- **Improve the health and comfort of homeowners.** Proper humidification can reduce cold-causing viruses and allergy triggers as well as dry, itchy skin and annoying static shocks.
- **Protect the home.** Dry air can cause walls and ceilings to crack and wood floors and trim to separate. It can also damage musical instruments and electronic equipment.
- **Reduce energy costs.** Humidified air feels warmer at lower temperatures. It also prevents the shrinking of window and door frames.

## *Our upgraded Automatic Digital Control gives your customers more of what they want...*

We conducted extensive research to learn more about what homeowners want in a humidification system. Overwhelmingly, they told us they're willing to pay more for:

- More information about their humidifier's operation
- The ability to accurately monitor and control their unit based on relative humidity levels
- Service alerts



*A backlit display provides the current relative humidity in the home.*

*A red light alerts the need for service while the display provides a code that isolates the cause, saving time and money.*

*A yellow light illuminates when sensors trigger the need for a new water panel.*

*A green light indicates that the humidifier is up and running.*



*...and gives you more flexibility.*

*The Automatic Digital Control can be easily adapted for use as a manual control while still delivering the information customers want and providing you an additional upgrade opportunity – regardless of the type of humidifier you install.*

# Deliver more with the industry leader—Aprilaire.

*Automatic Digital Control Humidifiers*



## Designed for your customer

The Aprilaire line of whole-home humidifiers is designed to meet the needs requested by homeowners. Extensive consumer research, including focus groups and customer studies, revealed that customers want:

**More information.** The upgraded Automatic Digital Control provides comprehensive information to the homeowner.

**More peace of mind.** Set-it-and-forget-it control ensures maximum comfort throughout the home—every hour, every day, all season long.

**More style.** The attractive housing color—a light blend of blue and gray—creates a subtle presence in the installed environment.

**More comfort.** Delivers perfectly humidified air to every room of the house, minimizing cold triggers, dry, itchy skin and static shocks.

## Built for you

**More profits.** Research indicates that 84% of customers would choose the digital control—and are willing to pay up to \$75 more for the upgraded features provided by Aprilaire. With 94% of households in need of a humidifier, that means bigger profit margins in an untapped market.

**More simplicity.** Both the unit and the control were specially designed for easy installation—the easiest in the industry. Limited tools and parts make the job simple, saving you valuable time and money. The control panel requires only a simple 3/4-inch drill hole and no tin snips.

**More time.** Service codes on the digital display of the control panel allow your customers to communicate with you more clearly, saving time on service calls.

**More business.** When customers know exactly when they need a water replacement, they'll call you for product installation, giving you another opportunity to assess their indoor air quality needs.

## Manual Control Humidifiers

*Now in three models for more options and increased sales opportunities.*

Our manual line offers you the choice between a small bypass, large bypass or fan-powered manual control humidifier to meet the capacity requirements of every home.

You'll also save time and money with manual control humidifiers. A new, easy-to-install, universal manual control no longer requires an adapter plate and clip, resulting in faster installation.



**Model 500M**  
Small Bypass

**Model 600M**  
Large Bypass

**Model 700M**  
Powered Unit



*An attractive new manual control unit can be mounted in the return air ductwork or in the living space.*



## ***Give your customers more with the new Aprilaire Automatic Humidifier Premium Package***

Every Automatic Digital whole-home humidifier includes a Premium Homeowner Package—everything your customer needs in one complete box. The Premium Package includes an extra water panel, weather station and owner's manual with instructional DVD.

---

## ***We are your Partners in Comfort***

### **The Aprilaire Advantage**

Everyone likes an advantage. Now, with Aprilaire, you have a sustainable competitive edge. We can help you quote more humidifiers. Now is the time to sell the best line of whole-home humidifiers on the market today and put the Aprilaire advantage to work for you.

### **More than a source – a resource**

Making superior products is just one part of what Aprilaire can do for you. As our valued partner, we provide you with the tools you need to close the sale. For example:

- **Sales and Technical Support.** Installation help, service tips and winning sales techniques. We are ready to assist your entire staff today. Talk to our trained technical support staff at 800-334-6011.

- **Sales Leads.** Whether your goal is to retain current business, market to existing customers or attract new business, we can help.

As your partners in comfort, we want you to succeed. That's why we offer advertising funds, promotional programs and a proven variety of marketing tools to help you close the sale. From customized in-home tools to advertising designed to build awareness of your products and services, we can help you grow your business with your current customers, as well as generate new customer leads.

**Succeed now. Put the Aprilaire Advantage to work for you. Contact your Aprilaire Representative today.**

**Aprilaire®**  
Your Partners in Comfort™