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Thermo Pride

July 2007
Volume 8 Issue 1

NEW! Larger Sized Lowboys Now Available with ECM Motors



Just when you thought lowboy oil furnaces couldn't get any higher in terms of energy efficiency, here come two larger sized lowboys with ECM motors: Thermo Pride's **OL16** (125,000 BTU/H output) and **OL20** (151,000 BTU/H output).

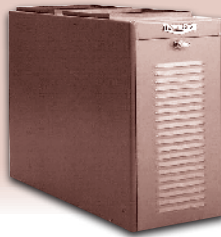
For exceptional comfort, increased efficiency and quieter operation, nothing beats the ECM (Electronically Commutated Motor). That's because the ECM automatically adjusts its speed for varying heating and cooling modes.

ECM benefits include:

- ✦ Quieter startup, greater efficiency, and more comfortable operation due to infinite fan motor speeds.
- ✦ Delivery of comfortable airflow in both the heating and cooling modes. On a call for heating or cooling, the blower motor starts at the slower speed and builds to the correct running speed.
- ✦ Automatic compensation for restricted ducts or a dirty air filter by increasing the motor speed (routine filter cleaning is still recommended).
- ✦ Lower energy bills due to quieter efficiency of the ECM motor (especially when the blower is run for long periods of time).
- ✦ Reduced fan speeds that will run quietly and save energy when the blower runs constantly, as with air filtration, for example.

Good things come in small packages!

At just 46-1/2 inches and 50-1/2 inches high respectively, the OL16 and OL20 lowboys are perfect for installation in crawl spaces, utility closets and other hard-to-fit areas.



With Thermo Pride's OL16 and OL20 Lowboys with ECM Motors, Your Customers Will Save Space ... Energy ... and Money!

- Annual savings for heating a house — average \$582*
- Annual savings for heating and cooling a house — average \$763*
- When using a constant fan that runs for air, annual savings can average \$480* for just heating a house or \$429* for heating and cooling a house

**Based on 0.08/kWh electric cost.*



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DEALER SPOTLIGHT

**Roscoe Energy Systems,
Seattle, WA**

The #1 locally owned oil heating company in the Puget Sound community, Roscoe Energy Systems is also the area's #1 oil, gas and air conditioning equipment installation, service and repair company — with expertise in all major oil and gas furnaces, boilers, air conditioners and heat pumps including, of course, Thermo Pride.

Founded in 1928 by the Roscoe brothers, the company was originally an oil and gas furnace manufacturing company. It began delivering home heating oil in the 1940s. The business has grown due to local advertising, sales of equipment and heating oil, and through acquisitions. Roscoe Energy Systems currently employs 37 people to support its customers.

In 1983 Larry Carlander of Thompson Sales introduced the Thermo Pride line to the greater Seattle area. Roscoe Energy Systems has been selling and installing the Thermo Pride line ever since.

We interviewed Jack Croteau, Roscoe Energy Systems' Sales Service Manager, and a company employee for 45 years, about Roscoe's relationship with Thermo Pride.

THERMO PRIDE: How do you sell Thermo Pride products?

CROTEAU: We offer special incentives through our Thermo Pride Co-op to our service technicians. We promote the Thermo Pride furnace as the "Serviceman's Choice." We also refer to the "Premier" furnace as ranked by a major consumer magazine.

THERMO PRIDE: Why do you install Thermo Pride?

CROTEAU: As a company we believe that the Thermo Pride furnaces are the highest quality furnaces on the market and the best value we can offer to our customers. Our servicemen



and installers like the furnaces and we have few if any post-installation callbacks.

THERMO PRIDE: What do you do to gain new business?

CROTEAU: To gain new heating oil and equipment business Roscoe advertises on radio, participates in the Seattle Home Show in February, uses direct mailing campaigns and employs a direct sales organization.

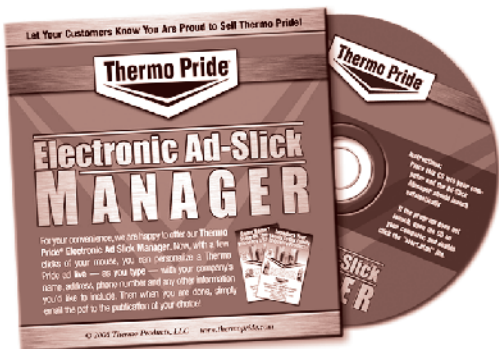
THERMO PRIDE: What is your biggest challenge?

CROTEAU: Many dealers don't truthfully believe that Oilheat is the best. The result is that their employees just give Oilheat lip service. As a result the dealers don't invest in their business and don't promote their business aggressively.

THERMO PRIDE: How do you address this challenge?

CROTEAU: Roscoe aggressively promotes its oil delivery service on the radio and in direct sales marketing. We are proactive in upgrading older Oilheat systems and we discuss the benefits, safety and economy of heating oil and heating oil equipment with our customers.

**Customize Your Advertising with Thermo Pride's
Award Winning Ad Slick Manager**



Now, with a few clicks of your mouse, you can personalize a Thermo Pride ad live — as you type — with your company's name, address, phone number and any other information you'd like to include. Then when you are done, simply save and email a PDF file to the publication of your choice!

With a choice of five ads for you to customize — "Efficiency & Savings," "Quality Product Line," "Natural Gas Furnace," "Oilheat Furnace" and "Air Conditioning" it's easier than ever to create you own custom ad.

Ad Slick Manager CDs are available. Please contact your Thermo Pride representative. You can also visit: www.adslickmanager.com/thermopride and create your custom Thermo Pride ad online.

Employee Spotlights

Thermo Pride's Sales & Marketing Team

Glenn Pottberg, Tim Wolf and Stefanie DePugh

Our Sales and Marketing team really makes things "move" at Thermo Pride. In this issue we salute the tireless dedication and outstanding achievements of Glenn Pottberg, Tim Wolf and Stefanie DePugh in strengthening Thermo Pride's excellent reputation for handcrafted products and hometown values.

Thermo Pride®



Glenn Pottberg

With over three decades in the industry, including various sales management, advertising and marketing positions at Burnham (Thermo Pride's holding company), Glenn is thoroughly qualified to serve as our Sales and Marketing Manager, a position he has proudly held since 1997. A Lancaster, PA resident, Glenn hails from the Bronx, NY, and received his Bachelors in Business Administration Degree in Marketing from the City College of New York. He has served as Past President of the Lancaster Advertising Club and in his leisure time enjoys golf, travel, photography and collecting post-war trains. Glenn is married to Elaine, and the Pottbergs have two grown daughters, Danielle and Nicole.



Tim Wolf

Our Technical Advisor par excellence, Tim is responsible for training and technical support to the sales team. A Thermo Pride employee since 2003, Tim majored in HVAC at the University of South Dakota, where he earned a Bachelor's Degree. He also majored in Electrical at Stevens State College of Technology in Lancaster, PA. Born in Lancaster, Tim resides in York, PA with his wife Pat. He has two grandchildren, Tyler and Kailee. His hobbies include going to sprint car races and playing with his grandchildren. "I'm proud to work for Thermo Pride," says Tim. "Our company produces the finest products in the HVAC industry."



Stefanie DePugh

As Thermo Pride's Advertising and Sales Promotion Manager, Stefanie is in charge of all company advertising and promotional marketing, including print (sales literature, newsletters, etc.), website, advertisements, public relations, special promotions, trade shows, special event coordination, data reporting and much more. She has been with Thermo Products since 2002 and with the Burnham Corporation since 1998. Born in Lancaster, PA, Stefanie received her Bachelor of Science Degree from Penn State University, where she majored in Graphic Design and Photography with a Photography emphasis. Married to Matt, she lives in Manheim, PA with their "four-legged child," Rosie the dog. In her spare time she enjoys running, gardening, reading, photography and travel.

Thermo Pride's Top 10: It's a Promise!

We promise to have our "Top 10" — Thermo Pride's 10 top products — in stock this coming winter — with compensation to the customer if it is not. Watch for details later this summer as to which products have made the Top 10. You're sure to be wowed by the great selection in your local warehouse.



NEW Payment Terms Starting July 1, 2007

Please note that beginning July 1, 2007, payment terms change from the current 2% 10 days, net 30 days to 1% 10 days, net 30 days.

Thermo Pride Tests Hybrid Oil/Electric Heat Pump

*Is it an oil furnace?
Is it an electric heat pump?
It's both!*



In the summer of 2006, Frank Deare and Richard Chiles, Thermo Pride sales team for the Carolinas and Virginia, wanted to modify a Thermo Pride Oil Pack to operate as a Hybrid Heat Pump, and sought National Oilheat Research Alliance (NORA) funds to do just that.

The high cost of fossil fuels has made hybrid systems — both of the home comfort and the automotive kind — very attractive to consumers.

Plus, census data indicate that heat pumps are growing in markets that were typically dominated by fossil fuels. Thus, the time was ripe for a hybrid oil/electric heat pump.

The new unit was installed in a test home, where heat pump operation began at an outdoor temperature of 65 degrees and ended when the outdoor temperature dropped to 36 degrees, at which time heating oil fired the system.

Oil was also used during equipment defrost cycles, calls for emergency heating or quick heat recovery.

When all the results are in, the testing hopes to prove that a hybrid system using fuel oil is actually feasible, and that:

- Hybrid system heating operation is more cost-efficient than standalone oil or heat pumps
- Hybrid systems provide greater comfort at lower costs than standalone heat pumps
- Hybrid systems provide quick economical heat recovery

A hybrid oil/electric heat pump package unit could open up a whole new market for oil heating as well as oil-fired water heating, especially in new construction. Stay tuned for more information about this unique comfort product that's ***two heat sources in one!***

Information for this article was taken from "First look: Tests begin on hybrid oil/electric heat pump," *Oilheating Journal*, January 2007, pp. 40-41.

NEW Products Available Soon!

In the months ahead, some exciting new Thermo Pride products will be coming your way — a new heat pump and two-piece air handler. What do they look like? How efficient are they? Why are they unique? For right now, we'll keep those answers a secret! But we will tell you this ... get ready for some super sales figures because we're putting even more "pride" into the Thermo Pride reputation for superior handcrafted quality!