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Thermo Pride

July 2004
Volume 5 Issue 2

Dependable, Economical ...

Thermo Pride's Mobile Home/Cottage Furnace



When your customers require a mobile home or cottage furnace, think Thermo Pride!

Our **Oil Mobile Home/Cottage Furnace (OMC)** provides Thermo Pride quality in a competitively priced furnace designed and built specifically for mobile home and cottage applications.

The OMC is **crafted from only the finest materials and top quality controls**. Nowhere is this more evident than in the heat exchanger, which incorporates our **highly efficient and durable Octatherm™ design**.

Our Octatherm™ heat exchanger's eight-sided design increases heat transfer and efficiency, resulting in more uniform surface heating ... just one of the many reasons it remains at the heart of Thermo Pride's reputation for high efficiency, reliability and durability.

Your customers can also take comfort in the fact that the OMC features an **exceptionally high temperature rise of 80°F** — providing a far superior comfort level that easily surpasses the competition.

To further benefit consumers, Thermo Pride backs its heat exchangers with **the industry's only transferable Limited Lifetime Warranty**. The warranty is applicable for as long as the furnace is installed in the home — and transfers automatically to the new homeowner in the event the home is sold. A full five-year parts warranty is also offered at no additional cost.

As an added benefit for installers, the OMC is designed for easy installation onto the existing furnace base. For additional features and full specs, please contact your Thermo Pride representative today.

LP and Natural Gas Units Also Available

We also offer a competitively priced gas-fired mobile home/cottage unit — the GMD. For full specs contact your Thermo Pride representative today!

In this issue ...

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Free Tool Promotion Coming This Fall...

Last fall, Thermo Pride gave away over 700 cordless drills as part of our fall furnace promotion. We'll be changing our promotion with the changing of the season — and you can look forward to another great giveaway! **Keep your eye out for more information coming your way in the months ahead!**

P.O. Box 217
North Judson, IN 46366
www.thermopride.com
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See why Thermo Pride products are the best in the world!

Thermo Pride Display Vans and Trailer on the road ... and coming your way!

Want to see Thermo Pride products first-hand? We are proud of our products and firmly believe that “seeing is believing.” That’s why we take our products on the road ... and right to your own back door with a **fleet of two customized display vans and a display trailer** that feature all our latest product innovations.

Fully outfitted with professional, installed displays of Thermo Pride products, our two box trucks contain live-fire furnaces along with furnace cutaways, a display Premiere 14 SEER air conditioner and a mobile home furnace. In addition, there is also a display trailer on the road in the New England region. The trailer showcases our Premiere air conditioner, air handler, Premiere (CHX) gas furnace and multiple accessories.



Whether displaying products at trade shows, home shows or at a dealer’s shop, our display vans and trailer are out and about all year long. Interested in seeing it all for yourself? Contact your local Thermo Pride sales representative today. You can be sure a Thermo Pride display van will be on the road again in your area soon.

tech tip

New & Improved ... Thermo Pride Updates 10 and 13 SEER A/C Units

At Thermo Pride, “new and improved” isn’t just a phrase; it’s a mission we take seriously. We fully understand that consumers want to experience exceptional comfort, increased efficiency, and quieter operation along with reliable, long-lasting performance. This summer, we are updating our 10 and 13 SEER A/C units – continuing our tradition of crafting products that last while providing the reliable service and comfort people trust.



New 10 SEER AC: NOW AT A MORE COMPETITIVE PRICE!

- ▶ Galvanized and powder coated steel exterior cabinet – **attractive, durable finish**
- ▶ Scroll compressor with continuous compression technology – **increases energy savings and reliability**
- ▶ Integrated filter drier – **protects the unit’s internal parts for longer life**
- ▶ UV stable, ABS gull wing designed fan blade – **provides quiet operation**
- ▶ Easy to access service valves – **simple, routine maintenance**
- ▶ Elevated base pan – **resists rust and corrosion** to extend the life of the unit



New, Improved 13 SEER AC: 13 SEER AT THE 12 SEER PRICE!

- ▶ High impact, UV resistant, ABS cabinet – for a **practically indestructible** cabinet
- ▶ Scroll compressor – **increases energy savings and reliability**
- ▶ Liquid line filter/drier – **protects the unit’s internal parts** for longer life
- ▶ Copper coil with aluminized fins – for **efficient heat transfer**
- ▶ Three-blade fan – **quiet efficiency**



ThermoPride Names Joseph D'Aprile Salesman of the Year

Thermo Pride recently announced that **Joe D'Aprile has been named 2003 Salesman of the Year**. Joe, Thermo Pride's Territory Manager for eastern upstate New York, was awarded this honor at the company's annual sales meeting in Baltimore, MD.

At Thermo Pride, we pride ourselves on superior products. But products don't get recognized without a superior sales effort. Joe's drive and professionalism have earned the respect and loyalty of his customers — as shown by the significant growth in his sales, new accounts and increases in each of his product categories — earning him the coveted Salesman of the Year award.

Joe has been with Thermo Pride since October 1997. He resides in Woodstock, New York with his wife Debra and their three children. Congratulations, Joe, on your award. It was well deserved. Thanks to your hard work, we're able to provide our customers with the very best comfort in the business — from one of the very best salesman in the business!



Joe D'Aprile (left) receives Salesman of the Year 2003 Award at Thermo Pride Sales Meeting from National Sales and Marketing Manager Glenn Pottberg.

Thermo Pride Customer Service Representatives: A Winning Team!

At Thermo Pride, our goal is to exceed customer expectations by resolving issues quickly and professionally. And we'd like to recognize the efforts of four of our North Judson and Denton team members who meet — and exceed — this goal every day: **Betty Nielsen, Becky Deer, Linda Zellers** and **Bonnie Owens**.

Handling customer service supervision at North Judson is no small feat, but it's something that **Betty Nielsen** has mastered in her nearly 15 years with us. Betty is more than a problem solver ... she's a problem preventer! While away from the office, Betty keeps busy spending time with her husband Doug, son Ryan (23) and daughter Tracy (20). She also enjoys theater, gardening, and keeping active in her church.

Becky Deer has been part of our family since 1995. Becky is a truly valued member of the North Judson team, with experience that includes order taking and problem resolution. Married to Don, she is also the proud mother of two children, Melissa White (15) and Jacob White (13). When not delivering customer satisfaction, Becky gains personal satisfaction gardening and fishing!

With responsibilities ranging from customer service and extended warranties to cutaways and co-op, **Linda Zellers**, North Judson Distribution Assistant and a nearly 20-year Thermo Pride veteran, is what you might call a "Jill of all Trades." An avid swimmer and walker, Linda and husband Donald enjoy spending quality time with daughters Tracy and Heather, and four grandchildren, Kenny (13), Kristen (10), Isabella (7) and Maguire (3).

Bonnie Owens has been a part of our Denton team for 22 years, handling order taking and order entry ... and a whole lot more! When she's not spending time participating in church activities, Bonnie can be found enjoying the company of her family — husband Gary, son Brian, daughter Jamie, and grandson Colby (4).

When calling our 800 number, be sure to say hello to our winning team members.



Betty Nielsen



Becky Deer



Linda Zellers



Bonnie Owens



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Premiere ECM Furnace Efficiency Moderates Consumer Oil Price Concerns

Some consumers mistakenly believe that oil prices are at a record "high." Although rising prices are always a concern to consumers, heating oil — like all petroleum products — is actually less expensive now than in most of the 1980s. Adjusting for inflation and restating prices in today's dollars, oil prices are lower today than the highs of some past spikes ... and below crude's peak price in 1980. (As reported by Reuters, 5/14/04, crude's historic peak adjusted for inflation was a \$78-a-barrel average in 1980 vs. approximately \$40 seen this May.)

Still, with the recent increase in oil costs, consumers are understandably concerned. **One of the most important steps to lessen the effects of higher fuel prices is to pay attention to furnace efficiencies.** Depending on the age and condition of a furnace, replacing an older 65% AFUE unit with a new 85% AFUE unit can save homeowners about 33% on fuel bills.*

Thermo Pride's oil furnaces benefit consumers both in terms of energy conserved and energy dollars saved. With 80+ AFUE, our units more than meet consumer demands for reliability and efficiency. And with the **new Premiere ECM Oil Furnace with ECM Blower**, consumers can now

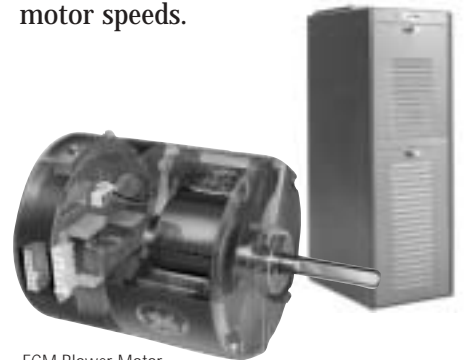
"... replacing an older 65% AFUE unit ... can save homeowners about 33% on fuel bills."

enjoy maximum efficiency at even less energy cost. Since the ECM variable-speed blower motor uses less electricity than a conventional blower motor, quiet comfort is delivered along with efficiency and savings.

As with all purchases, many factors come into play when determining the most economical way to heat a home. The cost of fuel may vary over time. Thermo Pride's quiet, reliable, long lasting furnaces offer a lifetime of comfort and cost efficiency that consumers can always count on.

Benefits of the ECM Variable-Speed Blower Motor:

- ▶ Annual savings for home heating — **average \$58**
- ▶ Annual savings for home heating and cooling — **average \$76**
- ▶ When using a constant fan that runs for air filtration, annual savings can **average \$480 just for home heating or \$429 for heating and cooling.**
- ▶ **Quieter start up, greater efficiency, more comfort** due to infinite fan motor speeds.



ECM Blower Motor



Savings based on electric @ \$0.08/kWh

* Source: NORA Annual Fuel Utilization Efficiency Study