



ELECTRO INDUSTRIES, INC.
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ELECTRO-LINE

July 2009

Providing Comfort Through Efficient Energy Solutions

Electro Builds It All . . . REALLY!

An interesting fact you might not know: Electro literally designs and builds every aspect of our products in-house from start to finish. We take pride in the fact that we design all products, cut and shape all sheet metal parts, weld and pressure test each vessel, paint, solder circuit boards, assemble, and quality control each finished product right here in Monticello, Minnesota.



Electro Facilities (top to bottom, left to right): Sheet Metal Shop, Paint Booth, Final Assembly, Robotic Welder, Circuit Board Assembly.

Performing all of these functions in-house allows us the unique ability to control all aspects of the quality control system as well as make changes to our products and processes quickly and efficiently.

If you are ever in the Monticello area, we would be honored for you to stop by for a factory tour to get a first hand look for yourself.

Another Option Besides Just Selling Product Features

Most customers are not looking for feature laden products; in fact, product features are probably not a high priority. What they are really looking for is you to tell them you have an answer to their problem.

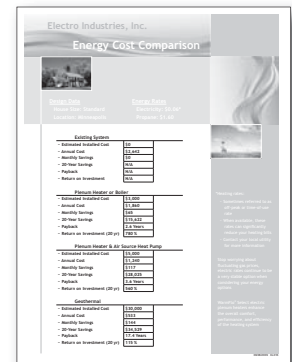
Product features definitely have their place, but when it comes to selling, solving a problem for a customer and/or showing them how they can improve their bottom line far outweighs product features.

Since your customers want to know how your product is really going to help them, we have designed a new cost comparison calculator which shows very clearly the differences in installation and operating costs between their existing system, straight electric, plenum heater and heat pump combinations, and geothermal heat pumps.

When you present this data to your customer, you are giving them much more than product features; you are empowering them to make a well informed decision about their heating and/or cooling system.

Watch for an upcoming email announcement regarding a Webinar introducing this new calculator.

Those who attend this event will receive an email containing a link to download the calculator free of charge, or have a CD sent via mail.



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PRINTED ON RECYCLED PAPER

Sales Updates

Industrial Boiler Marketing Update

Since the release of our new Industrial Boiler last fall we have been receiving excellent feedback from our customers who have purchased and installed these units. In an ongoing effort to help simplify the specification and ordering process of these boilers, we have made a few marketing changes in order to help streamline the product.

To summarize, below are the changes we have made.



1. We are doing away with the Basic and Deluxe versions of the boiler. When specifying or ordering a boiler, use part numbers beginning with EB-NB.
2. All boilers shipped will include outdoor reset.
 - a. Outdoor reset will be active and shipped from the factory
 - b. The outdoor sensor can be deactivated via the included software
3. The ground fault monitor will be available as an option.
 - a. When ordering use part number EB-N-GFM-KIT for this option
 - b. List price for this kit is \$2290.00
 - c. This kit can be factory installed when ordered with the boiler
 - d. When factory installed, the part number for the boiler and the installed kit will begin with EB-ND
4. The Honeywell T775R control will also be available as an option.
 - a. Part number for this option is 5600
 - b. List price for this kit is \$580.00

Mini-Boiler Promotion

For a limited time only, receive one FREE EMB-W-9 Mini-Boiler for every five EMB-W-9 Mini-Boilers purchased. Equipment must be purchased and paid for between June 1, 2009 and September 30, 2009. Application forms received after October 30, 2009 will not be accepted. See promotion sheet for more details (available at <http://www.electromn.com/EMB-W-9Promo.pdf> or contact us at sales@electromn.com if you prefer to have copies mailed to you).



Please note: If you have an EMB-W-9 Mini-Boiler application requiring 180° F water, the following kit can be added.

EMB-W-185 List Price \$69.00

Plenum Heater Promotion

For a limited time only, buy any four WarmFlo Select or HeatChoice II plenum heaters and receive one FREE WarmFlo II plenum heater (15 or 20 kW only) with Interface Module (WF-EZ3 or WF-EM3 only). Equipment must be purchased and paid for between June 1, 2009 and September 30, 2009. Application forms received after October 30, 2009 will not be accepted. See promotion sheet for more details (available at <http://www.electromn.com/WFPromo.pdf> or contact us at sales@electromn.com if you prefer to have copies mailed to you).



Savings Realized During Critical Peak Usage

With the ever growing need for business owners to be aware of their electric energy consumption, our ETDA (Demand Alert Monitor) allows you to continuously monitor the demand loads of your facility. By closely monitoring your demand levels, you greatly reduce the chances of incurring costly Critical Peak charges from the power company.



A few of the key features that this product includes are:

- Large display
- Instantaneous/average readouts
- Networkable for monitoring, recording, and controlling loads remotely
- USB cable interface to host computer
- RS232 line driver allows up to 50 ft. between ETDA and host computer

Contact Electro for more details.

Sales Updates (continued)

Important Pricing Information

As we continue to increase our product offerings, our price sheets have also grown in size. Because of this we have combined all of our individual price sheets into a new, all-inclusive price booklet.

The new price booklet will be released on July 15th. To be clear, we are only updating the format of our price sheets, there will be no price increases with this change.

Fall Training Schedule

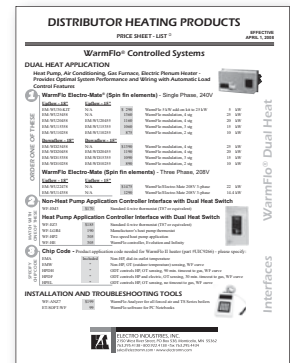
Early this fall we are going to be holding three consecutive days of online training and troubleshooting refresher courses to help get you back in the swing of things prior to the heating season.

September 14th – Boiler & Plenum Heater Applications

September 15th – Plenum Heater Troubleshooting

September 16th – Electro-Boiler Troubleshooting

Each class will run for approximately one hour. Once we start getting close to these dates, we will be sending out broadcast emails including more detailed information as well as login information for each Webinar.



Technical Updates

WarmFlo Select SL2 Series

This series has been updated to include a new blower speed feature. By using the WarmFlo temperature sensors, we are able to control Y2 fan speed based upon the supply and outdoor temperatures. This promotes increased comfort in the home by using the Y2 fan speed only when necessary. Request installation manual EI710 for more information.

WarmFlo Select SLC Series

Installation of the SLC Series plenum heater has recently been simplified by making a modification in how the defrost operating sequence is handled. This change removes the need for the field installed current transformer. In this modification, the outdoor unit wiring harness has been replaced with a 3-place terminal block on the control board to help clean up field wiring.

Speed B for Y2

Factory default settings for products utilizing the Speed B feature in controlling the Y2 fan speed via the WarmFlo temperature sensors have been changed to the following:

- When supply temperature (ST) > 105° F, Y2 is energized
- When outdoor temperature (OT) < 20° F, Y2 is energized

These settings can be changed using your WF-ANZ7 Analyzer.

WF-ANZ7

Our WarmFlo Analyzer has been updated to include a feature that allows you to monitor the CFM in your furnace system. This is accomplished by simply entering a few parameters into the Analyzer. From there you will be able to monitor the system airflow in real time.

If you want this feature added to your Analyzer, please send it to us and we will update it for \$19.95. In order to take advantage of this update, you must have part number WF-ANZ5 or newer.

WF-DFHP1 & WF-DFHP2

Heat pump balance point switchover has been changed on these units to switch over to gas backup as soon as the outdoor temperature balance point has been reached. Previous models would not switch over to gas backup until the thermostat was satisfied or during a heat call the SOT-S timed out and then switched to backup. This change is consistent with all of our other WarmFlo controlled heating equipment.

- WF-DFHP1 – change effective on Version 15.04 or later
- WF-DFHP2 – change effective on Version 16.02 or later

2009 PHOTO CONTEST

WIN A WARMFLO® ANALYZER OR MINNESOTA TWINS TICKETS!

Send us your Electro product installation photos for a chance to win a WarmFlo Analyzer or 4 lower level tickets to a Twins game. Photos will be judged based on photo quality, quality of installation, and creativity.



WF-ANZ7
VALUED AT \$199!

TIME IS RUNNING OUT! Email your photos to sales@electromn.com no later than July 17, 2009. The winner will be announced in our next newsletter.

UPCOMING TRAINING

Web Training Seminars

Electro Industries will continue to offer live Web training seminars every other Friday throughout the summer/fall. Join us as we cover a wide range of topics designed to help our customers better understand the whole range of Electro products. For more information contact Jason at jbecker@electromn.com. It's fast, it's easy and best of all, it's free!

August 7 Forced Air Option for Adding Electric Heat

August 21 Hydronic Zone Control Basics & Wiring

Sept. 4 WarmFlo Analyzer Introduction

Also, contact Jason to include an Electro representative via live Webinar at your next sales/training meeting or for more information on personalized Webinars for your group.

Fall Refresher Seminars

See page 3, Fall Training Schedule, for more information.

Sept. 14 Boiler & Plenum Heater Applications

Sept. 15 Plenum Heater Troubleshooting

Sept. 16 Electro-Boiler Troubleshooting

RETURN SERVICE REQUESTED

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