



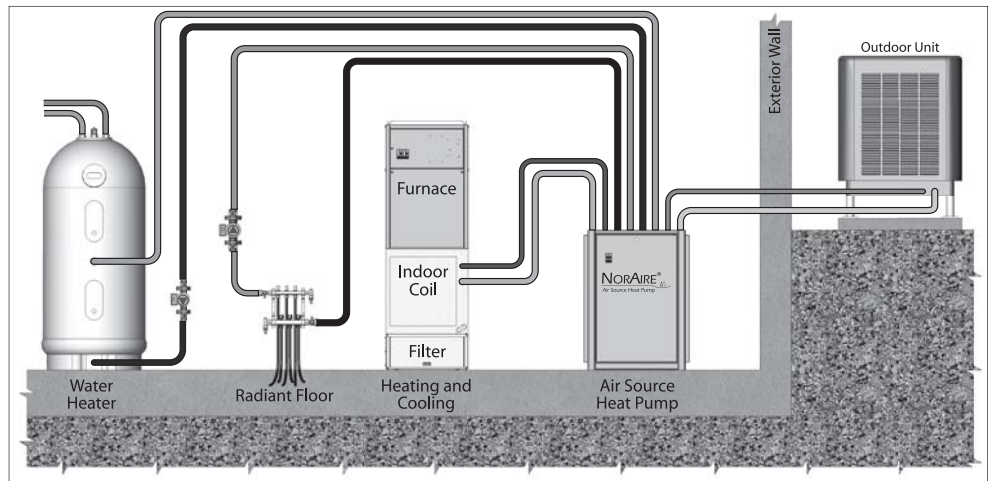
NorAire™ Heat Pump Receives Safety Approval

Over the past few years Electro Industries has been developing the NorAire Heat Pump. Unlike a traditional air source heat pump, NorAire has evolved as a system capable of forced air refrigerant cooling, radiant floor boiler, and year around domestic hot water. From a concept to prototypes, working models to production units, the process to bring a product to market has many milestones.

In September 2009 the NorAire Heat Pump reached a crucial milestone when it received safety approval from Applied Research Laboratories (ARL). Safety approval is necessary to meet state and local codes for residential heating equipment. It assures the homeowner, the installing contractor, and the distributor that the product will safely operate in a customer’s home, and there will be minimal risk of injury when working directly in or around the product.

With cost conscious consumers demanding innovative, high efficiency products, NorAire strives to balance high efficiency with affordability. With operating efficiencies rivaling Geothermal heating systems, NorAire can be installed at a much lower cost. There is no need for loop fields or water wells here, just indoor and outdoor components connected with refrigerant lines and your system is ready to go.

In its application as a heat pump boiler, NorAire steps outside the box into the relatively new world of “air to water heating”. The concept of transferring heat from outside air to a hydronic system within the house is so new, the Air Conditioning



Heating and Refrigeration Institute (AHRI) is still creating a classification to list performance data.

The traditional method for supplying hot water to a radiant system has been with a 100% electric boiler or a less efficient fossil fuel boiler. The air source heat pump, with efficiencies up to 300% for forced air heating, has

really come to the forefront for residential heating. “It only makes sense to marry the two concepts,” said Jason Becker, part of Electro sales and product design team. “Imagine heating your floors with a boiler operating at 200% annual efficiency, that’s money in your pocket!”

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ATTENTION TRANE & AMERICAN STANDARD DEALERS!

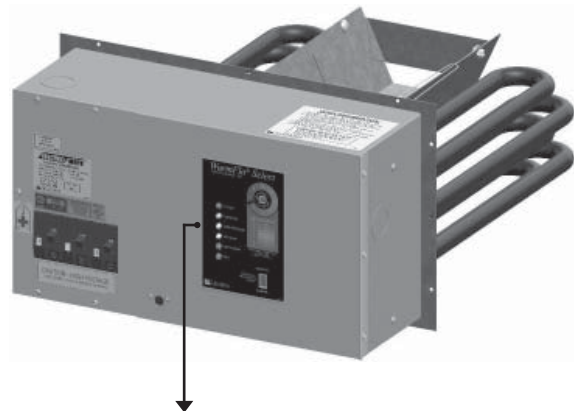
New WarmFlo Select SLT Series & WF-DFSLT Dual Fuel Kit

The WarmFlo Select family of plenum heaters has a new member - the WarmFlo Select SLT. The SLT is designed specifically for Trane® ComfortLink II™ or American Standard® Acculink™ with the 19i and 20i heat pump. It can also be used with the System 900 roomstat with the 16i heat pump.

Using our patented WarmFlo control technology the SLT utilizes element modulation, plenum temperature sensor, outdoor temperature sensing, and an efficiency dial to provide ideal comfort to a wide variety of users. If you keep the thermostat turned up, turned down or somewhere in between, WarmFlo gives you the comfort you expect.

ComfortLink II, Acculink, and System 900 have proprietary controls that limit some of the SLT's function, notably the ODT switchover, MU and SOT timers. However, most importantly, it does retain a simplified connection to utility off-peak controls and a switch for manual override to gas.

We also offer a stand-alone dual fuel control option with no electric element backup, the WF-DFSLT provides an easy interface between the utility off-peak controller and the Trane ComfortLink II or American Standard Acculink system with the 19i and 20i heat pump. It can also be used with the System 900 roomstat with the 16i heat pump.



Features

- Compatible with ComfortLink communicating thermostats in heat pump applications
- WarmFlo modulating electric elements to maintain precise output temperature
- Simple low voltage connection to utility off-peak and dual fuel controls
- Low CFM per kW requirement
- MADE IN USA

Standard Equipment

- Spin finned rod elements (20-year warranty)
- Circuit breakers
- Quiet operation with DC relays
- Energy control selector
- Indicator lights

WARMFLO® Select
SLT/SLT

HI-LIMIT
POWER ON
MODE
MODE: HEATING/ELECTRIC HEAT, HEATING/ELECTRIC & COOL, OFF, COOLING/STANDBY

| Efficiency Control | Temp. Setpoint |
|--------------------|----------------|
| A | 130° |
| B | 110° |
| C | 100° |
| D | 100° |
| E | 100° |
| F | 125° |
| G | 125° |

EFFICIENCY CONTROL (NOT AVAILABLE WITH SYSTEM 900)

STANDBY

SWITCH MUST BE DOWN FOR COOLING

NORMAL

THE WARMFLO GROUP, INC.
MILWAUKEE, WI 53212

UNIVERSAL

This dial allows you to control the efficiency of the electric heating system. The lower the dial is set, the more the heat pump is used before the plenum heater is added. The higher the dial is set, the sooner the plenum heater is added. The standby and normal heating mode selector provides easy switching between heat pump electric and fossil fuel furnace.

| <u>Model Number</u> | | <u>kW @ 240VAC</u> | <u>Btu/h</u> | <u>Amps</u> | <u>Circuit Breakers</u> |
|---------------------|-----------------|--------------------|--------------|-------------|-------------------------|
| <u>Upflow</u> | <u>Downflow</u> | | | | |
| EM-WU102D*-SLT | EM-WD102D*-SLT | 10 | 34,000 | 21-21 | 60 |
| EM-WU153D*-SLT | EM-WD153D*-SLT | 15 | 51,000 | 21-21-21 | 60-30 |
| EM-WU204D*-SLT | EM-WD204D*-SLT | 20 | 68,000 | 21-21-21-21 | 60-60 |

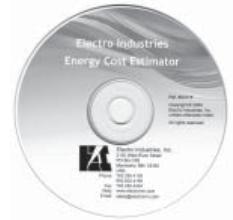
*Model Number last digit: 5 = 15" Wide 8 = 18" Wide

AVAILABLE NOVEMBER 2009 THROUGH YOUR LOCAL DISTRIBUTOR

Sales Updates (continued)

NEW Energy Cost Estimator

Electro's new Energy Cost Estimator is now available. There are a number of key features included in the calculator. These features include a brochure style printout showing the homeowner on a single page with their current annual heating and cooling costs as well as what their heating costs would be with a plenum heater or electric boiler installed in their house, a plenum heater with an air source heat pump, and finally a Geothermal system. Along with these figures, the homeowner also knows how many years it takes for the new system to pay for itself (or lose) and what the monthly savings or loss will be for each type of heating system.



On the back end of the calculator, the contractor or salesperson has the ability to enter in very specific information about the home for which they are quoting the heating and cooling system. This information on the backside allows for a very accurate estimation that they can be confident in using as part of their sales presentation to the homeowner.

As we have been working through the details of this calculator, the contractors and salespeople we have shown it to are very excited to get it in their hands. One contractor stated, "I just spent \$400 on an energy program that doesn't do what your program does, and you guys are going to be handing it out for free? Awesome." We are very excited to be able to offer this calculator; it is going to be a great addition to our arsenal of sales tools.

Electro Building Expansion

As Electro incorporates new products, the demand for more production space, inventory and material storage have made things a bit crowded. To ease the congestion, we are near completion of a 12,000 sq. ft. building expansion. This will not only create storage space, but also improve the shipping and receiving area meaning a smoother flow for material and product. Also included is a 3,400 sq. ft. new product development area for more efficient testing and updating of new and existing products.



2009 construction of Electro's new 12,000 sq. ft. building.

Electro's development technicians install an Electro NorAire™ HP Boiler in the new building.



Electro's new building nearing completion.

Technical Updates

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.

Upgrading Previous Model Electro-Mates

Electro-Mate plenum heaters have been providing reliable service since 1980. Many heating contractors are finding when they go into a home to upgrade a furnace or add a heat pump to a forced air system, the older plenum heater is working fine, but they need to know how to tie it into the new system.

Early generation Electro-Mate controls had minimal provisions for variable speed blowers and no provisions for heat pumps. There are options for upgrading the Electro-Mate section of the system:

- Install a new WarmFlo Select plenum heater, which is compatible for both heat pump and non-heat pump applications.
- Add the WF-DHEMK conversion kit. This will convert the older Electro-Mate into a WarmFlo Select for single stage heat pump and non-heat pump applications.

Looking for a good deal? Special pricing is available on a limited number of WarmFlo II plenum heaters with dual fuel control modules for 1 and 2-stage heat pump and non-heat pump applications. Contact your local Electro Industries distributor or Electro for more information.

PHOTO CONTEST WINNER

The winner of our 2009 Product Installation Photo Contest was Barron Heating of Ferndale, Washington.



Special thanks to everyone who submitted a photo. We look forward to seeing more of your photos in next year's contest.

UPCOMING TRAINING

Web Training Seminars

Electro Industries will continue to offer live Web training seminars every other Friday throughout the fall/winter. 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!

- Nov. 13** WarmFlo Select SLT Series & WF-DFSLT
- Nov. 25** WarmFlo Select SLC Series
- Dec. 11** Electro-Boiler Industrial Series
- Dec. 24** Forced Air Option for Adding Electric Heat
- Jan. 8** Load Shed, EM-LS-NC/WF Select/EZ-Mate
- Jan. 22** Hydronic Option for Adding Electric Heat

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.

2010 Factory Product School

Electro's annual Factory Product School is January 20-21, 2010. Watch for agenda and sign-up at www.electromn.com or contact sales@electromn.com for more information.

RETURN SERVICE REQUESTED

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