



## Airwaves: Customer Information Link

2nd Quarter Newsletter

April - June 2010

Quick Links...

- [Our Website](#)
- [Products](#)
- [Our Locations](#)
- [Training](#)
- [About Us](#)

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The spotlight's on...

### Cowboys Air Conditioning



This month we are spotlighting Cowboys Air Conditioning in San Antonio. Cowboys has been in business since 2006. They are the reigning Brand Within a Brand Dealer of the Year. Brand Within a Brand is Nordyne's private label program and Cowboys has had great success with that program. Private labeling is a great way to set yourself apart from your competition. Cowboys is also one of our newest Tappan dealers and I am sure they will be very successful with the Tappan brand as well. Cowboys is owned and operated by Al and Ariel Martinez. Cowboys can attribute their success to selling themselves as a company and not a brand, a concept that our most successful dealers practice.




### HOSHIZAKI AMERICA, INC.

Standard Supply announces partnership with Hoshizaki America, Inc.! Hoshizaki is a manufacturer of Ice Machines and Refrigeration Equipment. Hoshizaki is the specified brand of ice machines in 47 of the top 50 fast food chains worldwide! Standard Supply is proud to bring our customers the best in quality and service by offering first in class products.

### Did You Know...



Standard Supply now sells products from International Cold Storage and American Cold Storage? By representing these two product lines we now can quote any size refrigeration job. From a small 12 x 12 x 8 walk-in freezer, to a complete convenience store job with reach-in doors, shelving, beer cave, etc., to a 100 x 200 x 30 refrigerated warehouse. These product lines are known throughout the country for building a quality product and giving excellent service. When you add Standard Supply's great customer service you can't go wrong with using us for your next job.



VENDOR PRICE CHANGES 2010		
VENDOR	EFF DATE	ITEMS
BRAEBURN	1/1/2010	ALL THERMOSTAT AND ZONE CONTROL PRODUCTS
GLOBAL - THE SOURCE	1/1/2010	EVERYTHING
MARS	1/4/2010	EVERYTHING
JMF	1/29/2010	STEEL PIPE/NIPPLES
HAILIANG	2/1/2010	COPPER FITTINGS
AO SMITH	3/15/2010	EVERYTHING
MARS	3/15/2010	MOTORS
VO BAKER	3/15/2010	EPOXY
CRESLINE	3/15/2010	PVC PIPE
BARON/COLMAN CABLE	3/17/2010	T-STAT WIRE
JMF	3/17/2010	copper fittings
BRASS CRAFT	4/1/2010	EVERYTHING
BERRY PLASTICS	4/12/2010	EVERYTHING
VENTURE TAPE CORP	4/12/2010	EVERYTHING
DIVERSITECH	4/15/2010	EVERYTHING
QUIETFLEX	5/1/2010	
BROAN	6/15/2010	EVERYTHING [DATE TENTATIVE]
Nordyne	TBA	PARTS

### Standard Supply is now stocking **ALLIED** Commercial

**A New Line of Commercial Equipment:**

- Packaged Rooftops Units – Up to 25 Tons
- Split Systems – Up to 20 Tons
- 3 Phase Systems – 3 to 5 Tons

**\*Ask your Sales Rep for details.**



**THE RIGHT PRODUCTS. THE RIGHT WAY TO DO BUSINESS.**

## Aprilaire®

### April is Aprilaire Month!



When you purchase a 16 SEER or IQ Drive system in the month of April

You will receive a **FREE** Aprilaire 2210 or 2410 Air Cleaners

\*Special Quotes do not apply.



**Green-certified**



POLLEN



MOLD & MILDEW



BACTERIA/VIRUSES



DUST MITES

## Nu-Brite®

**"The Safer Alternative"**



**\$49.99**  
Case Quantity\*

**"Kick the Acid Habit"**

\*Limit 2 cases per customer while supplies last



### Energy Efficient Appliance Rebate Program

Congress appropriated \$300 million nationwide to support state rebate programs for residential ENERGY STAR appliance products (those that represent improvements in efficiency compared to the majority of products on the market).  
Federal Program Available: \$300 million, nationally  
SECO Estimated Allocation: \$23,341,000



State Energy Conservation Office

Texas Trade Up Appliance Rebate Program Details

Summary: Texas will use approximately \$23 million in federal stimulus funds for a mail-in rebate program for consumers who purchase certain energy efficient household appliances.

Who Qualifies: The U.S. Department of Energy approved the rebates for consumers who buy eligible ENERGY STAR appliances and replace the same type of old appliance that's functional. The Texas program will also offer an additional incentive to recycle old appliances. You can qualify for rebates for up to two appliances from the approved rebate [appliance list](#).

Timing: The rebate reservation period will begin on April 5, 2010. The mail-in rebates will apply to eligible appliances purchased between April 16 and April 25, 2010. The 10-day period will coincide with Earth Day. Consumers will have 60 days from reservation date to install the appliance(s) and submit their paperwork for the rebate.

**\*\*NOTE: The rebate program will not be retroactive. It will only apply to purchases made during the April 16 to April 25, 2010, purchase period.\*\***

Rebate Process: Consumers will have an opportunity to reserve an appliance rebate by calling a toll-free number or registering online starting on April 5, 2010. When all of the guaranteed rebates are reserved, consumers may continue to sign up for a waiting list to receive rebates on a first-come-first-served basis. Consumers must give their name, address and appliance type when making a reservation. Consumers must be on the guaranteed rebate reservation list or waiting list to be able to print or receive the forms they will mail in to claim rebates. Shoppers will be limited to two appliance rebates and two recycling rebates per household.

**\*\*NOTE: Reservations are not currently available. They will commence on April 5, 2010.\*\***

If you have questions regarding whether an appliance is ENERGY STAR qualified, please feel free to contact the ENERGY STAR Hotline at: [hotline@energystar.gov](mailto:hotline@energystar.gov) or 1.888.STAR.YES (1.888.782.7937).

Recycling: SECO will be working with retailers and recycling facilities to create a system to help consumers replace functional old appliances and recycle them where available.

Related Links: While consumers are awaiting additional program details, below are some helpful links. <http://www.seco.cpa.state.tx.us/arra//rebate/>

# 2010 Bass Tournament April 16 & 17

**\$100.00**  
entry fee

**100%**  
payback



## Lake Bob Sandlin Barefoot Bay Marina



Ask counter personnel for details.



### How to Measure an "Adequate" Vacuum

Many contractors pull the refrigerant out and think the work is done. In reality, when you get to 29 inches of vacuum (the green zone on your gauge), you are only half finished. Once the recovery machine has done its work, it's time to finish off the job with a vacuum pump.

Why a Vacuum Pump?

ASHRAE recommends evacuation to below 1000 microns, and after isolation a system must not rise above 2500 microns within several hours. Some equipment manufacturers call for evacuation to 400 microns to ensure that harmful water vapor is removed from the system.

When you have water vapor in your system, the risk of icing up capillary tubing and expansion valves becomes much higher. A high quality vacuum pump will be able to take you down to 200-500 microns. With the system almost completely free from water vapor, you are ready to put the refrigerant back in the system.

A thorough approach to evacuation ensures longer equipment life and reduced risk of problems.

Use a Vacuum Gauge to Read Vacuum Down to 15 Microns

1000 microns equal only 0.039 inches of mercury, a measurement that cannot be made with a mechanical gauge, or determined by evacuation time or the sound of the pump. A popular tool that can measure vacuum at evacuation levels below 1000 microns is an electronic vacuum gauge. The best place to measure vacuum is at the system, not at the pump. With a combination vacuum/charging valve, you can attach the electronic vacuum gauge directly to the system and isolate it from the pump, hoses and manifold for a true indication of the vacuum in the system. With a digital vacuum gauge, you can see the last evidence of moisture being removed and witness that the system has been dried out.

If you have a technical tip and would like to share it, we will post it in the next newsletter. Email Jerry Skates at [jskates@ssdhvac.com](mailto:jskates@ssdhvac.com).

### Branch of the Year!!!

Who better to spotlight than the 2009 Branch of the Year winner? This much deserved title belongs to our East Dallas Branch. Winning this title requires a near flawless performance, superior service, sales growth, teamwork and strong leadership all year long. Even without measuring all the things we measure to determine which branch is our Branch of the Year, it is easy to look at the East Dallas Branch and say that this branch truly is an outstanding branch.

Congratulations to all the team for a super job all year long! Way to go: Kenneth Lewis (counter sales), Leo Board (counter sales), Antonio Uribe (driver), Aaron Dixon (counter sales), Josh Wilt (counter sales), Chad Rawlings (sales), and of course, Kevin Clover (branch manager).

Be sure to stop by and congratulate these guys for a job well done. I am sure they would really appreciate hearing it from you (the customer).



### Lucky Reader Giveaway!!!



We would like to show our thanks to the people who make Standard Supply such a success...the customer! In an effort to show our appreciation, we have randomly selected five lucky readers to receive a special prize. This quarter's winners will receive a Weather X Dynamo Lantern Radio. The Weather Dynamo features a heavy-duty, hand-crank motor for power generation, an AM/FM radio with instant NOAA weatherband radio and a digital clock with date. It also has a built-in siren and blinker for emergency use.

Enjoy your prize and make sure to read the next edition of Airwaves...the next lucky reader could be you!

If your name appears below, you're one of the lucky readers! Please call Emily Gabriel at 214-630-7800 x113, or email [egabriel@ssdhvac.com](mailto:egabriel@ssdhvac.com) to claim your prize.

Mike Ziegler - Ben Maines AC Inc  
Jesse Romero's AC and Heating Services  
Eastside Development Group LP  
Guinco Service LLC  
Chris Horton - XCLT Services

The 2010 Dealer Meeting at Standard Supply's Distribution Center was a huge success. Many thanks to all who participated! If you missed out this year and would like to attend next year's meeting, keep in contact with your sales rep and stay tuned for more details in the Airwaves Newsletter!



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