



## Airwaves: Customer Information Link

3rd Quarter Newsletter

July - September 2011

In This Issue

Branch Spotlight - Allen  
 Hot Deal Days  
 Price Changes  
 DynaFlow - New Supplier  
 Profitability Products  
 Ducane Coupon \$100  
 OFF  
 Summit Recovery  
 Program  
 Consumer BestBuy  
 Water Saber Spotlight  
 EPA Course  
 NATE Testing  
 Charity Golf Tournament  
 Dealer Trip 2011  
 Social Media  
 Technical Tip  
 Lucky Reader

The spotlight's on

### Burnet Heating and Air



This quarter we are spotlighting Burnet Heating and Air. Jerry and Joyce Weaver started their company in 1993 with the belief that "if the customer is happy, everyone is happy." This philosophy has helped them become one of the premier HVAC companies in the Austin area.

Jerry enjoys doing business with

Standard Supply because of our hands-on customer service. Jerry stated, "I appreciate the respectful, friendly treatment that all of Standard Supply's people give me and I'm glad to deal with a company that makes me feel that my business is important to them."

Jerry began selling Tappan at the beginning of the year and is very pleased with the equipment, saying "I like the design of the Tappan units and am especially impressed by how quiet it runs". Jerry also adds, "The 10-year Tappan Tough Quality Pledge and the overall customer support I receive has made the equipment an easy sell."



### Quick Links...

[Our Website](#)

[Products](#)

[Locations](#)

[Training](#)

[About Us](#)

[Downloads](#)

[SSD Map](#)





**MITSUBISHI  
Diamond  
Dealer**



Jerry has continued to strengthen and diversify his business by becoming a Mitsubishi Diamond Contractor and recently finished his IQ Drive

Certification. By adding these products, Burnet Heating and Air is poised for growth and continued success.

Congratulations to Burnet Heating and Air on their outstanding accomplishments! Standard Supply would like to thank you for choosing to do business with us and we look forward to our continued partnership.

## BRANCH SPOTLIGHT!



In this issue of Airwaves, the spotlight is on our Allen location.

We relocated this location last fall to a brand new building just west of US 75 with nearly twice the space we had previously.

We've also hired some talented new folks to join our Allen team: Our Branch Manager, Curt Hughes, joined the team about this time last year. Curt brought with him years of industry experience and a broad knowledge of products in addition to his outstanding customer service skills. A few months after we moved, Curt added Justin Hamm to the team. Justin also has previous industry experience and great customer service skills. Nick Blaylock, our outside sales rep in the Allen location is in his 6th year with Standard Supply and has a rapidly growing base of top notch contractors.

Robert Terrell and

Tod Conway are also valuable members of the Allen team.

As a result of these changes, the branch has experienced sales growth of almost 50% thus far in 2011. Congratulations to Curt, Nick and the rest of the team.



**HOT DEAL DAYS**

THE MORE YOU BUY THE HOTTER THE SAVINGS!

**Standard Supply**  
EST 1946

**APRILAIRE THERMOSTATS**  
8600 Touchscreen Multi-Stage

**APRILAIRE**

**NU-CALGON**

**MADE IN USA**

**PARKER**

**DIVERSITECH**

**DON'T MISS OUR SMOKING HOT PRICES ON POPULAR SUMMER SERVICE ITEMS ALL JULY AND AUGUST!**

\*Ask your Sales Rep for details

[CLICK HERE TO DOWNLOAD THE "HOT DEAL DAYS" BROCHURE](#)


VENDOR PRICE CHANGES 2011		
VENDOR	EFF DATE	ITEMS
IDEAL TAPE CO	7/1/2011	HVAC AND INSULATION TAPE
FAMCO	7/1/2011	VENTING SYSTEMS
JOHNS MANVILLE	7/1/2011	FUEL SURCHARGE INCREASE \$180/TRUCKLOAD
AEROFLEX USA	7/1/2011	ALL PRODUCTS
DUNDAS JAFINE	7/1/2011	ALL PRODUCTS
AIRTEC	7/1/2011	NO-VENT CAPS AND TOOLS
FLUKE	7/4/2011	CLAMP AND MULTIMETERS AND AMPROBE PRODUCTS
DUCANE	7/5/2011	EQUIPMENT AND PARTS
MAGNEPULL	7/6/2011	MAGNEPULLER
TUTTLE & BAILEY	7/11/2011	LINEAR AND SLOT DIFFUSERS
GENERAL FILTERS	7/15/2011	REPLACEMENT FILTER CARTRIDGES
MOTORS AND ARMATURES	8/8/2011	SLECTED PRODUCTS
KLEIN TOOLS	9/1/2011	COMPLETE CATALOG



# Dynaflow®

**Cut your cost by 50% when you use Dynaflow instead of Sil-Fos!**

Dynaflow melts and flows at temperatures very close to Sil Fos 15, and provides comparable brazed mechanical properties. This makes Dynaflow an excellent cost effective alternative to the 15% Sil Fos while maintaining the same durability and dependable results.



**Replacement for 15%**

**D620F1**  
.050" x 1/8" - 28 Stick Tube

PROFESSIONAL PRODUCTS...  
SUPERIOR RESULTS™

## Products to Increase Your Profitability

Do you know how you can make more profit off of an install?

The most logical answer is to charge more, but we all know that is nearly impossible with all of the competition in today's market. Have you thought about IAQ? By just explaining the benefits of a basic UV light and a quality media filter to the homeowner, you can very easily add profit to your install.



I'm assuming that most of you are already offering an annual or semi-annual maintenance agreement, but you should take it another step and explain to the homeowner that adding a good quality media filter can keep their system running clean and efficient for years to come. Explain to your customer that .042 inches of dirt on a heating or cooling coil can result in a decrease in efficiency of 21% according to the U.S. E.P.A. That is a significant loss in efficiency.

Another great way to add more profit to an install is to offer a UV light. Explain to the homeowner that bathing



the coil with a UV light will not only control mold and bacteria on the evaporator, but it will also keep the primary drain pan and drain lines clean. This lessens the homeowners chance of water damage to their ceiling and floor. Always offer a UV light to the homeowner. Even if you can't add this to your initial quote, they will likely buy one after they have thought it over and researched the benefits of an UV light. They will want to protect their investment.



It will not take you any longer to install either of these items so you already have your labor covered for the most part. You are just increasing your margin on the job by adding these products. If you don't offer system enhancements, then you are doing your customer a disservice. We carry several IAQ products that you can offer to your customers. This will benefit your customer and make you more money.

If you would like to know more about IAQ, we will be hosting classes and seminars throughout the year to educate contractors on the importance of offering system enhancements. If you would like an IAQ specialist to come and talk to you personally, contact your sales rep or your local branch for details.

## PURCHASE ANY DUCANE KIT AND GET **\$100 OFF!**



R410a

13 SEER

Ducane™

AIR CONDITIONING  
AND HEATING

Braeburn. SunTherm

Kit includes:

- Gas Flex      • Drain Pan
- Disconnect   • Float Switch
- Whip           • Rex Rack
- Pad             • Filter Base

Must be a complete kit – While supplies last  
Expires July 1<sup>st</sup>, 2011

Contact Your Branch or Sales Rep for Details!

Does your current distributor partner...

- \$ Pay you for recovered R22?
- \$ Swap your full recovery cylinders at no charge?
- \$ Help keep you in compliance with the EPA?

Standard Supply does all this and more. Ask today about our

## RECOVERY CYLINDER EXCHANGE PROGRAM




## Consumer BestBuy - IQ Drive



In June 2011, Consumers Digest magazine again named the iQ Drive® air conditioner a Best Buy among premium central air conditioners.

According to the article, the iQ Drive air conditioner "outshines its competitors in terms of efficiency because of NORDYNE's unique variable-speed compressor, which allows components to draw only the energy that the unit needs to operate. It also has the lowest sound reading-59 decibels-of any central air conditioner that we found."

# WATER **S**ABER PRO

**MADE IN THE USA**



The best way to clean an air conditioner!  
**WORK SMART NOT HARD!**  
It simply slides through the openings in the top of the air conditioner!  
**Easy to use and blasts the dirt out!**  
*So powerful it doesn't need chemicals!*



# GET CERTIFIED TODAY!

## EPA 608 Universal Exams

**Standard Supply**  
EST 1946



### EPA Instructor Led Preparatory Course & Exam

**\$150.00 + tax**

- Two hours of instructor led training followed by EPA examination to give you the best possible passing opportunity
- Lunch provided
- 9am - 3pm; One Day to Prepare & Test
- 10% off coupon towards any tool purchase

For more information or to book training please contact:  
sroberts@ssdhvac.com • 214-630-7800 ext 1131  
[www.ssdhvac.com/training.html](http://www.ssdhvac.com/training.html)

2011 Test Dates: August 24<sup>th</sup> and October 26<sup>th</sup>

**Next Date  
August 24<sup>th</sup>**

### Self Study Course & Universal Exam **\$79.99 + tax\***

• Includes an interactive CD-Rom, audio CD, video DVD, short QwikStudy guide, reference manual.

• Thoroughly reviews Type I, II, and III, core and Universal Exam sections.

• Tests are taken & sold at EVERY Standard Supply location. Simply phone ahead to schedule your exam time.

\*Spanish paper test also available for \$99.99

## NATE TESTING - Every Tuesday at 9:00 a.m.



**APPROVED  
TESTING  
FACILITY**

Standard Supply will offer NATE testing every Tuesday at 9:00 a.m. Test will be given in our training facility at our Distribution Center.

**When:** Every Tuesday 9:00 a.m. - 12:00 p.m.

**Location:** 1431 Regal Row, Dallas, TX 75247

**Cost:** \$130

Contact Gloria Lopez at (214) 379-7109 or  
[glopez@ssdhvac.com](mailto:glopez@ssdhvac.com) to register.

If you need training materials, go to [www.rses.org](http://www.rses.org)

# 2011 CHARITY GOLF TOURNAMENT

Standard Supply will  
be hosting our first charity  
golf tournament this Fall.

Stay tuned for details.

Questions? Email us at  
[insidesales@ssdhvac.com](mailto:insidesales@ssdhvac.com)



## DEALER TRIP 2011 - JAMAICA



Thanks to everyone who joined us in  
Jamaica this year on the Dealer Trip.  
Everyone had a blast!

Want to join us next year?  
SELL MORE TAPPAN!!

**GOOD LUCK AND HAPPY SELLING!**





## TECHNICAL TIP

### Quick Facts: Superheat And Sub Cooling

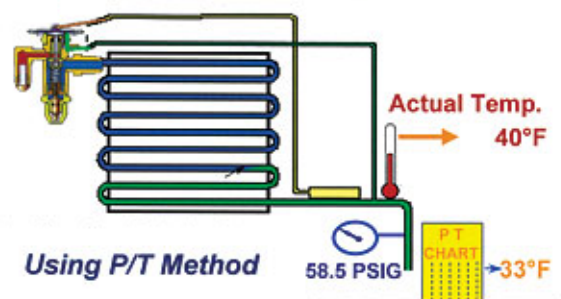
#### Superheat

##### **What is superheat?**

Superheat refers to the number of degrees a vapor is above its saturation temperature (boiling point) at a particular pressure.

##### **How do I measure superheat?**

Superheat is determined by taking the low side pressure gauge reading, converting that pressure to temperature using a PT chart, and then subtracting that temperature from the actual temperature measured (using an accurate thermometer or thermocouple) at the same point the pressure was



taken.

### **Why is it important to know the superheat of a system?**

Superheat gives an indication if the amount of refrigerant flowing into the evaporator is appropriate for the load. If the superheat is too high, then not enough refrigerant is being fed resulting in poor refrigeration and excess energy use. If the superheat is too low, then too much refrigerant is being fed possibly resulting in liquid getting back to the compressor and causing compressor damage.

### **When should I check the superheat?**

The superheat should be checked whenever any of the following takes place:

- System appears not to be refrigerating properly.
- Compressor is replaced.
- TXV is replaced.
- Refrigerant is changed or added to the system.

Note: The superheat should be checked with the system running at a full-load, steady-state condition.

### **How do I change the superheat?**

Turning the adjustment stem on the TXV changes the superheat.

- Clockwise - increases the superheat.
- Counterclockwise - decreases the superheat.

## **Sub Cooling**

### **What is meant by sub Cooling?**

Sub cooling is the condition where the liquid refrigerant is colder than the minimum temperature (saturation temperature) required to keep it from boiling and, hence, change from the liquid to a gas phase. The amount of sub cooling, at a given condition, is the difference between its saturation temperature and the actual liquid refrigerant temperature.

### **Why is sub cooling desirable?**

Sub cooling is desirable for several reasons:

- It increases the efficiency of the system since the amount of heat being removed per pound of refrigerant circulated is greater. In other words, you pump less refrigerant through the system to maintain the refrigerated temperature you want. This reduces the amount of time that the compressor must run to maintain the temperature. The amount of capacity boost which you get with each degree of sub cooling varies with the refrigerant being used.



- Sub cooling is beneficial because it prevents the liquid refrigerant from changing to a gas before it gets to the evaporator. Pressure drops in the liquid piping and vertical risers can reduce the refrigerant pressure to the point where it will boil or "flash" in the liquid line. This change of phase causes the refrigerant to absorb heat before it reaches the evaporator. Inadequate sub cooling prevents the expansion valve from properly metering liquid refrigerant into the evaporator, resulting in poor system performance.

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## Lucky Reader Giveaway!

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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 ten lucky readers to receive a special prize.



This quarter's winners will receive a pair of EDGE Safety Glasses. EDGE eyewear is made with both safety and style in mind. EDGE glasses have durable, flexible, shock absorbing frames that cling to your head. The lightweight, shatter resistant frames are designed for all day, every-day wear-and-tear. The temple tips and nose pads are made from a soft,

pliable material that firmly secures to your face as they are exposed to warmth and perspiration. The scratch- and fog-resistant lenses are made from a polycarbonate that complies with all current safety standards. EDGE eyewear is guaranteed to take your eye-safety to a whole new level of style. Learn more at [edgeeyewear.com](http://edgeeyewear.com)

**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 Matt Whitehead at 214-630-7800 x136, or email [mwhitehead@ssdhvac.com](mailto:mwhitehead@ssdhvac.com) to claim your prize.

**Robert Brickey - Venture Mechanical**

**David Bigger - Air Source Heating and AC**

**Cindy Black - Garland Heating and AC**

**Shawn Grimes - Truly Noble Services Inc**

**Kyle Buchanan - New Generation Mechanical**

**Kyle Martin - Reliant Heat and Air**

**Don Harris - Plano AC Heating Inc**

Roger Long - Longhorn Heating and AC Inc  
Brenda Grigg - Donnie Burnside and Sons Ltd  
Alex Padilla - Tindall Mechanical Inc

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