



Airwaves: Customer Information Link

4th Quarter Newsletter

October - December 2011

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The spotlight's on Pigg Heating and Air Conditioning

Congratulations to our dealer of the quarter, Jared Pigg of Pigg Heating and Air Conditioning, Inc. Jared is one of the latest contractors to join our network of Tappan dealers and has quickly become one our most successful. Jared has been establishing his reputation in the southern Oklahoma region for more than 10 years, as a trust-worthy and knowledgeable AC technician. A converted Heil dealer, Jared immediately noticed the quality of the Tappan product. "I have received several follow-up compliments about the quietness of the [Tappan] units. In all of my years as a Heil dealer I never received a compliment on the unit itself."



Jared believes in keeping his customers for life and not just



moving boxes. "I try to treat my customers the way I would want to be treated. Sometimes replacing the unit isn't the answer." Providing the customer with the solution they are looking for is how he has been able to build such a well respected reputation, in his 6 years as owner of Pigg Heating and Air Conditioning.

That's also why he has chosen to partner with Standard Supply. Despite being long time friend of Curt Hughes in the Allen Branch, Jared was skeptical of switching to a new brand. "Curt and Nick reassured me that Tappan was a brand I could trust, but more than that they have convinced me that Standard Supply is a supplier I can trust." In addition to his Tappan sales Jared has also sold our first Bosch GeoThermal system.

Jared is quickly approaching the \$100,000 sales level which will earn him two spots on our upcoming dealer trip next year.

Congratulations to Jared and the rest of his employees for their success this year! We are looking forward to a long and deepening relationship with him for many seasons to come. GO RANGERS!!!

EMPLOYEE SPOTLIGHT!

In this issue of Airwaves, the spotlight is on our Steve Roberts.



Steve Roberts joined Standard Supply as our Technical Service Advisor back in April of 2011. Prior to joining the Standard team, Steve had 16 years of experience in the industry. He began doing residential new construction installations back in 1995 then worked his way up to a residential/commercial service technician. Most recently before joining Standard Supply, Steve was a service manager for residential and light commercial service for about 5 years. I had a chance to sit down with Steve recently to find out a little more about him.

What do you like most about working for Standard Supply? I like how down to earth everybody is and I don't feel like anyone is a stranger even though I have only been here for 6 months.

Is it true you that you and Jason Witten are pretty

good buddies? No not really, but I did run into him at a park in Southlake once where my son played with his two kids for a couple of hours. He was actually a very nice guy and didn't seem to mind spending a little time talking to me.

Please tell me about your most rewarding or satisfying and/or proudest moment, since you joined the company? Developing the curriculum on basics of air conditioning class and how well the program has taken off. We had 21 people attend the very first class we ever offered.

What is the strangest request you've ever had from a caller or customer? I actually had a customer ask me to run a supply duct out to their outdoor dog kennel one time.

Before working here, what is the most unusual or interesting job you've ever had? I was an assistant instructor for scuba diving certification in Wichita Falls. There are so many great places to go scuba diving in Wichita Falls!

Are you married? Do you have kids? I'm not married, but I do have 7 year old son named Caleb who lives with me full time. He's into football, karate and playing video games.

What do you enjoy doing in your spare time? I enjoy hunting and fishing and recently got into kayak fishing which has been a lot of fun.

And finally, something unique and/or interesting that most people don't know about you? I have a terrible fear of heights and used to be afraid of flying. I've had to get over that since joining Standard Supply because of traveling to manufacturer's facilities for training.



FALL SERVICE PARTS PRESEASON PROGRAM

Ask your sales rep for a
PRESEASON CATALOGUE
to start saving today!

**BUY NOW &
EARN MORE**



PROGRAM INCENTIVES

Low Qualifying Order

\$500

Grants you access to*:

- ⇨ **Discounted Pricing**
- ⇨ **Price Protection**
- ⇨ **Extended Terms**
- ⇨ **Free Delivery**
- ⇨ **Buy-Back Guarantee**

Why should I participate?

2011 FALL PARTS & SUPPLIES PRESEASON INCENTIVES

PLACE YOUR ORDER BETWEEN
OCTOBER 1 - NOVEMBER 30 AND RECEIVE:

EXTRA DATING	60-DAY DATED BILLING
DISCOUNT PRICING	DISCOUNT PRICE FOR ALL CATALOG ITEMS
EARLY BIRD REWARDS	\$50 VISA GIFT CARD <i>with \$1000 order</i> \$100 VISA GIFT CARD <i>with \$2500 order</i> \$200 VISA GIFT CARD <i>with \$5000 order</i>
PRICE PROTECTION	LOCKED-IN PRICING UNTIL JANUARY 31, 2012
DOUBLE DOWN ORDER	60-DAY DATED BILLING DOUBLE-DOWN ORDER
100 BUY-BACK	DON'T USE IT? WE WILL TAKE IT BACK WITH NO RE-STOCK FEES
FREE DELIVERY	WE COME TO YOUR JOB SITE OR LOCATION



Card with order placed by 10/31

TURBO200

Turbo 200

\$43

White Rodgers

Universal Ignition Module

50M56U-843

21D64-2

\$25

Universal Hot Surface Igniter

\$105

Universal Flat Igniter

universal hot surface igniter kit

120 volt nitride glo-stix igniter

HSIURK120VF

\$22

Universal Round Igniter

universal hot surface igniter kit

120 volt nitride glo-stix igniter

HSIURK120VR

\$20

[CLICK HERE](#) TO VIEW, PRINT, OR DOWNLOAD THE COMPLETE FALL PRESEASON CATALOGUE

Aprilaire

**Thursday
October 20, 2011
4:00 - 8:00 p.m.**

\$49
per person

300
DALLAS

GET YOUR SALES OUT OF THE GUTTER

Strike a Sale
By Harnessing the Power of Social Media

**300 Dallas
Addison, TX**

Receive \$75 credit towards Aprilaire products

**RSVP by October 15, 2011 - 25 Seats Available.
Call 214-630-7800 and ask for Gloria or Matt**

[Click Here to RSVP to glopez@ssdhvac.com](mailto:glopez@ssdhvac.com)

Want to Sell More Humidifiers?

The heating season is right around the corner and is the prime time of the year for humidifier sales. Follow these simple sales tips to start selling more humidifiers:

1. Keep at least one humidifier on every service vehicle and load one on every installation vehicle for every installation. It wouldn't hurt for salespeople to carry one in their vehicles, as well.

2. Learn to ask leading questions that bear on a need, such as:

- Are you concerned about the dry winter air drying out the wood and glue in your piano and damaging it?

- If there was a way to lower your heating costs without buying a new furnace, would you want to know more about it?

- If there was a way that you could feel more comfortable in the winter without buying a new furnace, would you want to know more about it?

The point is not to talk about humidifiers. Show them. You have a much better chance of selling a humidifier when you take it out of the box, bring it inside, and put it in their hands.

[Click Here](#) to Read a Service Bulletin on how to add more value to your annual humidifier maintenance.



VENDOR PRICE CHANGES 2011

VENDOR	EFF DATE	ITEMS
RECTORSEAL	10/1/2011	ALL PRODUCTS
SOLER & PALAU	11/1/2011	ALL PRODUCTS
JOHNS MANVILLE	1/16/2011	AIR HANDLING PRODUCTS

PRODUCT SPOTLIGHT!

We are now a Bosch distributor,
stocking geothermal equipment



Vertical Ground Loop System

Horizontal Ground Loop System

Ask your Sales Rep for details and to learn about available state and federal incentives.

HOUSTON BRANCH

COME SEE WHAT WE HAVE IN STORE...

GRAND OPENING CELEBRATION

November 16
11:00am - 2:00pm



Standard Supply Houston
8788 Westpark Drive

Take 10% OFF
In-stock items with this coupon. Some exclusions apply. See below for details.

\$25 ACADEMY GIFT CARD
with approved credit application

*COUPON VALID 11/16/2011 AT OUR HOUSTON LOCATION DURING GRAND OPENING HOURS. 10% OFF EXCLUDES COPPER TUBING AND REFRIGERANT. CANNOT BE USED ON PREVIOUS PURCHASES OR COMBINED WITH ANY OTHER OFFER. \$25 ACADEMY GIFT CARD WITH NEW APPROVED CREDIT APPLICATION WHILE SUPPLIES LAST.

[CLICK HERE](#) TO VIEW, PRINT, OR DOWNLOAD THE GRAND OPENING COUPON



Standard Supply
EST 1946

\$25 Academy Gift Card

Fill out a new credit application at our Houston branch & receive an instant \$25 Academy Gift Card

NEW ACCOUNT "Try Us" BONUS
When you Spend \$2500 in the First 90 days receive a \$250 check!
*Call for more details

\$25
Academy SPORTS+OUTDOORS
BUY NOW

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Heating and Cooling Products

[CLICK HERE](#) TO VIEW, PRINT, OR DOWNLOAD THE

CREDIT APPLICATION PROMOTION

TECHNICAL TIP

Gas Furnace Maintenance

It's never too early to check your customers' gas furnaces. Their safety and the system's performance depend on it. In some instances, a blast of unusually cold weather may provoke a homeowner to start up their heating equipment before you conduct your heating check up. Even if the homeowner says that everything is working fine, you should check each furnace for safe and reliable operation.

Check for gas leaks at connection points - Every furnace should be tested from the supply pipe to the gas valve connection to the burner manifold. Never use an open flame to search for gas leaks, your nose and soap bubbles will suffice.

Carbon monoxide testing - If the owner/tenant is present, ask if they are satisfied with the performance of their furnace. Any complaints about headaches or nausea during the heating season should be taken seriously. These are indicators of mild carbon monoxide poisoning, resulting from a cracked heat exchanger or the introduction of combustion byproducts in the air by another method. If the presence of carbon monoxide is detected, the cause needs to be located.

Inspect the heat exchanger - A good flashlight and mirror are an easy way to assess the heat exchanger. Look for excessive rust, cracks, and holes. Inspect the bends, dimples, and any other "stress" points created during the manufacturing process. These are the weak points of the heat exchanger. There are several cameras available today that can get you up close with any suspect spots or imperfections. If you find a perforated heat exchanger turn off the gas and disable the furnace. Immediately inform the customer and explain their options. Never repair heat exchangers.

Examining airflow - Most furnaces create a temperature rise of 40 to 65 degrees fahrenheit through the heat exchanger. Most furnaces have this information on the the name plate. A dirty filter obviously impedes airflow through the furnace and will cause excessive heat exchanger temperatures. This puts undo wear and tear on the heat exchanger. Dirty evaporator coils are commonly overlooked and create the same problem. That handy camera mentioned earlier makes checking the coil a piece of cake. Don't forget to check the blower motor and wheel. Make sure the wheel is clean and the ventilation holes on the motor aren't clogged.

Fire it up - After checking the heat exchanger and making sure airflow is unrestricted, we are almost ready to start up the furnace. Visually inspect the ignitor for any cracks or "hot spots". Clean the flame sensor with a cloth or other non abrasive material. Never use sandpaper on flame sensors. Start up the furnace and check gas pressure and look for a good flame pattern. Test your high limit for proper operation as well.

Regularly scheduled maintenance and testing will enable a furnace to operate nearly trouble-free. Remember, natural gas is a fairly high energy fuel and fuels are hazardous if handled improperly. All of our customers deserve protection that a good maintenance program provides.

DID YOU KNOW WE STOCK:



Witt
WTRG, a division of Carrier Commercial Refrigeration Inc.

Cornelius

Tecumseh

EVERPURE
WATER YOU CAN TRUST®

AIRCONDEX AIRCONDEX, INC.

BRADFORD WHITE
WATER HEATERS

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



**APPROVED
TESTING**

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 to register.

If you need training materials, go to www.rses.org

Accomplish More With Less...Celseon Condensers in stock at Standard Supply



Features and Benefits

- Small size envelope facilitates use in space-restricted application
- Molded plastic fan shroud directs air flow across the entire coil surface optimizing system performance
- Removable fan shroud assembly for easy cleaning or replacement
- Standardized product line results in fewer models, less replacement parts and shorter lead-times
- Full isolation capability

New Standard Supply B2B Website Online Ordering and Account Management

B2B Features

Registration is easy on our website. Click on "Login to Your Account" and then click "Create an Account" Fill in the form and click on Submit. An email will be sent to Standard Supply indicating your request to be a shopper. Upon setup and approval you will receive an email and be all set to log into the site with your email address and password.

- Shop on-line
- Search for products by item, vendor, category
- Build quick to order shopping lists
- Reprint past invoices
- See open orders and past purchase history
- Make payments on your account

- Remove previously approved shoppers for your company
- Contact the credit department and inside sales by email

Visit www.ssdhvac.com to setup your account!



Standard Supply hosted the results of the Home Comfort Study September 29th at Lone Star Park in Grand Prairie. Attendees received exclusive insight into the Home Comfort Study and

how these results can impact their business followed by an advance showing of the newest Honeywell RedLink products. The evening highlights included watching horse races from one of the Lone Star Park suites. Thank you to all who attended and made this event a success.





connect with your customers
Total Connect Comfort Services And The RedLINK™ Internet Gateway

IN STOCK NOW AT STANDARD SUPPLY

**RedLINK
Internet Gateway**



Connect Your HVAC System to the Internet
Remotely monitor and manage your HVAC system
From your PC, tablet, or smart phone

Four simple steps to get connected:

1. Plug gateway into 24V outlet
2. Connect Ethernet cable to internet router
3. Press "Connect" button on gateway
4. Register using serial number on gateway



[LEARN MORE](#) about this amazing new product!

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 ten lucky readers to receive a special prize.



This quarter's winners will receive a 2GB Flash Drive. This Flash Drive features a Standard Supply logo, a swivel cap to protect from debris, an LED light to indicate when files are being read or copied, a shock resistant rubber coating, and has been equipped with "Ready Boost", which allows information to load 80-100 times faster than normal.

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 to claim your prize.

Jacob Daniels - A&L Sheet Metal

Bobby Harper - Five Star Mechanical

Kelly Jacobs - Frymire

Brian Neal - Walker HVAC

Melissa Reichert - Miller Service Company

Alex Bear - Bear Heating & Air Conditioning

Jacob Daniels - A&L Sheet Metal

Jerry Weaver - Burnet Heating & Air

Mike Springer - Thermal Enterprises

Shane Rinehart - Rinehart Service Company



Industry Events

Solar Power International 2011 Tradeshow, October 17-20

We are headed to **Dallas, Texas**, to generate powerful new ideas, connections and business for the solar industry-and your enterprise. Join 24,000 professionals from businesses spanning the entire spectrum of the industry for four days of product exploration, discussion, professional enrichment and networking.

Follow this [link](#) to learn more....

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