Sales & Marketing **Bulletin**



Bulletin: 27-18

TO: All Greenheck Representatives

FROM: Lisa Zastrow

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DATE: May 23, 2018

SUBJECT: Expanded AER Product Offering



Change is in the AER[™]

Greenheck's AER product is expanding with new product offerings and features. These are now available in CAPS® 4.26 and eCAPS®.

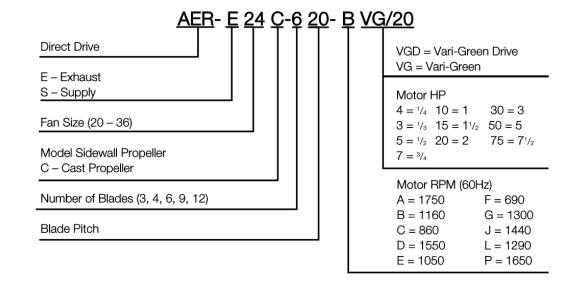
Below are the most recent additions for the AER model.

- Lower sound options
 - o 9-and 12-bladed propeller
- Vari-Green[®] drive offering
 - o Sizes 24-36 (up to $7^{1}/_{2}$ HP)
- Paint available as a selectable option
- CAPS ranking-dynamic selections
- eCAPS availability
- Upcoming in August CAPS[®] 4.27
 - o Sizes 42-48



AER – 12-blade cast propeller

The AER model number system designed to identify the fan selection you will see in CAPS.

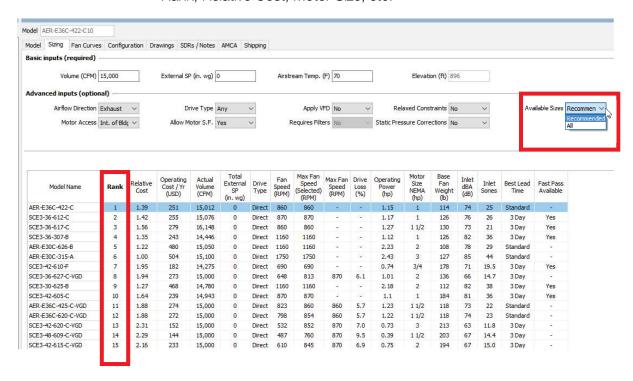


Dynamic Direct Drive Sidewall Ranking

A new ranking feature has been added to assist with your direct drive sidewall CAPS selections.

CAPS Ranking Similar to eCAPS

- Rank default is: "Available Sizes = Recommended"
- Displays a minimum of four options for each AER size
- Ranked criteria based on:
 - o Base Fan List Price
 - Sound
 - Operating Power
- Overall Best Value Fan with combined lowest sound, price, and operating power
- Reminders with ranking:
 - Current legacy product is still available
 - Previously saved jobs may display as invalid
 - Please reselect your mark
 - Ranking can be turned off if desired
 - Switch from "Recommended" to "All"
 - Capable to sort by other criteria with ranking turned on
 - Rank, Relative Cost, Motor Size, etc.



Contact me at <u>lisa.zastrow@greenheck.com</u> or 715-841-8300 or your designated Greenheck sales support representative with questions on this product.