

## Up To Date

### 2011 Co-Op Deadline

*Do you still have outstanding co-op claims for 2011 advertising? Make sure you send those to Sabrina Sahota by January 13, 2012.*

### Salesperson Spiffs

*Dealer salesperson spiffs on Infinity equipment, the Infinity Air Purifier and optional warranties are due to Sabrina Sahota by January 15, 2012.*

### Visa Financing Rates

*The 2012 rates for Visa consumer financing are now available. For example, the discount rate for 6 Months No Interest with Regular Monthly Payments is 3.0% or 2.5% for active 2012 Factory Authorized Dealers.*

### Shoemaker Promotion

*Do you want a free iPad®, iPod® or dinner gift certificate? Purchase at least \$50 in grilles or registers for an entry into our Shoemaker raffle.*



## This Issue

Up To Date **Front**

2012 Dealer Meeting **Front**

Featured Products **Back**

Technical Tips **Back**

Sigler Wholesale Distributors  
Location in Concord

## Join us at the 2012 Dealer Meeting

Sigler Wholesale Distributors is hosting their 2012 Dealer Meeting on Tuesday, January 31. The meeting will take place at the San Ramon Marriott and will begin with breakfast at 7:00. The meeting will start at 8:00 and conclude around 3:00.

If you haven't registered yet, please talk with your territory manager or the manager of your local store in Concord, San Jose or South San Francisco.

The agenda is packed with lots of exciting topics for new dealers and those who are renewing in 2012.

We'll start by discussing what's new in the dealer program offerings. Carrier's focus will be on "Best Customer Experience" and you'll see that shine through many of their new initiatives. Sigler will also be introducing a new flat rate pricing tool, affordable direct mail postcards and a group online marketing campaign.

With many recent product changes and more on the horizon, we'll also spend a few minutes discussing the dry R-22 opportunity, Carrier's new Performance Air Purifier, the Infinity Touch Control,

and new plenum coils from ADP. We'll update you on the second wave of new condensing gas furnaces and also spend some time discussing Carrier's commercial products. There are some important updates to the commercial equipment and we'll explain how it will help you meet several new codes and regulations.

Then, before lunch, we'll finish with some updates to our supply product offering and parts programs. The Sigler Club program has been quite popular, so we're going to expand it with more valuable benefits for you and your service department.

After lunch, we will conclude the meeting with awards and dealer recognition. There is no cost to attend and you're welcome to bring all of your key employees.

If you haven't registered yet, please talk with your territory manager or the manager of your local store in Concord, San Jose or South San Francisco. Because we anticipate that being a full event, please register now to ensure we have adequate space.

# Sigler

Wholesale Distributors

THE PRODUCTS YOU NEED  
THE VALUE YOU DESERVE

## Concord

1920 Mark Court, #100

p – 925.825.1540  
f – 925.825.1427

Steve Moorhead x8501  
Catie Bier x8516  
Chris Cobb x8503  
Jimmy Hilton x8512  
Jimmy Lightfoot x8502

## San Jose

1070 Commercial St, #106

p – 408.453.3300  
f – 408.453.2094

John Schurr x8300  
Bill Sperbeck x8302  
Brett Sutton x8312  
Fernando Girardi x8309  
Linda Randall x8311

## South San Francisco

229 Littlefield Avenue, #4

p – 415.330.6600  
f – 415.330.6670

John Coleman x8413  
Missy Bier x8407  
Pete Martinez x8406  
Tricia Maychrowitz x8404

## Regional Manager

Jon Malkovich x8500

## Technical Support

Greg Sanchez x8405

## Marketing

Sabrina Sahota x8514

## Credit

Debbie Russitano x8418

## Featured Products



## Williams Wall Furnaces

The winter shipment of Williams Wall Furnaces has arrived and they're priced to move! Sigler Wholesale Distributors has three sizes of the Monterey style top-vent furnaces in stock along with a field installed accessory blower kit.

These furnaces provided great value for the money. They can be easily recessed or surface mounted in a home, cabin, apartment, office or shop installation.

<b>2509622</b>	<b>25,000 Btuh</b>	<b>\$372.14</b>
<b>3509622</b>	<b>35,000 Btuh</b>	<b>\$397.53</b>
<b>5009622</b>	<b>50,000 Btuh</b>	<b>\$539.65</b>

Do you need B-Vent? Sigler Wholesale Distributors also has a complete supply of oval MetalFab type B vent in stock!

## Broan Exhaust Fans



Exhaust fans are a great way to provide value to your customer. They may be a required part of your new construction bid or an affordable way to differentiate your replacement quotations. Either way, Sigler Wholesale Distributors has the Broan products that you need.

Sigler Wholesale Distributors stocks nearly twenty different models of fans, ranging from a basic entry level fan to a nearly silent Energy Star fan with humidity sensor and light. If you can't decide, check out the working display at the Concord, San Jose or South San Francisco stores.

In addition to competitive pricing on individual fans, ask about job quotes or factory direct pricing.

## Technical Tips

### Q: What is the best way to check plug connections on a circuit board?

We've all seen newer equipment with plug connections on the circuit board. While they reduce the potential for wiring errors, they can make electrical troubleshooting a challenge if you don't have the proper tools. One very important tool is the Troubleshooting Guide specific to the equipment you are working on, but equally important is the proper voltmeter testing probes.

Most meters come with standard dimension probe tips which may be too large to adequately test an input or output to a plug. Even worse, using an improper test probe can weaken a connection and create a problem that didn't previously exist.

One option is to use individual strands of solid wire, stripped at both ends, and inserted into the plug connection. The wires should then be removed when troubleshooting is complete.

A better option is to purchase fine point meter probe tips. These accessories make troubleshooting easier, more accurate and prevent damage to the connection.

When purchasing probe tips, please make certain the test probes you utilize are rated for the meter, and the voltage being tested. Sigler Wholesale Distributors has a variety of meters and probes available.