

Up To Date

Classroom Training

Training continues in all three Sigler Wholesale Distributor Bay Area locations this month.

National Advertising

In addition to a robust SEM plan, look for Carrier TV spots on HGTV, DIY Network, CBS Primetime and ESPN. The radio campaign will feature spots during MLB games on ABC Sports and ESPN. Print will feature full page ads in HGTV Magazine, Bon Appetit and Martha Stewart Living.

Words are Important

As you place your spring advertising, think of the words you use. The words "Get \$1000 off" focus on achieving a gain, while "Save \$1000" focus on avoiding a loss. Test which kind of wording works best for your target customer. Wording like "Get \$1000 off" tends to motivate people to buy more.



What's New on SiglerTV

It Doesn't Cool (5 videos)
Static Pressure Basics (5 videos)
(the password is swd)

Arial view of the Westin Golf Resort & Spa in Playa Conchal Costa Rica

Costa Rica Incentive Trip

On Costa Rica's magnificent North-Pacific Riviera, you will find The Westin Golf Resort & Spa, Playa Conchal. This all-inclusive resort is set on 2,400 acres and offers everything you need for an amazing week during the 2018 Sigler Wholesale Distributors incentive trip.

The resort is amazing, nestled between lush forests and the sparkling azure waters of the Pacific Ocean. It offers a lagoon-style pool, gardens, tennis courts, a Robert Trent Jones Jr championship golf course, eight restaurants, six bars, workout facilities, a spa and much more. Spend your time unwinding on a luxurious Bali bed by the pool, treating yourself to world-class cuisine, or indulging your adventurous side by exploring one of the nearby Costa Rican national parks. Temperatures will likely range from 89 during the day to 73 at night.

The exact departure dates for this incentive trip are still being finalized, but it will be in late February, 2018. All accommodations will be a deluxe junior suite, and all meals and drinks at the resort are included.

The cost per couple for this amazing trip is only \$7000. This can be completely offset by accumulating points every time you buy equipment, parts and supplies from Sigler Wholesale Distributors. Active program dealers also have the opportunity to pre-purchase points at a great discount. This makes the trip very affordable for dealers of any size to join in the fun! For example, a Comfort Dealer who buys about \$150,000 in products could probably go on the trip for less than \$2700 out of pocket. How else can you spend a week in Costa Rica for that little?

Because of the complicated flight logistics into Liberia International Airport, space is limited. Please submit your completed registration form and copies of your valid passports by the end of May. Late registration forms will be accepted on a first-come-first-serve basis as space is available. It's going to be a great trip and we look forward to seeing you there!

For more details about this incentive trip, or a registration form, please talk to your Sigler Wholesale Distributors territory manager.

Concord

1920 Mark Court, #100

p – 925.825.1540

f – 925.825.1427

Celeste Wolf x8507
Catie Bier x8516
Linda Randall x8311
Jimmy Hilton x8512
Jimmy Lightfoot x8513
Ofelia Norwood x8505
Steve Moorhead x8501

San Jose

1070 Commercial St, #106

p – 408.453.3300

f – 408.452.1822

Vidal Lara x8308
Joseph Bautista x8309
Mike Ha x8305
Phyllis LaVoy x8307
Clayton Schultz x8324
Bill Sperbeck x8302
Bryan Sperbeck x8322

South San Francisco

229 Littlefield Avenue, #4

p – 415.330.6600

f – 415.330.6670

Debbie Russitano x8412
Tricia Maychrowitz x8404
Pete Martinez x8406
Adonis Segrove x8407

Regional Manager

Jon Malkovich x8500

Technical Support

Greg Sanchez x8405

Marketing

Sabrina Sahota x8514

Credit & Accounting

A-Q: Emily Wohlf x5158

R-Z: Dina Rowell x5326

Featured Products



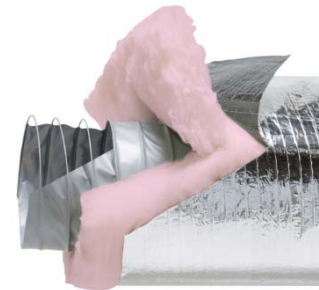
Sigler Wholesale Distributors recently handed out more than \$12,000 in Best Buy gift cards. Did you get one? If you participated in The Sigler Club program last fall, you did!

Spring is here and it's time to stock up the trucks. By participating in the spring Sigler Club program, you'll get a Best Buy gift card as well as great pricing throughout the entire season. The savings are substantial on Factory Authorized replacement parts, driers, motors, capacitors, the 5-2-1 Compressor Saver, fuses, installation accessories, CPS tools/fittings, Fieldpiece meters, Nu-Calgon chemicals, PVC, thermostats and more!

To ensure you have adequate time to place a qualifying order, we are extending the deadline for double-points on your initial order. You now have until May 19. Orders received after May 19 will still accrue Best Buy reward points, but the initial order won't be doubled.



When it comes to flex-duct, nothing compares to Everclean, by Thermaflex. The design inhibits the growth of mold and mildew, the internal lining provides efficient air delivery and the reinforced jacket resists tearing. All this with a lifetime warranty (labor and materials) to the original homeowner! It may sound odd, but you can offer your homeowners a choice when upgrading their flex duct.



Your homeowners benefit with EverClean and so can you! During the month of May, Sigler Wholesale Distributors will give you a \$25 Amazon.com gift card every time you order 3 boxes of EverClean. Ask a Sigler Wholesale Distributors customer service representative for more details.

Technical Tips

Q: When does 4 equal 10?

You're on a "No cooling" call for a residential split system with a TXV. It's hot, the unit has been down 2 days and it's 85 degrees inside. You replace a bad capacitor and the unit starts. The suction line feels warm so you gauge up and find the superheat high, with the subcooling at 4 degrees. The unit data tag shows the subcooling should be 10 degrees. Looks like a low charge so refrigerant needs to be added, right?

The correct answer is "it depends on the conditions". To accurately charge a system with a TXV the indoor temperature should be between 70 and 80 degrees. "Why?" - you ask.

High indoor load conditions drive a TXV wide open, attempting to reduce superheat. With the TXV wide open the subcooling appears to be low, when in fact it might be normal for the conditions.

In these situations, patience is key. Allow the system to operate 10 to 15 minutes and recheck your numbers. Don't let high indoor conditions result in an overcharge. Once the indoor temperature drops to 76 degrees the superheat drops, the TXV backs off, the subcooling increases to 10 degrees. In this case, 4 equals 10. Resist the urge to add refrigerant with indoor temps above 80.