

The Monroe Igniter

April 2010

Volume 1, Issue 2



GETTING TO KNOW YOU

Donna Inman

The Inside Scoop on Barry Trausenecker

Please welcome Barry Trausenecker our newest member of the Monroe Equipment family.

With almost thirty years of experience in developing and servicing the needs of HVAC contractors in Wisconsin, Barry is eager to grow the southeastern region of our marketplace.

Having worked for many HVAC distributors, wholesalers and manufacturers throughout his career, Barry says he has never met more professional, helpful and friendly co-workers than he has at Monroe Equipment. (With comments like that, we just had to feature him in our second issue of the *Igniter!*)

Barry enjoys inland lake fishing, sporting clays, along with upland bird hunting.

Currently single, he has recently moved to Delafield, WI.



Barry Trausenecker

DARE TO BE DIFFERENT

Matt Schneider

For the last several years I have been promising myself a new lawn tractor. The time and cost of keeping my 1980's John Deere running is beginning to wear on my nerves. With the coming of spring, I called several of the local John Deere Dealers and requested prices on a new X320 tractor. Low and behold all of the quotes were very close in price and right around what I expected. The last call I made was to my home town dealer. He regrettably admitted that his price on an X320 would be the same as the competition, but inquired whether anyone had explained the benefits of an X500. I thought his response was genius.

Being the sales "geek" that I am, I started to dissect this salesman's response. It was obvious that this salesman realized that if he offered me a price on the same machine in

the same ballpark, he had less of a shot at earning my business than if he changed the discussion. He knew that if he sold me on a different features and benefits set, then he would increase his overall chances. One of the largest complaints I hear from our dealers, especially in this economy, is that consumers are looking for the lowest possible price and in most cases they are being under bid by a contractor proposing Brand G. It surprises me how many times these same dealers try to out-price the competing dealer with the same Brand G. The one thing that I know for sure is that in this scenario both dealers lose and the only one that wins is Brand G.

There are always going to be homeowners that demand the lowest price. Achieving the price points that many of these customers demand is impossible to do with a tier one product such as Armstrong Air. By trying to

match the "low price", contractors with the same "low price" product without different features and benefits, insures that the "low price" will earn the business.

Take a look at the Concord product from Allied. Concord furnaces have two different Federal Tax Credit Qualifying models and a time tested clam shell heat exchanger design. There is an entirely new platform of Concord condensing units designed to have many of the features and benefits of products priced twice as high.

Monroe Equipment backs up these products with all the services that you have grown to rely on including daily delivery, engineering services, training and technical support. When confronted with needing a competitively priced product, dare to be different and offer Allied Air quality equipment at or below a Brand G price.

DO YOU COLLECT 100% OF THE JOBS YOU SELL?

Lisa Swance

When you have a service call, ask the customer if they will be paying by cash, check or charge. During a sales call, notify the homeowner of the payment types you accept or ask if they would like for you to arrange financing for them.

Policy should be to collect the entire balance of the job before you leave the home. Trying to collect money later becomes much more challenging. Some consumers may have the best intentions to pay you, but then something else comes up. Others may never have intended to pay.



Do you offer financing? Do you accept credit cards? If not, you may be losing out on sales. Many of today's buyers make their purchases using plastic. Maybe the homeowner has enough money in the bank to allow them to buy the lower cost equipment you are offering, but they might not have enough to purchase the upgrade, even though they would like to.

Offering financing and accepting credit card payments gives your buyers more flexibility and gives you more business. If you aren't accepting credit cards and you don't offer financing, your competitor might be -- can you afford to pass up on those sales?

There are several banks and merchant service providers to choose from for consumer finance options and credit card solutions.

For anybody who is not collecting the full payment up front, are you protecting your lien rights? Watch for the next newsletter.

FAXING ORDERS TO MONROE

Ron Wilson

Did you know you can fax in your orders? Faxing in your orders saves time and helps with orders being processed correctly. We have Monroe Equipment Parts Reorder Fax Forms available for you to use. They are simple to use. Simply fill out the order form and fax it to 262-783-8184. After we process your order, we will send you an order acknowledgement that you can double check your order to make sure it is correct and being sent to where you want it, when you want it.

Faxing works great for special orders also. After placing a special order by fax, we will fax back a quote for that special order. After you look over the quote to verify the product being ordered is correct, sign off on it and fax it back to us. We will then process your order. Faxing is a simple way for all of us to be sure orders are processed in a timely manner and correctly.

We know time is money and getting you the right product on time is our number one goal.

WARRANTY SIMPLIFIED

Allen Ausprung

We all know that warranty is at best, confusing. To help you understand it better, we have included a chart for both Armstrong Air and Concord products explaining the limited warranty periods. There is also a list of requirements after the Concord chart on page 4 for Extended warranties for Armstrong Air and Concord units.



Limited Warranty Periods

Product Category	Model Series	5 Year	6-10 Year	10 Year	20 Year	Lifetime ¹
Armstrong Air Gas-Fired Furnaces	G2D80, G2D80V, G1D90AH, G1D91, G1D93, G2D93, G2D95, G2D95V, GCH80E, GUH80E, GH90, GC93, GU93, GU95, GCK, GUK	All Parts	All Parts ⁸		Heat Exchangers on Non-Direct Vented G2D80, G1N80, GCH80E, GU-H80E	Heat Exchangers on Direct Vented G2D80, G2D80V, G2D95VG, CH80E, GU-H80E, G2D93, and other Heat Exchangers ²
	G1D80, G1N80, GCH80B, GUH80B, GCJ, GHJ, GUJ	All Parts	All Parts ⁸		Heat Exchanger	
Armstrong Air Oil-Fired Furnaces	LB, LBF(R), LHF(R), LUF	All Parts	All Parts ⁸			Heat Exchanger
Armstrong Air Air Handlers & Coils	BCU, BCS2, BCS2V, BCZ, CAM, EFC, EC1P, EH1P, EM1P, EU1P, CSH, C2E, U2E, M2E, EFV, MB, MC, CAC, CAU, H2E, MBV	All Parts	All Parts ⁸			
Armstrong Air Split Cooling Units & Heat Pumps	SCU10E, SCU10G, SCU10H, SCU12 ⁴ , SCU12G, SCU12H, SCU13, SCU13H, SCU14, SCU14M, 2SCU13LE, 2SCU14LE, SHP10E, SHP10G, SHP10H, SHP12, SHP12G, SHP12H, SHP13, SHP13M, SHP14, SHP14M, 2SHP13LE, 2SHP14LE	All Parts			Compressor	
	4SCU13LE, 4SCU14LE, 4SCU16LT, 4SHP13LE, 4SHP14LE, 4SHP16LT	All Parts	All Parts ⁸	Compressor		
	4SHP18LT, 4SCU18LT			All Parts & Compressor		
	SBQ10 ⁴ , SCU10 ⁴ , 2SCU13LB, 2SHP13LB, SCU10B ⁴ , SHP10C ⁴	All Parts				

¹Limited lifetime warranty applies to the original owner in private occupied residences. All other applications or when residence is sold carry a 20-year limited warranty from the date of installation, subject to proof of purchase.

²Primary and secondary heat exchangers are covered by limited lifetime warranty, unless specified otherwise.

³The provisions of the Beckett Burner warranty are 12 months from the date of installation, or 18-months from the date of manufacture, whichever date occurs first for the following components: nozzles, Honeywell controls, and White-Rodgers controls.

⁴Residential products used in commercial applications and all 3-phase units carry a 1-year parts, 5-year compressor and 10-year heat exchanger warranty

⁵Replacement cooling chassis for noted models have same warranty as new units.

⁶Units produced prior to 1991 carried 5-year limited warranties on gas heat exchangers.

⁷Stainless steel heat exchangers on N models carry a 20-year prorated warranty; Full credit in years 1 through 10; declining by 10% each year thereafter.

⁸Additional Five (5) Year Limited Extended Parts Warranty, Registered after January 1, 2009, for all Heating & R410a Residential Product.

... WARRANTY CONTINUED



Product Category	Model Series	5 Year	6-10 Year	10 Year	20 Year	Lifetime ¹
Concord Gas-Fired Furnaces	RG90, RG93, CG90UA, CG90UB, CG90TB, CG90CA, CG90CB	All Parts	All Parts ⁴		CG90 NDV* Heat Exchanger	CG90 DV* & Other Heat Exchangers ²
	RG80, CG80	All Parts	All Parts ⁴		Heat Exchanger	
Concord Oil-Fired Furnaces	RLU(F), RLB, (R) RLH(F) (R)	All Parts	All Parts ⁴			Heat Exchanger ²
Concord Air Handlers & Coils	BCU, BCZ, CAM, EFC, EFV, CAC, CAU, CSH, C2E, EC1P ⁴ , EM1P ⁴ , EU1P ⁴ , EH1P ⁴ , U2E, RBC, RBCS2, RBCS2**V	All Parts	All Parts ⁴			
Concord Split Cooling Units & Heat Pumps	RC12, RC13, RH12, RH13, CCU12, CCU14, CH14, 2HP14, 2AC14	All Parts		Compressor		
	RC10, RH10, CCU10, CCU13, CH13, 2HP13	All Parts				
	4AC13	All Parts	All Parts ⁴ , Compressor			

¹Limited lifetime warranty applies to the original owner in private owner occupied residences. All other applications or when residence is sold carry 20-year limited warranty from the date of installation, subject to proof of purchase.

²Primary and secondary heat exchangers are covered by limited lifetime warranty, unless specified otherwise.

³The provisions of the Beckett Burner warranty are 12 months from the date of installation, or 18-months from the date of manufacture, whichever date occurs first for the following components: nozzles, Honeywell controls, and White-Rodgers controls.

⁴Additional Five (5) Year Limited Extended Parts Warranty, Registered after January 1, 2009, for all Heating & R410a Residential Product.

*Non-Direct Vent (NDV)

Direct Vent (DV)

~C Series 3 Phase products carry a 2-year warranty on all parts.

REQUIREMENTS FOR 10-YEAR EXTENDED PARTS WARRANTY ON ARMSTRONG AIR AND CONCORD

Allen Ausprung

1. Must be residential application (original owner occupied, single-family residence).
2. Commercial applications **NOT ALLOWED**
3. Equipment must be registered online at www.alliedairwarranty.com within 60 days of date of installation or occupancy to qualify for the 10-year parts warranty.
4. **The unit must be part of a COMPLETE AHRI MATCHED SYSTEM** and installed by a state certified or licensed contractor.
5. For customer inquires, contact **SANDY BURNS** at Monroe Equipment, Inc. 1-800-242-9398.

HOT SURFACE IGNITERS

Kenneth Jung

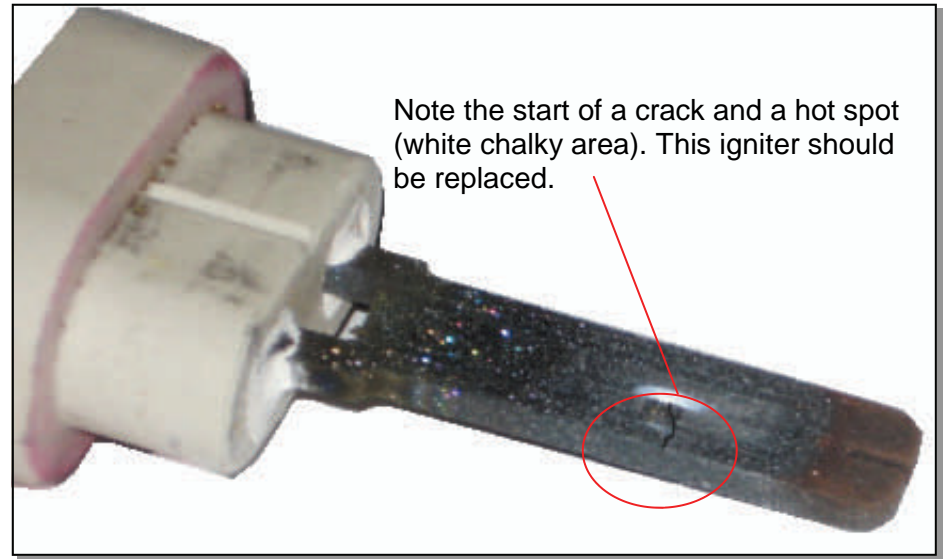
The question always comes up; “at what ohm value is the igniter bad or when should we replace the hot surface igniter?” The only true answer is, “when there is infinite resistance and the igniter fails to glow.” I realize from a service and sales perspective this may not be what you want to hear, but it is the truth. Let’s take a look at the whole picture.

The various igniters on the market today have all been designed around one or two specific criteria. One, the ignition control or the gas valve the igniter is connected to; (i.e.: smart valve technology) and secondly, the voltage the igniter is intended to work at.

Once the igniter has been created most manufacturers will list an ohm value for the igniter at room temperature, typically this is at 70°F. If the heating appliance has been in operation the igniter may be much warmer than the “room temperature value” at which the rating was listed. Therefore, the resistance measured in the field may not agree with the published information.

Maybe of greater importance is the ampacity of the igniter, the actual current being drawn while the igniter is energized. Think of Ohm’s and Watt’s law. If we have a voltage applied, divided by resistance, the answer is the amount of amps the load is using. Or power in Watts is equal to the applied voltage X the measured amps. Here, the load is the igniter.

It is important to consider the primary or line voltage being applied to the igniter if the igniter is rated at 120 vac. Is the voltage too high, too low? Both the primary and second-



Sample igniter from an actual jobsite. The picture has been enlarged to show detail.

dary voltage into and out of the transformer need to be measured if the igniter operates at 24 vac as is the case with most “smart valves.”

After verifying voltage and measuring the igniters’ resistance, probably one of the best and easiest ways to evaluate an igniter is with your own eyes. If you notice what looks like a potential crack or split, potential hot spots, white chalky areas or areas that do not glow white hot or maybe areas that do not glow at all. These would be definite reasons to insist on igniter replacement. Otherwise if the igniter glows properly and the gas ignites, it definitely isn’t broke. One other note here, never touch the igniter material with your fingers. The natural oils and/or dirt on your fingers will create hot spots on the igniter and greatly reduce the life of the igniter.

One manufacture provides the following in their service manual, “A resistance value between 50-300Ω means that the hot surface igniter is OK.” Does this really mean that at 45 or 305Ω the igniter is bad? How about the possible inaccuracy of the

meter you are using? The actual measurement of this igniter was 95 Ω’s at room temperature and 170 – 220 Ω’s after the burner was off for 10 minutes... you decide.

I know, I know... this goes right back to the opening line in this article. This is something you as a service technician or as a company need to come up with and agree upon. It might be beneficial for you to start a chart listing all of the igniters you and your technicians come across and the ohm values measured. Share this information. It is the only true way to gain enough information to make an educated decision of what is good and what is not.

If we had the ability to look into the future and know how and when a specific part was going to fail we would be at the customers door step a minute after it happened. Unfortunately, I have never had those physic talents. I can only rely on what my meters tell me and common sense.

Next time: Flame Sensors and Flame rectification.

SPRING TRAINING SCHEDULE

DATE	TIME	CLASS	INSTRUCTOR	COST
April 14, 2010	2:00 p.m. - 6:00 p.m.	Buderus GB142	Kenneth Jung	\$35
April 21, 2010	8:00 a.m. - 12:00 pm	EPA Certification Testing (Section 608)	Kenneth Jung	\$120 (Materials sent in advance)
April 21, 2010	2:00 p.m. - 6:00 p.m.	Air Conditioning Review	Kenneth Jung	\$35
April 28, 2010	8:00 a.m. - 4:30 p.m.	Heat Pumps	Kenneth Jung	\$75 (Includes Book)
May 10&11, 2010	8:00 a.m. - 4:30 p.m.	Hydronics	Kenneth Jung	\$75
May 12, 2010	2:00 p.m. - 6:00 p.m.	HVAC Electric & Meter Usage	Kenneth Jung	\$65 (Includes Book)
May 19, 2010	2:00 p.m. - 6:00 p.m.	Air Conditioning Review	Kenneth Jung	\$35
June 2, 2010	2:00 p.m. - 6:00 p.m.	HVAC Electric & Meter Usage	Kenneth Jung	\$65 (Includes Book)

*All training classes held at Monroe Equipment Training Center
 N50 W13941 Overview Drive • Menomonee Falls, WI 53051
 262-783-8190 Fax 262-783-8180*

Notice of cancellation for training classes must be received five (5) BUSINESS DAY prior to the class to receive a full refund.
 No-shows will not be refunded. NO EXCEPTIONS! Training fees will be billed to your Monroe account.
 If you do not have an account in good standing with Monroe, please include a check with your registration form.

REGISTRATION FORM

Fax to Lynn at 262-783-8180 or email lbeine@monroeequipment.com

Name _____ Company Name _____

Phone _____ Email _____

Attendee _____ Class _____

Attendee _____ Class _____

Attendee _____ Class _____

Attendee _____ Class _____

Up Coming Events

April 20, 2010 -
 Apion Counter Day
 (FREE Lunch!)

May 6, 2010 - NEW DATE!
 Armstrong Air Dealer Meeting

May 7, 2010 - NEW DATE!
 Concord Dealer Meeting

The Monroe Igniter is a quarterly publication created exclusively for customers of Monroe Equipment, Inc.



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