

DuPont Refrigerants

ATTENTION HVAC CONTRACTORS:

Kick off your 2011 Season by Maximizing A/C Business Opportunities - Marketing Skills are Vital during Economic Recovery

Contractor Business Proposition: Same Cooling Now - Less Cost Later

- **R-22 is going away!** The EPA Final Rule drastically reduced R-22 supply in 2010 with 150 million pounds removed from the market and another 10 million pounds removed January 2011. Supply continues to be reduced 10-13% each year through 2014.
- **This phase-out results in a 27.5 million pound per year shortfall of virgin R-22** versus expected service demand, according to EPA projections. **Business as usual is no longer an option.**
- **Maximize R-22 supply** utilizing DuPont™ ISCEON® MO99™ refrigerant as an element of your service offering to extend your R-22 supply. Recovered R-22 can be used for same owner's equipment and reclaimed R-22 can be used for another owner's equipment.
- **Protect equipment owner's business** from R-22 supply shortages, price volatility, and business interruption.
- **Become a solution-provider** - help customers move away from R-22 and keep equipment running.
- **Differentiate, build customer loyalty, and generate repeat business** by offering the best products available to meet regulatory changes.
- **Benefits to equipment owner:**
 - Keep your A/C running by retrofitting and utilizing recovered or reclaimed R-22 to service other equipment
 - Similar mass flow and pressure-enthalpy characteristics as R-22
 - DuPont™ ISCEON® refrigerants used successfully in thousands of refrigeration and A/C systems worldwide
 - Extending useful life of equipment that is no longer under warranty eliminates the expense of new equipment



DuPont™
ISCEON® MO99™
refrigerant

The Quick Switch to Replace R-22*

*See Retrofit Guidelines Before Using



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A/C SERVICE OPPORTUNITIES

	SERVICE CALL <i>"On the Spot" Option</i>	PREVENTATIVE MAINTENANCE CALL <i>Service Agreement Retrofit Option</i>
BUSINESS CASE	<p>Each time you service R-22 equipment that is no longer under warranty:</p> <ul style="list-style-type: none"> Alert your customer that R-22 is going away - TAKE ACTION NOW Provide a solution to reduce dependency on R-22 with the Quick Switch to DuPont™ ISCEON® MO99™ When you pull the system down for repair, recommend converting R-22 to MO99™ refrigerant When R-22 charge is lost, recommend converting R-22 to MO99™ refrigerant 	<ul style="list-style-type: none"> Incorporate language into the service agreement that provides flexibility for the contractor to convert R-22 systems to MO99™ refrigerant Proactive Retrofit of Equipment: <ul style="list-style-type: none"> Use the A/C Equipment Assessment sheet to schedule change-outs over time, reducing your customer's dependence on R-22
VALUE TO CONTRACTOR	<ul style="list-style-type: none"> Make \$\$ money now with a retrofit sale and hold on to your R-22 inventory for emergency repair business For service agreements, a retrofit to MO99™ refrigerant protects your business against potential escalating R-22 costs and supply shortages Gain repeat business and referrals as you become a problem-solver An opportunity to follow up later with an A/C management plan as part of a service agreement 	<ul style="list-style-type: none"> Expand your base business beyond repair and recharge Build customer loyalty by providing lowest cost options vs. replacing equipment Secure a commitment from your customers for an orderly transition from R-22 Safeguard your business against potential escalating R-22 costs <ul style="list-style-type: none"> MO99™ refrigerant is the lowest total cost mineral oil compatible R-22 replacement refrigerant available Make \$\$ money now with a retrofit sale and hold on to your R-22 inventory for emergency repair business Extend business beyond the A/C season

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The time to act is now. We're here to help.

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