

Unico, Inc.

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Don't forget to check out our other case studies at www.unicosystem.com/casestudies

If you have an installation that you would like turned into a case study, please contact Brian Intagliata at 800-527-0896!

Featured Case Study—Mumbai, India



Above: Entrance to restaurant

Overview

The opening of the newest Neelam-e-Punjab restaurant marked the latest endeavor for HDIL, who is a large company in India that specializes in building new entertainment districts. Their latest project in Mumbai, the Annex Mall, features movie theaters, gaming centers and this new, high-end bar and restaurant. Walking through the bar and restaurant, which are separated by what feels like a very futuristic hallway, you get the sense that this indeed, is a very nice place. And due to the very modernized feel and ambience, the tone is set for a familiar problem faced with many of these types of installations—space.

Strategy

The architects in charge of the project, Mr. Ankur Savla and Ms. Poornima Sawant, both with White Orchid Architects & Interiors, knew they had a dilemma. The bottom of the ceiling beam was just 7 1/2 ft tall, which meant that the ceiling was lower than the architects

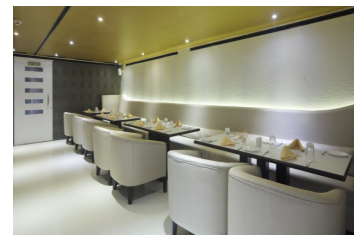
wanted. And because they still needed to install the air conditioning, this meant that the ceiling couldn't be raised to accommodate their initial plans.

Having visited a Unico booth at a tradeshow in India once before, the architects contacted Vivek Marde with Savitru Aircon Pvt. Ltd. Vivek gave them a presentation on the system and also took them to several other locations to show them just how good The Unico System is at allowing space savings as well as leaving the interior intact, all the while providing greater comfort and efficiency. The architects decided Unico was what they were looking for.

Vivek figured the load of the 5500 sq. ft. space to be a total of 40 tons, which required Vivek and his team to install eight—5 ton Unico Systems, paired with eight—5 ton condensing units. The Unico units are located above the hallway separating the bar from the restaurant. The return air is collected between the slab and false ceiling of the restaurant. In order to keep the already inconspicuous outlets out of sight, the team decided to use Unico slotted outlets in a linear pattern that matched the décor of the restaurant, which hides the outlets quite well.

Results

According to Vivek, "The client is very happy with the finished job and the architects feel their design stands out due to the availability of The Unico System, giving them the freedom to use their creative talents." He adds, "With The Unico System, we have achieved good height and a fantastic look to the restaurant."



Above: The black line running along the wall towards the ceiling are Unico Slotted outlets in a linear pattern.



Above: Unico units are hidden above walkway

Unico News

Unico, Inc.

2011 Unico Training Classes

For 2011, Unico has several different training classes that cater to various people in the field. We offer several introductory courses for distributors and contractors that vary from a single day hands on class, counterment training, to a sales class for contractors that teaches them to design the system and close the sale. And we still offer both our two day Contractor Product Training and our Advanced Product Training. For more information on these, please visit www.unicosystem.com/training.



Unico's 2.5" Outlet and Duct

Just as a reminder for anyone that isn't aware, Unico now offers 2.5" outlets and duct. These are available in all of the woods and finishes as the standard 2" outlets and are also threaded for easier installation. The 2.5" duct and outlets make it possible to reduce the overall number of outlets used in the project. For more information on this, please visit our website at www.unicosystem.com.

Facebook and YouTube pages

Don't forget that Unico is now on Facebook and YouTube! If you have a Facebook page, go to our homepage and like us! And check out our YouTube page by clicking the icon below or by going to youtube.com/theunicosystem. We're continually uploading videos and will have a nice video about the features and benefits of the Green Series, as well as showing how to setup and manage the ECM Configuration Software. We should be putting this up sometime very soon.



2010 Fall Promotion

We would like to thank everyone who took part in the 2010 Fall Promotion! You helped make it a great success! We had a good number of loyal contractors that took part as well as some new contractors. We hope everyone enjoys the jackets and we look forward to the next Fall promotion which we'll introduce later this year.

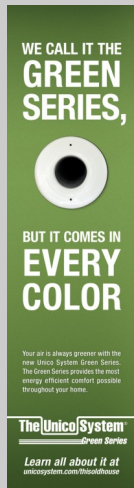


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Unico Direct Mail Program

We are pleased to offer a fantastic Direct Mail Program for Spring and Summer in 2011. Designed for contractors to generate more Unico leads, this program is a simple and cost effective way to just that. At \$1.50 per address, the contractor gets the mail piece, data list, printing and personalization of the mail piece, as well as the postage. Up to 50% of the cost can be used from available Co-Op funds through their distributor. For more information contact Aisha Thomas here in the office at 800-527-0896.



Unico promoting the Green Series this year in print, radio and TV advertising

This year Unico will be expanding the advertising channels where we promote the Green Series line of products. As in the past you will be able to read our ads in This Old House, Fine Home Building, and Traditional Building as well as a few select other magazines. But in addition to these traditional print ads, you will be able to hear about us on the Gary Sullivan radio show. Gary's show is broadcast nationally in over 42 states as well as on XM satellite radio. We'll also have both a 30 second and 60 second commercial on select cable channels in the Boston, MA. market. If you don't live in Boston and would like to see the commercial you can view it on our YouTube channel....www.youtube.com/theunicosystem

If you happen to see or hear one of our ads, let us know what you think of them by posting a comment on our Facebook page.

New Rep Firm

Unico would like to welcome our newest rep for the Southwest portion of the country - Southwest Sales Group. Owned and operated by Scott Samuelson, Southwest Sales has been in operation since 2001. Scott has 20 years experience in outside sales and 12 years experience in the HVAC industry. Southwest Sales will cover all of Arizona and Southern Nevada.


Southwest Sales Group
Scott Samuelson
22331 N. 108 Ave.
Sun City, AZ 85373
602-723-7000


UNICO, Inc.

Unico, Inc.

7401 Alabama
St. Louis, MO. 63111
Phone: 800-527-0896
Fax: 314-457-9000
E-mail: sales@unicosystem.com

www.unicosystem.com

Facebook 

YouTube 

Unico manufactures the world's leading small-duct central heating and cooling solution, called the Unico System. Unico is installed in historic preservation and renovation applications, high-end custom homes and any application where the homeowner, architect, builder or designer mandates superior indoor comfort. Unico is the pre-eminent Small-Duct, High-Velocity HVAC product on the market today. Find out why installers and end users have made this heating, ventilation, and air conditioning system the product of choice for better comfort and aesthetics in hundreds of thousands of applications in the US and over a dozen countries worldwide.

Upcoming Events

Main Street Conference (National Trust for Historic Preservation)

- Des Moines, IA. May 22-25

Kansas Preservation Alliance Conference

- Topeka, KS. June 2-3