

# Unico News

Sept/Oct 2010

## UNICO, Inc.

Winter's Coming... Let Unico Heat You Up  
With Our Fall Dealer Promotion!

For every Green Series blower or Green Series upgrade kit purchased from distribution during the months of September and December, you will earn one Unico point.

2 points for you for every light jacket.  
3 points for you for every medium weight work jacket.  
5 points for you for every two layer jacket worth \$50.

Example of points usage:

If 12 points are earned, you can get 12 light jackets, OR 4 medium jackets, OR 2 \$150 jackets and 2 light jackets; whichever you prefer.

The program will run from November 1st through December 31st. All submissions must include jacket sizes and distributor invoice (for proof of purchase). All redemption information must be submitted by January 7, 2011.  
**PROMOTION ENDS AFTER JANUARY 7TH WILL NOT QUALIFY FOR THE PROMOTION.**

Please fax invoices to 314-457-9000 ATTN: Fall Promotion

### Why use the Green Series?

- Increased Efficiency
- Complete control of the system using our S.M.A.R.T. Technology software
- Available in 120V and 240V
- Without the use of a kit, you can upgrade any existing blower to the Green Series as long as it was manufactured in 2003 or later.
- For more information on the Green Series, visit [www.unico.com/unicohandler](http://www.unico.com/unicohandler).

### Upgrade Kit Model Numbers:

A01543-K22 - 2430 240V  
A01543-K23 - 3612 240V  
A01543-K24 - 4824 240V  
A01543-K32 - 2430 240 50HP  
A01543-K33 - 3612 240 50HP  
A01543-K34 - 4824 240 50HP

### Green Series Blower Model Numbers:

U1218L-1EC1XH (Hot Water Coil)  
U1218L-1EC1EX (Heat Pump Coil)  
All other 1218 EC models are included as well.  
M2410BL1-EC1 - 120 V  
M2410BL1-EC2 - 240 V  
M3642BL1-EC1 - 120 V  
M3642BL1-EC2 - 240 V  
M4860BL1-EC1 - 120 V  
M4860BL1-EC2 - 240 V

The Fall Promotion  
is here!  
Check out page 5 for  
all the details!

The Unico System  
Small-Duct Central Heating & Air Conditioning

The Unico System  
Green Series

UniChiller RC  
HEATS & COOLS RC

UniSpot  
INDUSTRIAL SPOT COOLING

Unico Is Celebrating 25 Years In Business This Year

In  
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Issue

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The Unico System  
Small-Duct Central Heating & Air Conditioning

The Unico System  
Green Series

UniChiller RC  
HEATS & COOLS RC

UniSpot  
INDUSTRIAL SPOT COOLING

# Case Study

## Commercial Retrofit

### Overview

The Leddy Center, in Epping, NH had its first show in 1975 to raise enough money to purchase heat oil for their boiler, so that the churchgoers could have their services in the sanctuary rather than the basement. From then on, the church choir director had shows every year in order to raise money for other non-profit organizations throughout the community. The structure was two stories, with the second story owned by different owners. Once the church choir began using the second floor permanently, they started doing more shows and even teaching fine arts classes before the building was ultimately sold in 2008. The new owners decided to relocate the theater to a larger more modern facility about a mile away. Boasting better parking and a larger stage and seating, the theater had an upgraded HVAC system installed, by Jeff Brideau of Intelligent Heat and Power.



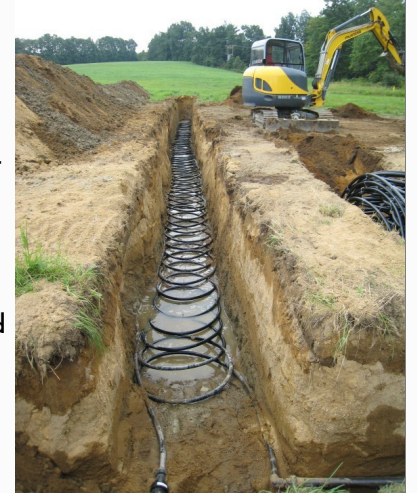
### Strategy

Jeff's recommendation was to install The Unico System, and pair it with a geothermal system. This was to offset the oil costs which, in this new facility, were estimated to be more than \$5,000 per year. It would also save about 30% over conventional on the A/C costs as well. Because the old HVAC units were built into the structure, taking them out would've been costly so it was decided that they would stay. This created a space issue, although that made it an even easier choice for the contractor to choose The Unico System. Because of the small diameter of the main trunks, Intelligent Heat and Power was able to run them along each of the catwalks, something not able to be done with the conventional equipment. This greatly improved the access to the catwalks. And because of the modular construction of Unico air handlers, the team was able to carry each piece of the four 4860 blowers and coils through the very small access hatch without any problems. In fact, the crew had to completely disassemble the ERV units in order to get them through the same access hatch.



The Geothermal system is unique as well. Typically there isn't enough open land to install horizontal loops in New England. On this particular lot though there was plenty of room so that's exactly what they installed, which helped installation costs on the Geothermal system. Jeff and his team installed 4 Florida Heat Pump Geothermal condensers, which then connect to the Unico Systems.

All of the zoning is completely custom too. There are two air handlers dedicated to the seating area and are designated as stage 1. The remaining two air handlers serve multiple zones as well. The first air handler is for the performance area of the stage, however, should the seating area require more air, then some air is diverted away from the performance area to the seating area. The second air handler works the same way. It is designed for the small offices above the stage, but if need be, it can be diverted to the seating area also.



### Results

The system has been installed since September 2009 and according to Jeff Brideau, "...the system performs admirably." Now the owners don't have to worry about excessive heating and cooling costs and can now enjoy simply putting on a show.

# Unico System Green Series Installed in 2010 "This Old House" Project Home

Once again Unico is the HVAC product of choice for the 2010 This Old House project home - a 1940's Colonial Revival located in the Boston suburb of Auburndale. In fact, this is the 12th time the Unico System has been installed on a This Old House project. This is a real testament from professionals as to how the features and benefits of the Unico System set it apart from all other central heating and air conditioning solutions.

The episode will air in late November and will feature two Unico System Green Series air handlers. The program segment will focus on the new Green Series heating and air conditioning system. The small-duct, high-velocity system was chosen for the project because it is less disruptive, creates less mess, and reduces installation time in older homes. And without the installation requirements of a traditional heating and cooling system, the Unico System saved the installer time and money on construction.

We have created a short two minute video of the project and you can view it on our YouTube page at:

[http://www.youtube.com/watch?v=cMjs9yfc\\_C8](http://www.youtube.com/watch?v=cMjs9yfc_C8)

Unico, a proud supporter of the Peterson Prize competition, would like to congratulate the University of Arkansas, Fay Jones School of Architecture, for taking first place in the Peterson Prize competition. The Arkansas team won with their measured drawings of the historic E. Fay and Gus Jones house located in Fayetteville, Arkansas. The student team was lead by Gregory Herman and included the following student members: Addison Bliss, Chloe Costello, Jillian Jung, Tyler Meenen, Sean Paquin, Anthony Parsons, Matt Poe, Adrienne Presley, Micah Szabo, Ginger Traywick, Joseph Weishaar.



## News From the Sales Department

### Unico Welcomes Intermountain Sales & Marketing As Our Newest Rep Firm

Unico is proud to announce that Intermountain Sales & Marketing, Inc. has become Unico's newest manufacturer's representative. Mr. Joe Kennard, Vice President at Intermountain, will represent Unico's products in Utah and Idaho along with the other 4 employees at Intermountain Sales & Marketing.



Joe Kennard

Mr. Kennard has more than 33 years of experience in the Plumbing, Heating and Distribution Industry. He is a Certified Professional Manufacturers' Representative (CPMR) and a Certified Sales Professional (CSP).

Intermountain Sales & Marketing, Inc. is an industry-leading manufacturers' representative firm for a number of product lines in the plumbing and heating industries. The company is a member of the Association of Independent Manufacturers' Representatives, Inc. (AIM/R), the Radiant Panel Association (RPA), and the Utah Fire Marshall Association.

To visit their website go to [www.intermountainsales.net](http://www.intermountainsales.net)



The Intermountain sales team. From left to right: Brent Nelson, Shuryce Prestwich, Aaron Jeppsen and Jeff Goodsell

### Thomas Driscoll Joins Buche/Carmco Sales

Unico would like to welcome Thomas Driscoll as the new inside sales person at Buche/Carmco. Thomas attended Le Moyne College in Syracuse, NY and graduated with a degree in Business Management and Leadership. Buche/Carmco is Unico's Manufacturing Representative for Colorado, Wyoming, New Mexico, and Montana.

### Andrew Hayes Joins W.T. Leonard

Unico would like to welcome Andrew Hayes as the new sales person at W.T. Leonard. Here is his contact info:

Andrew Hayes

Andrew@yellowzip.com

636-399-8460

## In Other News

# UNICO, Inc.

## Winter's Coming... Let Unico Heat You Up With Our Fall Dealer Promotion!

For every Green Series blower or Green Series upgrade kit purchased from distribution during the months of November and December 2010, you will earn one Unico point.

- 1 point earns you a light weight jacket
- 3 points earns you a hooded, medium weight work jacket
- 5 points earns you a heavy, two layer jacket worth \$150

### Example of points usage:

If 12 points are earned, you can get 12 light jackets, OR 4 medium jackets, OR 2 \$150 jackets and 2 light jackets; whichever you prefer.

The program will run from November 1st through December 31st. All submissions must include jacket sizes and distributor invoices (for proof of purchase). All redemption information must be submitted by January 7, 2011. **ANY SUBMISSIONS AFTER JANUARY 7TH WILL NOT QUALIFY FOR THE PROMOTION.**

Please fax invoices to 314-457-9000 ATTN: Fall Promotion

Visit [unicosystem.com/2010fallpromotion](http://unicosystem.com/2010fallpromotion)

There you can choose your jacket styles, colors and sizes!

Each jacket will come with The Unico System Green Series logo and your company name embroidered on it as well.

### Light Jacket

**Color:** Alpine Green; Black; Glacier Blue; Midnight Navy; Molten Red-Black; Putty-Black; Putty-Midnight Navy; Royal Cobalt-Black

**Size:** XS - 5XL

**Material:** Polyester



### Medium Jacket

**Color:** Black-Black; Forest Green-Black; Navy-Black; Red-Black; Spice-Black; Wheat-Wheat

**Size:** S - 4XL

**Material:** Cotton



### Heavy Jacket

**Color:** Black-Dark Charcoal; Midnight Navy-Dark Charcoal

**Size:** XS - 3XL

**Material:** Nylon



Unico manufactures the world's leading small-duct central heating and cooling solution, called the Unico System. 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.

# UNICO, Inc.

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St. Louis, MO 63111

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Fax: 314-457-9000

[www.unicosystem.com](http://www.unicosystem.com)

## Announcements and Upcoming Events

- **UNICO TO ATTEND THE NATIONAL TRUST FOR HISTORIC PRESERVATION ANNUAL FALL CONFERENCE OCTOBER 28TH - 30TH IN AUSTIN , TX**
- **UNICO TO ATTEND TRADITIONAL BUILDING EXHIBITION AND CONFERENCE OCTOBER 21ST - 23RD IN CHICAGO, IL AT NAVY PIER**
- **UNICO TO BE FEATURED ON EPISODE OF THIS OLD HOUSE IN LATE NOVEMBER**
- **UNICO AND KEYLINE SALES TO ATTEND THE INSTITUTE OF HEATING & AIR CONDITIONING INDUSTRIES 31ST ANNUAL TRADE SHOW AND CONFERENCE THIS NOVEMBER 17TH IN PASADENA, CA. (BOOTH NUMBERS 518-522)**