

For Immediate Release

## **EMERSON CLIMATE TECHNOLOGIES INTRODUCES TECH TIP CARDS TO HELP CONTRACTORS WITH 13 SEER-RELATED MAINTENANCE ISSUES**

**ST. LOUIS, December 5, 2005** – Emerson Climate Technologies, a business of Emerson (NYSE: EMR), today announced the availability of its *Contractor Tech Tip* cards. The tech tip cards are designed to help contractors with maintenance-related service issues that will become more common when the 13 SEER regulations take effect on January 23, 2006. The pocket-sized cards also feature useful product information along with helpful illustrations that can be used as a reference for contractors. They are available for download through the company's Contractor Connection, [EmersonClimateContractor.com](http://EmersonClimateContractor.com) .

"It is estimated that 95 percent of the residential products are being newly designed or redesigned to comply with the transition to 13 SEER. For this very reason, it is extremely important that contractors have the relevant training and necessary tools they need to help them better understand installation and maintenance of new systems," said Karl Zellmer, vice president of air conditioning sales for Emerson's Copeland Corporation. "We've developed these tech tip cards so that when contractors have questions in the field about particular maintenance issues or new products, these hand-held cards may assist them or provide some insight."

Currently, there are four *Contractor Tech Tip* cards, each covering different products and topics, including: scroll compressor safety controls and protection, single phase motor terminal identification, metering devices and refrigerants. Additional cards are currently in development and will be available for download through the coming months.

In addition to understanding the varied maintenance issues tied to the new standard, contractors must understand that higher efficiency is no longer an upselling point. With all systems soon switching to 13+ SEER or higher, contractors need to focus on differentiating benefits that are important to homeowners, such as human comfort, indoor air quality and reliability. By upselling these benefits and continuing to enhance the quality of installation, contractors will be more successful during the transition and continue to grow their business afterward.

The Contractor Tech Tip cards are just one of the ways that Emerson Climate Technologies is continuing to help contractors prepare for doing business in a 13 SEER world. The company also encourages contractors to take advantage of other opportunities to learn more about the transition, including talking to suppliers, attending product information meetings, developing strategic marketing plans, determining up sell strategies, revising sales tactics and pricing, attending training classes that have been updated to include information on 13 SEER, preparing for the increased size in equipment and educating service technicians on the new technologies in 13 SEER systems.

The *Contractor Tech Tip* cards, along with the 13 SEER Homeowner Handout, the 2005 Home Air Conditioning Test and 13 SEER Surveys, are a part of Emerson's "Get SEERious™" campaign, which is designed to educate contractors, distributors and homeowners on 13 SEER and help lead the HVAC industry through a smooth transition. Contractors can visit [EmersonClimateContractor.com](http://EmersonClimateContractor.com) to download all of Emerson's "Get SEERious™" tools.

#### **About Emerson**

Emerson (NYSE: EMR), based in St. Louis, is a global leader in bringing technology and engineering together to provide innovative solutions to customers through its network power, process management, industrial automation, climate technologies, and appliance and tools businesses. Sales in fiscal 2004 were \$15.6 billion. For more information, visit [www.GoToEmerson.com](http://www.GoToEmerson.com).

#### **About Emerson Climate Technologies**

Emerson Climate Technologies, a business of Emerson, is the world's leading provider of heating, ventilation, air conditioning and refrigeration solutions for residential, industrial and commercial applications. The group combines best-in-class technology with proven engineering, design, distribution, educational and monitoring services to provide customized, integrated climate control solutions for customers worldwide. Emerson Climate Technologies' innovative solutions, which include industry-leading brands such as Copeland Scroll™ and White-Rodgers, improve human comfort, safeguard food and protect the environment. For more information, visit [emersonclimate.com](http://emersonclimate.com).

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