

**Look for Upcoming Spring Trade Advertising**

We are committed to supporting our product launches. So even though times are tough and others are pulling back, we will continue to provide the help needed to promote our products.

**Should You Care About Thermostat Accuracy?**

February 2009

Of course you should, but why? It seems every day that someone new wants you to sell their digital thermostat. But what do most of these suppliers of thermostats have in common – it's low cost and low quality products. How can that be good long-term for your business and reputation?

White-Rodgers has been building temperature sensing controls since 1937 and developed one of the first electronic thermostats in 1980. We have the experience to design and build thermostats you can be proud to put your name on.

**Continuous Homeowner Research Has Told Us 3 Things...**

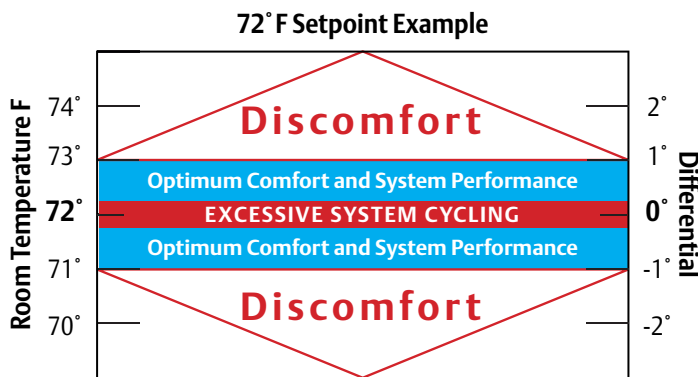
1. Most homeowners believe programmable thermostats are difficult/complicated to use.
2. Homeowners want a thermostat that is simple to use and easy to read.
3. Homeowners are willing to pay more for a product that keeps them comfortable.

White-Rodgers thermostats have long been known for ease of installation, programming and simple to use. We are addressing homeowner concerns/wants of easier to use thermostats with our new **Emerson Blue™ Easy Reader** due out in early April. This is the thermostat that even your most reluctant customer will be willing to try...and then love.

**What About Accuracy and Comfort?**

You simply can't have one without the other. Quality thermostats like Emerson Blue from White-Rodgers maintain desired temperature within 2 degrees. More than 2 degrees, and your homeowners feel hot or cold swings in the home; less than 2 degrees, the HVAC equipment is cycling more often than it should. Emerson Blue thermostats are tested to perform to +/- 1° for optimum comfort and system performance.

Next time someone asks you to sell their thermostat, tell them you want to see the performance data first. We'll be glad to show you ours.



CLICK HERE for Visor Card - Universal Replacement Thermostat Reference Guide

**Key Phone Numbers:**

**Product Technical Support for Distributors and Contractors** 1-888-725-9797  
**Digital Thermostat Programming Help/Homeowner Hotline** 1-800-284-2925

Use these links to connect to our website for additional information.

- White-Rodgers.com
- newsWiRe Archive
- Contractor Branding Program
- Current Promotions
- Visor Card
- Live Chat

**Free Post-Sales Support**

We want you to have complete confidence in specifying and installing Emerson Blue thermostats. Part of that confidence is knowing how a programming question from the homeowner will be handled after the sale. Will it result in a callback for you – not with White-Rodgers. We back our thermostats with a **Thermostat Programming Help Homeowner Hotline at 800-284-2925**. We publish this number with every Emerson Blue thermostat and encourage the installer to make sure the homeowner is aware of this service should they need it.

For quality, reliable, accurate and user-friendly thermostats, backed with homeowner support – install Emerson Blue thermostats from White-Rodgers.

**Tech Tip**

**Product Information is available 24/7**  
 When you need answers, and you need them fast, go to [www.white-rodgers.com](http://www.white-rodgers.com).

The **Model Number Search/Cross Reference** box in the top right corner of the web page allows you to quickly search competitive and White-Rodgers part numbers and get to current White-Rodgers product information. If you don't find what you are looking for in Model Number Search, please check our extensive Product Information. Click Wholesaler or Contractor in top navigation and then click on **Product/Tech Info** in left navigation bar. You can quickly drill down to find product information you need.

Suggestion: When searching in the Model Number Search, enter only the first few characters of a model number. This will return all the models that match the beginning of your search.

**Tell Us What You Think**  
[newsWiRe@emerson.com](mailto:newsWiRe@emerson.com)

