

FREE Stuff 2010

www.totaline.com

Get a FAP/Totaline® embellished hat.*



Actual promotional item styles may vary slightly.

**Buy any Copeland® Or Danfoss hermetic compressor plus
at least 3 compressor installation items listed below:**



- start capacitor
- run capacitor
- copper fittings
- solder
- flux
- sanding cloth
- wire nuts
- electrical tape
- liquid drier
- suction drier
- refrigerant
- refrigerant oil
- start relay
- crankcase heater
- compressor lead kit
- phase monitor
- acetylene
- contactor

all on one invoice.

* Follow the instructions on page 2 and complete the **FREE STUFF** offer. Offer must be completed and a proof of purchase from a Totaline sales center will be required. See page 2 for complete details. One FAP/Totaline embellished hat per person - certified HVAC/R professionals only. Offer good while supplies last. Offer subject to change or discontinuance without notice.

TOTALINE®

Instructions



Get a FAP/Totaline® Embellished Hat

1. **Complete Survey** on Page 3.
2. **Complete Quiz** on Page 4.
3. **Complete Mailing Information and Additional Questions** on Page 5.
4. **Attach** a single 2010 invoice showing purchase of any Copeland® or Danfoss®* hermetic compressor plus at least three (3) of the following compressor installation items from a Totaline® sales center: start capacitor, run capacitor, copper fittings, solder, flux, sanding cloths, wire nuts, electrical tape, liquid drier, suction drier, refrigerant, refrigerant oil, start relay, crankcase heater, compressor lead kit, phase monitor, acetylene, and contactor).
5. **MAIL** the copy of your invoice and the completed pages, postmarked before 12/31/10, to:

Seaboard Graphics
2010 Totaline Free Stuff
7570 Oswego Road
Liverpool NY 13090

or **FAX** the copy of your invoice and the completed pages to:

Fax Toll Free: 1-800-211-8649

Terms and conditions

Get a FREE FAP/Totaline® Embellished Hat with online offer completion and proof of purchase (a single 2010 invoice showing purchase of any Copeland® or Danfoss®* hermetic compressor plus at least three (3) of the following compressor installation items from a Totaline® sales center: start capacitor, run capacitor, copper fittings, solder, flux, sanding cloths, wire nuts, electrical tape, liquid drier, suction drier, refrigerant, refrigerant oil, start relay, crankcase heater, compressor lead kit, phase monitor, acetylene, and contactor).

Only licensed or certified HVAC/R dealers, contractors, or technicians who are legal residents of the 50 United States, District of Columbia, or Canada, and 18 years of age or older at time of offer completion are eligible to participate in this " FAP/TOTALINE® EMBELLISHED HAT " offer. Employees of the Sponsor, its parent, their respective affiliates, subsidiaries, advertising and promotional agencies, and the immediate

family members (spouse and parents, children and siblings and their spouses, and individuals living in the same household) of each are not eligible. Void where prohibited by law. All federal, state, provincial, and local laws and regulations apply.

One FAP/Totaline® Embellished Hat per customer – no exceptions. Actual promotional item styles may vary slightly. Offers good until while supplies last. Offer subject to change or discontinuance without notice. A single Totaline sales center invoice may only be used for one (1) Totaline Free Stuff Offer.

In order to receive your FAP/TOTALINE® EMBELLISHED HAT you must complete pages 3, 4 and 5, provide us with mailing instructions, and mail us the completed pages.

You should receive your item approximately three to six weeks after our receipt of your complete offer request.



Survey

We have a handful of questions to ask that should take you no more than a few minutes to complete.

The questions are easy...and maybe even fun!

Best of all, they're worth the time. Complete the questions, follow the offer instructions, and FREE STUFF will be on its way from our warehouse to you!



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1. How did you first learn about this particular FREE STUFF offer?

Your responses are very important to us. They help us determine which publications and efforts are reaching you. We'll continue to support the publications and efforts that are working well, so please select **carefully and honestly**.

Trade Publications

- ACHR News (The News)
- Totaline newsletter folded into ACHR News (The News)
- Contracting Business
- Indoor Comfort News
- HVACR Business
- HVAC Insider
- Plumbing and HVAC Product News
- HPAC (Heating, Plumbing, Air Conditioning Magazine)

Online/Websites

- achrnews.com (The News) website
- contractingbusiness.com website
- hvac-talk.com website
- totaline.com website
- wwgtotaline.ca website
- hvacpartners.com website
- hvacrbusiness.com website

E-mail

- ACHR News (The News) e-mail newsletter
- Contracting Business e-mail newsletter
- HVACR Business e-mail newsletter
- e-mail from Totaline
- Totaline newsletter that was e-mailed to me

Direct Mail

- direct mail ad or postcard
- direct mail distributor flyer
- direct mail distributor spring or fall program

At a Totaline Sales Center

- store display
- store poster
- store flyer
- 09 FREE STUFF book for Dealers, Contractors and Technicians
- counter sales associate told me
- spring or fall program
- back of invoice, receipt or packing slip
- inside box or bag
- Totaline newsletter that I picked up at the store
- in-store video display

Telephone

- on-hold message

Other?

Please specify: _____

2. When was the last time you visited a Totaline Sales Center?

- just yesterday
- in the last week
- in the last month
- in the last six months
- in the last year
- it's been more than a year
- I've never been in one

3. Generally speaking, which of the following is MOST IMPORTANT when you purchase a hermetic compressor?

- features
- a well-known brand name
- dependability
- appearance
- low price
- innovative features
- warranty length



Quiz

Simply answer the questions below and follow all the instructions carefully.

If you need help answering the questions, the information on the right will help you out.

1.) What is the greatest benefit of stocking Copeland® compressors on your truck?

- A.) The box makes a nice rack to setting your FREE FAP/Totaline® Embellished hat on.
- B.) If you yell at it at just the right angle you may hear a faint but slightly amusing echo.
- C.) If you put one compressor on each side of your truck it will help to ensure that your vehicle doesn't tip over.
- D.) Preparation is the key to success. Copeland compressors are found as original equipment in so many brands that keeping one with you is common sense.

2.) Which of the following is NOT a benefit of using a Universal Danfoss® scroll commercial compressor?

- A.) It is reasonably priced.
- B.) It can be used to replace many different brands of compressors.
- C.) It is equipped with advanced technology that allows you to clean an entire building with the touch of a button.

3.) You can get a FREE FAP/Totaline Embellished Hat by purchasing any Copeland or Danfoss hermetic compressor plus at least three of the following EXCEPT FOR:

- A.) Start capacitor
- B.) Run capacitor
- C.) Copper fittings
- D.) Solder
- E.) Flux
- F.) Sanding cloth
- G.) Wire nuts
- H.) Electrical tape
- I.) Liquid drier
- J.) Suction drier
- K.) Refrigerant
- L.) Refrigerant oil
- M.) Start relay
- N.) Crankcase heater
- O.) Compressor lead kit
- P.) Phase monitor
- Q.) Acetylene
- R.) Contactor
- S.) A Snow globe



Get a FAP/Totaline® Embellished Hat

Your Compressor Warehouse.

Copeland® and Universal Danfoss® scroll commercial compressors are must-have equipment for any HVAC/R pro.

Copeland: A no-brainer!

Copeland compressors are the original equipment found in lots of different equipment brands. Keeping this compressor on the truck is a no-brainer because, in time, you will need to install one.

Danfoss: Universal!

Danfoss compressors are another must-have compressor. Not only are they reasonably priced, they also come with an easy-to-follow mounting template that allows you to use this compressor as a replacement for any other brand of scroll compressor.

Your Compressor Warehouse!

Shop Totaline® sales centers for all of your HVAC/R needs. They carry a large selection of compressors and all of the parts and supplies you need to get the job done.

Need we remind you about FREE STUFF?

Take this opportunity to purchase one Copeland or Danfoss hermetic compressor plus at least three (3) qualifying compressor installation items all on one invoice and get a FREE playing card padfolio!

Qualifying installation items include only:

- * Start capacitor
- * Run capacitor
- * Copper fittings
- * Solder
- * Flux
- * Sanding cloth
- * Wire nuts
- * Electrical tape
- * Liquid drier
- * Suction drier
- * Refrigerant
- * Refrigerant oil
- * Start relay
- * Crankcase heater
- * Compressor lead kit
- * Phase monitor
- * Acetylene
- * Contactor

*Danfoss is a registered trademark of Danfoss A/S.



Mailing Information

* = Required

First Name * _____

Last Name * _____

Company _____

Address 1 * _____

Address 2 _____

Use street address. We are unable to ship to a P.O. Box

City * _____

State/Province * _____

ZIP/Postal Code * _____

Country * _____

E-mail Address * _____

Phone Number * _____

HVAC/R License # _____

State/Province of Issuance _____

Yes, I would like to receive advertising, marketing materials and other communications from Totaline, its affiliates and business partners related to their businesses and product offerings.

Sharing. We will share only aggregated demographic information with our business partners that is not linked to any personal information that can identify any individual person. We use an outside company to fill and ship our Free Stuff offers. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

Special Offers. From time to time, Totaline, its parents, affiliates and business partners may send advertising, marketing materials and other communications related to their businesses and product offerings to Participant at Participant's mail, email and/or phone addresses. Out of respect for the privacy of our users we present the option to not receive these types of communications.

Distributor

Distributor Name * _____

Location * _____



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Final Questions

Answer the following questions as closely as you can. If none of the choices reflect your opinion, please select Other and use the fill-in box.

What does the Factory Authorized Parts brand mean to you? *

- A.) I don't know.
- B.) Original Equipment Manufacturer parts for all HVAC equipment brands
- C.) Original Equipment Manufacturer parts for Carrier equipment
- D.) Original Equipment Manufacturer parts for Bryant equipment
- E.) Original Equipment Manufacturer parts for Payne equipment
- C, D, and E are all true
- Other _____

Compared to using other replacement components for HVAC equipment repair, Factory Authorized Parts are: *

- easier to install than other products
- no different than installing other products
- more difficult to install than other products
- I don't know.
- Other _____

Compared to using other replacement components for HVAC equipment repair, installing Factory Authorized Parts requires: *

- less time than installing other products
- the same amount of time as installing other products
- more time than installing other products
- I don't know.
- Other

