

FREE Stuff 2010

www.totaline.com

Get a sports watch.*



Actual promotional brand and item style may vary from image. Substitute product may be used other than featured item.

Buy any F.A.P. product and any Totaline® vacuum pump or Totaline® refrigerant recovery unity *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 sports watch per person - certified HVAC/R professionals only. Offer good while supplies last. Offer subject to change or discontinuance without notice.

TOTALINE®

Instructions

1. **Complete Survey** on Page 3.
2. **Complete Quiz** on Page 4.
3. **Complete Mailing Information and Additional Questions** on Page 5.
4. **Attach** the copy of a single invoice showing proof of purchase (a single 2010 invoice showing purchase of any one (1) F.A.P. product and any one (1) Totaline® vacuum pump or Totaline refrigerant recovery unit from a Totaline sales center).
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



Get a sports watch

Terms and conditions

Get a FREE sports watch with online offer completion and proof of purchase (a single 2010 invoice showing purchase of any one (1) F.A.P. product and any one (1) Totaline® vacuum pump or Totaline refrigerant recovery unit from a Totaline sales center).

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 "FREE sports watch" 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 sports watch per person – no exceptions. Actual promotional item styles may vary slightly. Offers good 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 FREE SPORTS WATCH 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 vacuum pump?

- 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.) All of the following are benefits of the Totaline® RRU EXCEPT:

- A.) It can be rebuilt in the field in one hour to save time, money and hassle.
- B.) It has a fast recovery rate.
- C.) It is lightweight.
- D.) It is compact.
- E.) It is affordable.
- F.) You can color coordinate your pump to match your living room color scheme. Sweet!

2.) The Totaline vacuum pump comes in all of the following sizes EXCEPT:

- A.) 3 CFM.
- B.) 5 CFM.
- C.) 7 CFM.
- D.) 100 CFM.

3.) Benefits of the Totaline vacuum pump include all of the following EXCEPT:

- A.) They have a high ultimate vacuum: 3×10^{-1} Pa(25microns).
- B.) They have a quick flow rate.
- C.) They are PORTABLE, thanks to their smaller & lighter design.
- D.) They come with a built-in flat screen television. Sure, take a break on the job!
- B.) They are STABLE because they're equipped with a thermal protector.
- C.) Their force-feed lubrication system makes them RELIABLE.
- D.) Their power plug allows for EASY connection with various plugs.



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Two more Totaline® tools you'll love.

Totaline sales centers work hard to be your one-stop shops. Since your needs are always changing, we need to be sure we're always bringing you new and improved products like the new Totaline refrigerant recovery units (RRUs) and vacuum pumps.

Our NEW Refrigerant Recovery Unit

This new unit **can be rebuilt in the field in one hour**. If it needs to be repaired, there is no reason to lose time, work and money by sending it back to the factory.

Obviously, the new Totaline RRU helps you to meet government regulations on refrigerant recovery, but that's only one of the many benefits of this RRU.

Besides being a time-saver, the Totaline RRU also:

- is lightweight
- is compact
- is affordable
- has a quick recovery rate

Stop in to your Totaline sales center and check one out today.

The Totaline vacuum pump: Value and reliability

Totaline vacuum pumps are an affordable and reliable choice. Take your pick of three sizes to accommodate almost any job. There's the 3 CFM, 5 CFM, and 7CFM.

Other things you'll **love** about Totaline vacuum pumps:

- They have a high ultimate vacuum: 3×10^{-1} Pa(25microns).
- They have a quick flow rate.
- They are PORTABLE, thanks to their smaller & lighter design.
- They are STABLE because they're equipped with a thermal protector.
- Their force-feed lubrication system makes them RELIABLE.

Their power plug allows for EASY connection with various plugs.



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 _____

