



*It's Hard To Stop A Trane®*

# Trane Q1 2014 Media Highlights

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# Earned Media Executive Summary

Consumer impressions: 85,275,177

Trade impressions: 2,192,293

**Total earned media impressions: 87,467,470**

2014 earned media impressions goal: 250MM



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# Key Consumer Earned Media Placements

# Consumer Earned Media Placements – January 2014

## Print and Online



EarthTalk® E - The Environmental Magazine

### "Smart" thermostats save in long run

Dear EarthTalk: Will I really be able to save money and energy in the long run by shelling out hundreds of dollars now for a so-called "smart" thermostat?

Spending \$200 or more to replace that older, still functioning thermostat with a new whiz-bang "smart" variety might seem like a waste of money, but it can be one of the best small investments a homeowner can make, given the potential for energy and cost savings down the line.

The coolest of the bunch of new smart thermostats, the Nest, was created by former Apple employees who had been instrumental in designing the original iPod and iPhone years earlier. This simple looking round thermostat is reminiscent of old-school thermostats that one would manually adjust by turning the temperature dial. But the auto-awake feature that turns on the bright blue digital display when someone walks nearby gives the Nest away as an ultra-modern piece of high tech gadgetry.

The Nest's software "learns" the habits in a given space by logging when inhabitants tend to be home and awake and noting when they tend to turn up or down the

heat—and then sets a heating/cooling schedule accordingly. Owners can also program the Nest, which connects to the Internet via Wi-Fi, to heat up or cool down the house at a set schedule or go into "away" mode from any web browser or smart phone.

While the Nest is likely the best known smart thermostat available—especially since Google acquired the company behind it in early 2014—several other manufacturers (including Honeywell, ecobee, Hunter, Radio Thermostat, Trane and Lux) have Wi-Fi-enabled smart thermostats available now as well.

While only some of them have the auto-sensing and "learning" capabilities of the Nest, those without that feature also cost less. And merely programming in a weekly schedule to any smart thermostat will be the main source of cost and energy savings. People who were diligent about turning their old thermostats up and down throughout the day might not see any substantial savings with a smart thermostat, but most of us aren't so diligent—especially when it comes to turning the heat down at night when we are sleeping.

Many smart thermostat

owners report savings of between \$10 and \$30 per month on their heating/cooling bills—and research has shown that such an upgrade can save upwards of 10 percent of the total energy consumed by a given household. Smart thermostats range in price from \$50 to \$250, so upgrading could pay for itself within a year or two at most, with long-term savings racking up month-by-month after that.

Many utilities now offer free or discounted smart thermostats to customers. Getting in on such a program is a great way to reduce energy costs without the up-front expense of installing a smart thermostat independently. According to the Database of State Incentives for Renewables and Efficiency (DSIRE), incentives to install smart thermostats are available through utilities in 45 states.

CONTACTS: Nest, [www.nest.com](http://www.nest.com); DSIRE, [www.dsire-usa.org](http://www.dsire-usa.org); Navigant, [www.navigantresearch.com](http://www.navigantresearch.com).

EarthTalk® is written and edited by Roddy Scheer and Doug Moss and is a registered trademark of E - The Environmental Magazine

### Smart Thermostats Save in the Long Run

- Trane was mentioned in an *EarthTalk – The Environmental Magazine* article regarding smart thermostats saving homeowners money. The article was picked up by several media outlets across the country.
- 943,323 impressions



# Consumer Earned Media Placements – January 2014

## Print and Online





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CAPITALGAZETTE.COM



### Save green indoors and out with energy-efficient home upgrades

**(BPT)** - Spring is the perfect time to think green. For some, it's spurred by the coming of Earth Day, others the renewed greening of our lawns. And many are motivated by the desire to save a little green in their wallets with a fresh new season of home repairs. If you're one of these people, you can help save some green for the planet, as well as your hard-earned cash, by making energy efficient upgrades throughout your home.

Helping the world stay green gained traction with the first Earth Day held March 22, 1970, as declared by Senator Gaylord Nelson of Wisconsin. As a nation, much has been accomplished with the environmental movement, yet there are also easy things you can do at home to "go green" and save money at the same time. Here are some tips for home energy efficiency upgrades indoors and out.

**"Cool efficiently:** When it comes to home energy bills, heating and cooling accounts for as much as half of the average home's utility costs, according to energy.gov. Get ready for the hottest days of summer by tuning up your heating, ventilating and air conditioning (HVAC) system so it's operating efficiently. Change your HVAC filters regularly. In addition, if your cooling system is more than 10 years old, consider replacing it with one that has a Seasonal Efficiency Ratio (SEER) of 13.00 for better savings. Trane's XL200, for example, can mean a savings of up to 60 percent on your annual cooling costs – that's cool cash in your pocket.

**"Programmable temperature control:** A programmable HVAC control can reduce energy consumption by up to 15 percent compared to traditional nonprogrammable thermostats. Today's HVAC control systems, like the Trane ComfortLink II Control, now monitor indoor and outdoor temperatures, plus home energy use over time, to help you manage energy and comfort even further.

**"Conserve water:** Remember, water isn't free. Indoors, lower water bills by installing low-flow water fixtures including toilets, showerheads and faucets. Outdoors, add a water-saving spigot for the garden hose. To avoid water evaporation, water your plants early or late in the day, and when your green lawn starts to grow, don't mow too low. If you

have lawn sprinklers, double check that they are set to water grass and shrubbery instead of the driveway or sidewalk. Rather than hose down your deck to clean it, save water by sweeping instead.

**"Lighting:** About 10 percent of the energy your home uses goes to lighting costs, according to energy.gov – in fact, by just replacing five of your home's most frequently used lights with energy efficient ENERGY STAR bulbs, you could save \$75 a year in energy costs. Compared with traditional incandescent bulbs, compact fluorescents can yield as much as 75 percent energy savings and last six times longer. You can save even more energy and wasted heat by switching to LEDs. Outdoor lights using CFLs or LEDs save energy, too, so look for ENERGY STAR qualified fixtures designed for outdoor use.

By taking these steps, you can help make the world a little greener, keep your home a little greener, and save even more green where it really hits home – in your wallet.



### Save Green With Energy-Efficient Home Upgrades

- Spong wrote a syndicated article featuring tips on ways to help save money through home repairs during the spring remodeling/cleaning season. Tips included adding programmable HVAC systems, which mentioned the Trane ComfortLink™ II Control.
- 35,721,330 impressions

# Consumer Earned Media Placements – January 2014

## Magazine

# Carolina country

## Cleaning the Air: Part II

**Q:** I do not want a freestanding air cleaner sitting in my house. Is a whole house air cleaner a good alternative to improve the air in my home and my health?

**A:** A whole house air cleaner can be a simple air filter or an expensive cleaning device attached to your home's HVAC system. An air cleaner cannot replace frequent house cleaning, use of exhaust fans or air filter replacement. Air cleaners can improve indoor air quality but have not been sufficiently researched for health benefits. Before proceeding with installation of an air cleaner, the ductwork should be properly sealed with bucket mastic. You should take three steps before considering an air cleaner.

**Air filters**  
Most homes with forced air systems have a one-inch thick filter in the air return. This filter protects the guts of your HVAC system from getting coated and clogged with dust. If you want the air filter to also function as an air cleaner, trash



A high-efficiency pleated central air cleaner.

the flat filter and use a pleated filter with a minimum efficiency reporting value (MERV) of 8 to 12. Pleated filters cost \$5 to \$15 and have a zigzag surface that creates more surface area to capture particles. Unfortunately, not all manufacturers label their filters with the MERV, so you might need to do a little homework to find the MERV to compare products. Be diligent about changing dirty air filters because limited air flow can shorten the life of your HVAC system.

Another option is two-to-five-inch thick pleated filters that are installed by a mechanical contractor at the air return grill inside the house or at the air handler. These filters are often replaced annually, capture smaller particles and are more expensive than one-inch filters. If the air handler is in the crawlspace or attic, be willing to crawl through cobwebs on a regular basis.

**Whole house air cleaner**  
Spending upwards of \$1,000 on a whole house air cleaner to improve your health or home is a gamble.

In 2010, The Journal of Allergy and Clinical Immunology published an article that summarized the last 30 years of research on the health benefits of air cleaners. They concluded the health benefits are debatable because studies have not been long enough, not had enough participants, not included placebos, not gathered thorough data... and the list goes on. The authors say that air cleaners—portable, HVAC filters, or whole house units—are likely to keep allergies from getting worse but no one can be sure.

Apriliaire, Trane and Lennox are just a few of the many brand options. These systems attach to the HVAC system and clean the air with an air filter and/or electrostatic precipitator. Electrostatic precipitators capture particles similar to your hair sticking to a balloon, and generate low levels of ozone, a lung irritant. Air cleaners without electrostatic precipitators are preferable.

Do not bother with air cleaners featuring ultraviolet germicidal irradiation (UVGI) and photocatalytic oxidation (PCO) because they are marginally effective. Find out the maintenance regime and filter replacement costs of whatever type of unit you are considering. Also, the unit's location needs to be logical so you can easily maintain it.

Choosing an air cleaner is a judgment call based on your need for better indoor air quality and budget. Start with a better air filter. If you see improvement and would like more of an improvement, try a portable air cleaner or hire a contractor to install a four-inch air filter.

If you are gaga over the improvement and can afford it, perhaps you are ready to try a whole house air cleaner. Hopefully, in the coming years, research will reveal if these devices have the potential to improve our health. ☺

*Hannah McKenzie is a residential building science consultant for Advanced Energy Solutions in Raleigh.*

For more information:  
[spa.gov/iaq/pubs/air/clean.html](http://spa.gov/iaq/pubs/air/clean.html)

## Cleaning The Air: Part II

- Trane is mentioned in the discussion of options for a whole-home air cleaning system.
- 1,981,131 impressions



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# Key Trade Earned Media Placements



# Trade Earned Media Placements – January 2014



NEW YORK — Trane is introducing the new TruComfort™ XV-S variable speed system, which delivers efficiencies of up to 27.5 SEER. The product represents Trane's next generation platform that builds upon the TruComfort variable



speed technology used in the XV18 and XV20i. The XV-S demonstrates the scalability of TruComfort technology, which can be applied in the 17-21 SEER segment, as well as in ultra high-efficiency systems like the XV-S.

Shown posing with the new XV-S (from left to right) are Julie McLean, Shawn Laskoski, Tyson Stuelpe, Tim Storm, Matt Barga, and Larry Oliver.

For more information, visit [www.trane.com](http://www.trane.com).

## AHR Expo Showcases New HVACR Products

- Trane introduced the TruComfort™ variable speed system at the AHR Expo in January. Editors covered the product announcement, capturing a photo of Trane representatives at the booth during the show.
- 177,020 impressions



# Trade Earned Media Placements – January 2014

## CONTRACTING BUSINESS.COM

### AHR Expo 2014: Still No Stopping Trane Product Innovations

Trane's all-new TruComfort system delivers precise and consistent comfort by running its compressors at the exact speed needed to keep homes comfortable, staying within 1/2 degree of the selected comfort setting.

| Contracting Business

Jan 22, 2014

EMAIL SHARE Tweet +1 Recommend 13 COMMENTS

On display at AHR Expo 2014, Trane's new TruComfort XV-S variable speed system is undertaking the challenge to deliver industry-leading efficiencies of up to 27.5 SEER.

All this week, during AHR Expo 2014 at the Javits Convention Center in New York City, Trane has been previewing its latest and greatest heating and cooling innovations. Products showcased at the Trane booth (No. 1302) include the award-winning TruComfort line of variable speed air conditioners and heat pumps; an industry-leading, never-before-seen HVAC product; a new dealer diagnostic tool, and much more.

#### Trane Calls it a Kind of 'Cruise Control'

Trane's all-new, state-of-the-art TruComfort system delivers precise and consistent comfort by running its compressors at the exact speed needed to keep homes comfortable staying within 1/2 degree of the selected comfort setting.

Conventional HVAC systems operate much like a car engine in stop-and-go traffic; they constantly start and stop until the targeted temperature is reached. In comparison, Trane TruComfort variable speed technology operates in an efficient manner similar to a vehicle at highway speeds while on cruise control. Featuring a ComfortLink™ II Communicating Control Board with a refrigerant cooled inverter, it consistently optimizes its run speed, often at lower outputs, to provide continuous comfort within a half degree of the targeted temperature. This



### AHR Expo: Still No Stopping Trane Product Innovations

- As a part of its AHR Expo 2014 coverage, the publication featured an online and print article on Trane's introduction of the TruComfort™ system and its connectivity with the ComfortLink™ II control. Kenneth Schoeneck was quoted in the article.
- 119,614 impressions

# Trade Earned Media Placements – January 2014

## THE WHOLESALE

A TMB Publication

### HVAC NEWS

**Package unit**  
The Pro Factor ultra high efficiency package unit combines a two-stage compressor, variable-frequency drive (VFD), high-efficiency indoor/outdoor coil and premium-efficiency outdoor motor to deliver the highest AHRI listed efficiency in the industry and reduced energy use — up to 16 SEER and 14.3 EER. A common footprint allows for easy installation on a curb, slab, roof rack or frame. Available in cooling and electric heat configurations. Heat sense outdoor blower and motor for easy servicing up to 200' EER. Complies with AHRI 90.1 & 99.1, 75, 80 sound ratings and runs Year<sup>®</sup>.

**Two-duct ERY**  
Comfort Series energy recovery ventilator uses a unique 2-duct connection for simple installation and compact configuration. Streamlined connection offers a more straightforward installation process than traditional duct technology. Separator wall control not needed due to integrate into existing systems. Compact construction is simple to install. The unit is the perfect fit for a fully furnished office or home.

**Mini-split heating, cooling**  
Recent additions to the Accclimate™ and LX Series of single-zone mini-split air conditioners and heat pumps add heating and cooling options in residential and commercial buildings. Cold flow prevention ensures comfort by keeping the indoor fan at the start of a cycle to make sure the air comes out warm. Advanced compressor technology enables the system to use only the electricity needed. Wireless remote controls with built-in temperature sensor maintain set point temperature whenever the remote is located. Works with outdoor temperature ranging in low to 71.1. **LINKAGE**

**Webstone VALVE INNOVATION**  
Thermostatic mixing valve  
Line now includes Thermostatic Mixing Valve. Forget hot tap water when possible output ranges from 95°-131° F ideal for point of use, hydronic heat or water distribution systems. Line includes simple installation and temperature-locking handle ensures user safety. Suitable for residential or light commercial applications, available with or without energy check valves, in RRP or SWT, sizes 1/2", 3/4" and 1" and 150 psi. **Webstone**

**EP fittings for PEX**  
A line for PEX plumbing systems, ProPEX engineered plastic, 45° allow building directional change at 45° angle. Available in 1/2" and 3/4" sizes and features the unique ProPEX connection to create strong durable connections that hold tight with 1,000 lb. of make. One 20' roll. **UPONOR**

**Home comfort control**  
Control is a powerful home comfort control center. Features a 7" high definition color touchscreen and an easy-to-use interface that allows homeowners to monitor ongoing energy usage, check outdoor and indoor temperatures, track the local low-day forecast and make it as well as set up sensors, weather alerts. When equipped with Heat<sup>®</sup> Home Intelligence, homeowners can remotely control their home comfort and security from anywhere. **TRANE**

**Flex chimney**  
Secure Seal Flex for natural gas or propane categories B and V appliances and Canada's into stainless steel and a corrosion-resistant Manufac... with a curved leading edge for superior strength and flexibility. A smooth interior provides no output restriction and allows for full airflow efficiency, ease of cleaning and regular maintenance operations. gas flow minimizes back pressure and facilitates condensate management. Available in 20", 23", 30", 35", 42" or 48" dia. and custom lengths in 4' to 12' dia. Also available in three diameters in 4' to 12" diameters. **SECURITY Chimneys INTERNATIONAL**

**HVAC shop products**  
SUNCO introduces the HVAC Super Pro Inverter HVACR R410a and Heat Shield Gel HVAC Super Pro bonds copper, aluminum and brass and is a great money and time saver. Insect H2O2Zz. There is a space-age bonding system that seals holes, cracks and leaks. No fumes or complex without a Heat Shield Gel is an all-temperature barrier spray that prevents heat damage to nearby components during soldering, brazing or welding. **REINOLD CHEMICALS, INC.**

**Soft starter for HVAC**  
The EMS-RV (Energy Management Starter) energy-saving softstarter for use in HVAC motor applications into the realm of electric control, particularly on larger horsepower motors, saving energy, reducing maintenance and extending motor life. **EMERSON**

**Classroom heat pump**  
The redesigned Airable Classroom™ single packaged vertical DX and heat pump system offers efficiency, noise reduction and a smaller footprint, providing great flexibility for school installations. The Classroom is offered in four capacities, from 24,400 Btu/h of an two cabinet size, CFP in coiled heat exchanger coil replaces today coil usually used in other systems. **MOORE MANUFACTURING CO.**

### HVAC News

- The Trane ComfortLink™ II was featured as part of a product roundup on thermostats with connected control offerings.
- 90,000 impressions

## GreenBuilder®

NEWS, VIEWS, AND GROUND BREAKERS ON THE SUSTAINABILITY HOME FRONT

### [Trane XV20i Heat Pump](#)

Posted by [Juliet Grable](#)

Find me on: [in](#)

Feb 18, 2014 6:37:00 PM

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This quiet, variable-speed heat pump features longer run times at lower speeds, controlling humidity for a more comfortable environment. With an efficiency rating of 19.75 SEER, the XV20i can yield up to 60 percent in energy savings, compared to an industry standard heat pump. The CleanEffects system filters incoming air to eliminate dust, pollen and other irritants, creating a cleaner, healthier home. The compressor comes with a 12-year limited warranty.

Topics: [Heating and Cooling](#), [Indoor Air Quality](#), [energy efficiency](#), [HVAC](#), [Trane](#), [heat pump](#)

### 50 Eco-Friendly Products

- Selected by the editors, the Trane XV20i heat pump was one of 50 top products that delivered efficiency and energy savings.
- 330,000 impressions

# Trade Earned Media Placements – February 2014

## CONTRACTOR<sup>mag</sup> THE NEWSMAGAZINE OF MECHANICAL CONTRACTING

Modern Contractor

by Eric Aune  
PLUMBING CONTRACTOR

### Google, Nest and the HVAC market

The recent news of Google's acquisition of Nest, the maker of the wildly popular self-setting Wi-Fi enabled home thermostat and now smart smoke and carbon-monoxide alarm, has had the Internet a buzz about just what this may mean in the ways of privacy and home automation control. Naturally, talk of the acquisition started quickly online and there is no shortage of ideas to just where Google will take this. Whether we like it or not, companies like the Internet giant have had their investments teams on the trail of the technology found within the Nest thermostat and smart alarm.

The technology has been around for a while but Nest with its marketing genius and Silicon Valley roots took it to the homeowner on a whole new level.

Contractors, at first, were excited too but as time moved on the contractor connection waned. We are already seeing a different reaction this time around.

Is it because of Google's involvement? Are we now aware of the limitations of the current Nest generation?

Maybe it's the fact that the thermostats are available to the contractor's customer right off the shelf at the local electronic retail store.

The HVAC market has no shortage of Wi-Fi-enabled controls and long gone are the days of gateway platforms if you're looking to offer remote connectivity to heating or

cooling appliances. But just connecting and controlling a heating or cooling system is limiting and companies like Google (I predict) will market their new acquisition as only one piece of a much larger puzzle.

Home security monitoring companies have been offering to control your heat or A/C, alert you of water leaks and the like for a while now. Maybe Google is looking in that direction? Of course this may be just another business deal for them (Google).

Last month I attended the AHR Expo in New York City. If you haven't been to an AHR show I can personally recommend it to any contractor looking for new technology, tools or to get a leg up on your competition.

The topic of smart thermostats, as you can imagine at a show that has a heavy presence of HVAC products, was being discussed all over the place.

One of the highlights of the show for me was participating as a speaker at the Mechanical Town Hall event. It was at this event where the training guru and event panelist John Barba of Taco Inc. added to the round table discussion his opinion of Google's acquisition with this: "Google spent \$3.2 billion on a thermostat company. When you compare that to the overall annual value of the residential HVAC industry you have to think that whatever it is that Google is buying it isn't the ther-

mostat. Also, you don't see Google dropping that kind of coin to buy Carrier, Trane or Lennox."

So what is Google buying? Your habits? Insight as to when you arrive home, leave for work or sit in front of your computer?

As a plumbing and heating contractor in central Minnesota I have had limited success selling "Smart" thermostats.

I have earned the reputation of being somewhat progressive in the way I run my business; new technology and products often get my wheels turning with the prospect of new or expanded work through the door, but in some cases all-out rejection from clients at the thought that they could or would have to control their heating and cooling system from their phone or computer is just one more thing they do not want to "have" to do. Maybe Google will excite these people and get them on board? We'll just have to wait and see. ☐

### Google, Nest and the HVAC market

- With the acquisition of Nest by Google, editor Eric Aune looks deeper into the industry's offerings. He includes a mention of Trane as a manufacturer of smart home controls/thermostats.
- 142,542 impressions



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# St. Jude Partnership Earned Media Placements – February 2014

## CONTRACTING BUSINESS.COM

EDITOR'S NOTEBOOK: BUSINESS BITS

named HVAC Controls Executive of the Year, for his contributions to the industry over the past year including the launch of eight new products in Q4 2013, reaching 1,000 end customers in every major city in the U.S.

The Honeywell Prestige IAQ thermostat, won the Thermostat of the Year award, marking the second year in a row that a Honeywell thermostat has been recognized in the category. The Prestige IAQ was introduced during 2013 and offers a high-definition color display and is programmable up to seven days.

Honeywell WEBS was named the Building Automation System of the Year. WEBS is a web-enabled integration building system for small to large facilities that allows for integration of diversion systems and products from different manufacturers that communicate using different protocols.

"We're honored to have won four awards at this year's Control Trends Awards ceremony," says Beth Wozniak, president of Honeywell's Environmental and Combustion Controls division. "Honeywell continues to focus on driving innovation not only in the products we offer, but also in the ways we interact with partners, contractors and homeowners, focusing on a great user experience. These awards

Coming in March:  
Don't Miss Our  
AHR EXPO WRAP-UP!

are a great recognition of our commitment to bringing new solutions to the building industry."

Danfoss Seeks Industry's Next 'EnVisioneer'

Danfoss announced in February it is seeking entries for its fifth annual "EnVisioneer of the Year" award competition. The competition – now in its fifth year – recognizes U.S. original equipment manufacturers (OEMs), building owners, municipalities, and end users that have introduced a new product, opened a new facility, or invested in a building or system upgrade in the past 18 months using Danfoss products or solutions to realize significant energy and/or environmental savings.

Interested participants may enter the competition by submitting an application by April 15, 2014.

"Over the past four years, we have had the opportunity to recognize some outstanding contributions to energy efficiency and environmental responsibility," says John Galyn, president, Danfoss North America. "Danfoss is dedicated to improving energy use and reducing emissions around the world, and the EnVisioneer of the Year award is a great way to applaud the achievements of companies finding success today through innovative engineering and readily-available technologies."

[envisioneering.danfoss.com](http://envisioneering.danfoss.com)

Trane a National Sponsor of St. Jude Home Giveaway, Will Donate HVAC Products

Sources from Trane announced the company has entered into a strategic partnership with St. Jude Children's Research Hospital as a national sponsor of the 2014 St. Jude Dream Home Giveaway.

Through the partnership Trane will donate heating and cooling products for nearly 30 custom-built homes that will be given away throughout the year through local raffle drawings. The funds raised will help support the hospital's lifesaving mission of finding cures and saving lives of children battling cancer and other deadly diseases.

"For more than 100 years, Trane has been known for its reliability in providing home comfort to families with our heating and cooling products," says Scott Martin, vice president of marketing for Trane. "We're thrilled to announce our new partnership with St. Jude Children's Research Hospital to provide lasting comfort for those families who win a St. Jude Dream Home, and ultimately support St. Jude in providing families with some level of comfort knowing that they will never receive a bill from St. Jude for anything."

For additional information, visit [stjude.org/dreamhome/trane.com](http://stjude.org/dreamhome/trane.com)

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### Trane a National Sponsor of St. Jude Home Giveaway, Will Donate HVAC Products

- In the February issue of *Contracting Business*, Trane was mentioned as a national sponsor of the 2014 St. Jude Dream Home® Giveaway. In addition to the details about the giveaway, Vice President of Marketing Scott Martin was quoted about the partnership.
- 100,000 impressions





# St. Jude Partnership Earned Media Placements – February 2014



## Trane Partners with St. Jude Children's Research Hospital® as a National Sponsor of the St. Jude Dream Home® Giveaway

- Spong issued a press release announcing Trane's partnership with St. Jude, which was picked up by a wide variety of media outlets.
- 40,253,156 impressions



# The Street

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# Trade Earned Media Placements – March 2014



## **Saving Energy is the Overriding Theme at 2014 ASHRAE Conference, AHR Expo**

By Joanna R. Turpin

March 17, 2014    No Comments

### **On the Floor**

At the AHR Expo, energy-efficient products lined the aisles, including [Trane's](#) new TruComfort system, which has the ability to change to over 700 speeds, saving energy and improving comfort. "TruComfort runs at the lowest output possible to meet the needs of the home, so its overall energy efficiency improves as the capacity output of the system lowers," said Matt Barga, portfolio leader, air conditioners and coils, Trane.

Barga explained that as energy costs rise, consumers are increasingly interested in products that can deliver energy efficiency at a price point they can afford. "Trane has positioned TruComfort in the 17-21 SEER space, which enables a cost-effective, variable-speed solution that also delivers the ultimate in comfort. Many consumers have issues with hot and cold spots or high humidity in their homes, and the appropriate application of TruComfort variable-speed technology can address those comfort issues, as well as deliver energy efficiency."

### **Expo Attendees Dig Into Efficiency**

- Editor Joanna Turpin's recap of the AHR Expo includes a detailed account of the product introduction from Trane, the XV20i, as it was an important part of what Joanna saw as a theme of "saving energy" at the show. Matt Barga is quoted in the article.
- 177,020 impressions



# Trade Earned Media Placements – March 2014

## CONTRACTING BUSINESS.COM

[◀ Prev](#)

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[Next ▶](#)

### Trane XV20i variable speed air conditioning system

Trane introduces the XV20i variable speed air conditioning system. Key features include:

- up to 20 SEER/14 EER
- 30-100% system speed/capacity modulation range
- -10 to 120 degree outdoor temperature operating range
- Temperature control within 1/2 degree of set point
- ENERGY STAR Qualified
- Compatible with ComfortLink II Communicating Systems and Nexia Home Intelligence

[trane.com](http://trane.com)

### Fueling the New Year at AHR Expo 2014

- Trane's TruComfort™ system, introduced at AHR Expo, was included in this product roundup of HVAC systems from the show.
- 118,614 impressions

# Trade Earned Media Placements – March 2014

## HVAC **INSIDER**<sup>®</sup> & REFRIGERATION

### **2014 AHR Expo in New York City a Record-Breaking Success**



The 2014 AHR Expo broke a couple of significant records despite the snow storm. First, the total registered attendance was 61,210 (42,991 visitors and 18,219 exhibitors, pending verification). This mark is the highest ever for the Show. Second, the Show broke the Northeast record for exhibit space at 385,000 square feet, an increase of almost 6 percent.

### **2014 AHR Expo in NYC a Record-Breaking Success**

- In a recap of the booth visits editors made during the AHR Expo, Trane was featured with mentions about both its XV20i and Acceleration tour.
- 375,000 impressions



It's Hard To Stop A Trane®

# Trade Earned Media Placements – March 2014

## CONTRACTING BUSINESS.COM



← Prev 2 of 10 Next →

### Trane's XV20i Variable Speed Air Conditioning System

Revealed during Comfortech 2013 in Nashville, the XV20i uses Trane's TruComfort Variable Speed technology to deliver precise and efficient comfort by running your heating and cooling at the exact speed needed — saving up to \$564/year in energy costs. Key features include temperature control with 0.5 degree of setpoint, a 30-100% system speed/capacity modulation range, and efficiencies up to 20 SEER/14 EER. This Energy Star qualified product is compatible with the ComfortLink II Communicating Systems and Nexia Home Intelligence. Employs the Trane Climatuff Variable Speed compressor and Spine Fin coil. Also available in a heat pump version which delivers 80% heat capacity to 17F.

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

### Product Showcase Awards/Products for March 2014

- The March product showcase roundup featured high efficiency packaged units, including a product review of the Trane XV20i. The product mention also includes the unit's ComfortLink™ II compatibility.
- 118,614 impressions

# Trade Earned Media Placements – March 2014



**BUSINESS INTELLIGENCE FOR  
PROFESSIONAL CONTRACTORS**

**Put Comfort On Cruise  
Control With Trane's Award-  
Winning TruComfort**

**T**rane's all-new, state-of-the-art TruComfort™ Variable Speed system delivers precise and efficient comfort by running at the exact speed needed to maintain a home's ideal



temperature, within 1/2 degree of the selected comfort setting. TruComfort technology works seamlessly with Trane's ComfortLink™ II Smart Control and Nexia™ Home Intelligence allow-

## Put comfort On Cruise Control With Trane's Award-Winning TruComfort

- In a product review of Trane's TruComfort™ system, editors include a mention of Nexia™ Home Intelligence and the Trane ComfortLink™ II Smart Control.
- 23,400 impressions