

What's Cool at Hart & Cooley, Inc?

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**We produce a wide variety of heating, cooling and indoor air accessories...
all of which you can INSTALL WITH CONFIDENCE!**

Breathe Better, Breathe SMART

Hart and Cooley, Inc continues to have success with the SMART Air and Energy Solutions™ portfolio. The IAQ equipment industry continues to grow despite market conditions and is forecasted to reach \$3.9B by 2014.

One reason for this growth is the ability to retrofit IAQ solutions into existing homes. With contractors increasing their focus on service contracts and up-selling products, IAQ has been a perfect way to increase revenues and keep technicians busy. SMART solutions such as the SMART flow elbow, UV lighting, zoning, Energy Recovery Ventilator and Electronic Air Cleaner are great options to up-sell to homeowners.

The latest SMART solution, the SMART EAC1000 Electronic Air Cleaner, was specifically designed to be quickly retrofitted into furnace mount cabinets or filter grilles. What's more, the innovative MERV 16 equivalent design has a 99% capture rate and 99% bacterial kill rate. Unlike conventional electronic air cleaners, the SMART EAC does not produce ozone. The best part is that it is easy to clean.

Remember, breathe better...breathe SMART.

What's New at HCI

Hart & Cooley, Inc (HCI) recently switched to a new Enterprise Resource Planning (ERP) System supplied by Oracle. This new system allows all the brands under the HCI umbrella to exist in the computer environment rather than each business area running its own software system.

"The existing systems were highly customized and very difficult to upgrade," said David Martin, VP Finance at Hart & Cooley. "We had to look at where we were and where we wanted to be. From there it was a matter of making decisions that would have a positive affect on business.

This new software enables the company to operate in a real-time environment and provides a standardized business process to improve operational functionality. Oracle also allows HCI to maintain and further its "Throw It On the Truck" strategy since customers can combine products from multiple brands available through HCI.

The system is scalable to adjust to the size of the business. The software is also flexible enough to meet the diverse needs of customers. A good example of this is the Business Intelligence module. This module will highlight customer buying trends and help the company more effectively distribute resources.

With the implementation of this new system, HCI has positioned itself to maintain its competitive advantage in the marketplace and continue to be a leader in the industry.

Hart & Cooley, Inc. Opens New Distribution Center

Hart & Cooley Inc. is constantly seeking ways to improve the level of service it offers to its customers. It took another step towards this goal with the opening of a new, 150,000 square foot distribution center in Dallas, TX this past January. It is staffed with 30 employees, with a total of 29 shipping doors, and 1 drive in ramp.

The new Dallas Distribution Center services Texas, Colorado, Kansas, Missouri, New Mexico, Oklahoma, Arkansas, and Louisiana. This means products are closer to our customers! While this distribution center currently ships only the Selkirk brand, all HCI brands will ship from here by December 2010.

"We're in a terrific area with easy access to main highways. This helps our customers because it reduces lead times," said Bernard Roy, President of Hart & Cooley, Inc.

Introducing our New Regional Sales Manager

Hart & Cooley, Inc. welcomes Michael Lomacz as its new Western Regional Sales Manager. Lomacz is responsible for managing the sales force throughout the western United States.

"I believe in a competitive team effort to win more sales," Lomacz says.

Lomacz brings many years of sales experience to the position. Most recently he was employed at General Electric as the National Account Manager for their Energy and Water products. Prior to his time at

GE, Lomacz worked with Maytag and before that he owned his own distribution companies and was the prime distributor for Jenn-air.

Lomacz says he will be concentrating on the new SMART line of indoor air quality products. Lomacz is also responsible for the Hart & Cooley, Selkirk and American Metals brands, as well as continuing to push ahead into commercial markets with Ward, Milcor, Portals Plus, and RPS brands that fit with his customers needs.

"Here at Hart & Cooley, Inc. we have such a wide range of products to offer customers and we have the ability to throw it all on the truck."

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TECH TIPS: Is Bigger Always Better

By: Karen Marchand

Determining the proper size venting system is important with every fuel type and every style of vent pipe. A venting system's role is to remove the bi-products of combustion safely. If a natural draft installation is undersized, the venting system cannot contain all the flue gases and could result in the spillage of these dangerous gases. Conversely an oversized vent has serious issues as well, and is especially true of a chimney attached to a solid fuel (wood burning) appliance. The best option is to use a chimney with the same diameter as the stove outlet.

Some individuals are under the misguided idea that "bigger is better". While that might be true for some things in this world, it can be a serious mistake when venting a solid fuel appliance.

The most common jump in size always seems to be from a 6" diameter wood stove outlet to an 8" diameter chimney. The difference between 6" and 8" doesn't seem to be that much. However, when discussing vent pipe, the increase in size is always being added to the "outside of the circle". As such, the increase in cross-sectional area happens at a much greater rate than a lot of homeowners and installers realize.

A 6" diameter pipe has an area of 28 square inches. An 8" diameter pipe has increased to an area of 50 square inches. Comparing 6" to 8" may not seem as though it's that different. Comparing 28 sq. in. to 50 sq. in. nevertheless gives clearer view of the real difference between the two pipe sizes. It has almost 80% more volume.

Why is this important?

The heat from the appliance's flue gases create draft. Natural draft is the method by which the flue gases are removed from a wood stove installation. The flue gases must have enough strength to push the cold column of air out of the chimney (during start-up). Then it must continue to heat up the chimney material itself to maintain strong natural draft.

A 6" diameter outlet of the appliance is a good indicator that enough heat is generated to effectively warm the 28 square inches of cross-sectional area throughout the length of a 6" diameter chimney run. If we install an 8" diameter chimney instead, the flue gases are now required to heat up 50 square inches of cross-sectional area – for the entire length of the run. If the space is too much for the heat from the flue gases, there will be condensing of the moisture in the flue gases.

This results in the depositing of condensation and creosote. Creosote, as we all know, is a flammable material we want to avoid. Creosote deposits require frequent cleaning or worse, an increase risk of a chimney fire.

[In retrofit installation where an 8" chimney is in place and a 6" is the outlet size of the new wood stove, we would not suggest the removal/replacement of the existing system.]

"Bigger is better" might be true in other areas of life; it's just not true when venting the flue gases from a solid fuel appliance. Help save your customer space (for an installation), money (cost difference between 6" and 8") and the potential hazards of increase creosote. If an outlet diameter on a wood stove is 6", use a 6" diameter chimney.

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