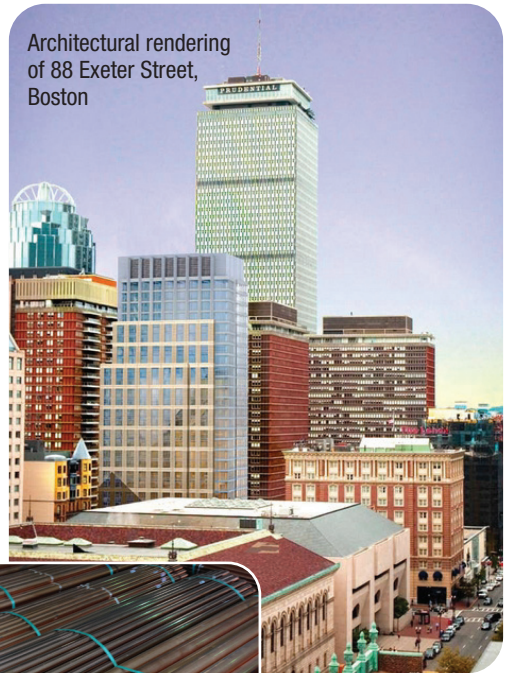


## Rep Spotlight: R.P. O'Connell, Boston

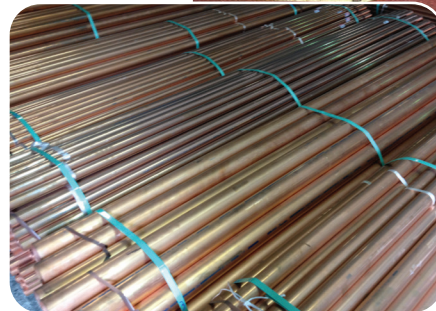
After a long hiatus during the housing recession, Boston's high-rise new construction market is growing rapidly, and Ice Air is getting into some exciting projects in high-demand neighborhoods. Last year, Ice Air's Boston-area sales representative, R.P. O'Connell, sold a 365-unit Vertical Stack Water Source Heat Pump job to Avalon's Boston group.

The new building, which is currently under construction at 88 Exeter Street, is next door to the Prudential Building and will be a mixed use/residential tower. The location is rapidly becoming a prime neighborhood for young professionals who are looking for modern, high-class apartments in a trendy business area. The bottom floors of the new building will be home to The Capital Grille and Nordstrom's, as well as other retail shops.

To expedite the construction process and to save money on labor costs, Ice Air and R.P. O'Connell proposed shipping the copper risers for the Vertical Stack WSHPs about three months prior to when the heat pump casings would arrive. By shipping the risers as a separate package, Ice Air is able to send more per shipment. And, by packaging each riser set separately, job site handling and installation time is greatly reduced. Once the installing mechanical contractor understood this unique approach to fabricating and shipping the riser packages, they quickly came to appreciate the benefits and cost savings involved – the risers will be shipping later this month.



Architectural rendering of 88 Exeter Street, Boston



Ice Air is shipping the copper risers separately from the unit cabinets to increase labor savings.

### Sales Tip

### Ice Air Market Blitz

In order to activate individual markets, Tom Glass, Director of National Accounts, will visit your offices to provide important sales training and tactics, as well as to meet with engineers. Recently, Tom visited Southern California for trainings and informational meetings in San Diego and Los Angeles. Making sure that your sales force is comfortable with the Ice Air product line and sales strategies is crucial to success. **Contact Tom Glass at 914-468-7666 or [tom@ice-air.com](mailto:tom@ice-air.com) to discuss a potential visit.**



### Recently Closed Job: 267 Medford St. Boston

- 136 Vertical Stack Water Source Heat Pumps
- Renovation of abandoned factory building to loft-style apartments