

New Product Spotlight

Hybrid Water-Cooled Air Conditioner

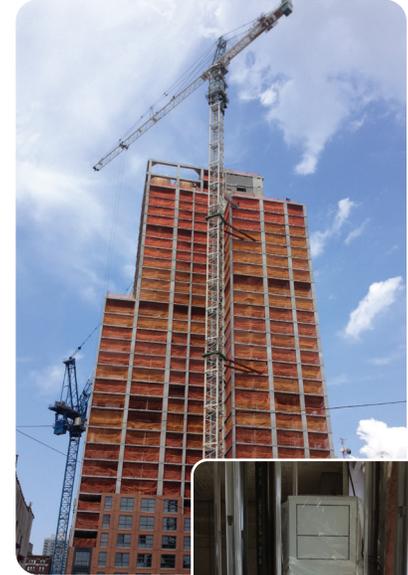
Ice Air's new Hybrid Water-Cooled Air Conditioners (WCAC) are an exciting new product line that combines a water-cooled cooling system with a hot water coil that provides hydronic heat for an entire room without using the unit's compressor. The high capacity heating coil utilizes extremely low Entering Water Temperatures (between 105°-125°F).

Ice Air's WCACs will be a part of the first residential tower in the high-profile Hudson Yards development in New York City. Located at 500 W. 30th Street in Manhattan, the project represents an exciting area of development, as well as an example of Ice Air's recent HVAC innovation.

Ice Air is in the process of delivering the 800+ Hybrid Console and Hybrid Vertical Stack WCACs for the project, which will help to provide superior, high efficiency comfort conditioning for the building. The 32-story tower will include 386 residential units for market rate and affordable housing and is being developed by Related Companies, a major national developer with many projects in the New York area.

Hybrid WCAC Features:

- Uses a fraction of the energy required for heating and cooling compared to traditional WSHPs and other HVAC systems
- Low Entering Water Temperatures (EWT) allow for use with a condensing boiler
- High environmental efficiency
- Limited compressor use allows for quieter operation and extends compressor life
- Available in Console, Horizontal, Vertical Stack and Vertical Closet configurations



Sales Tip

Look for opportunities to bring customers/prospects and Ice Air together. It can be very beneficial for a customer to meet with us, whether it's in a formal or informal setting. A golf outing is a perfect example of a relaxed opportunity to forge new relationships. Let us know if you have an idea for an event, and we'll see if one of us can make it!

Email Kira Kieffer at kira@ice-air.com or Tom Glass at tom@ice-air.com to discuss.

Rep Activities

Ice Air recently sponsored a foursome at the 2nd Annual U.S. Green Building



Council – National Capital Region Golf Outing, with our DC-area Sales Rep. Capital Energy Equipment invited two customers from KTA Group, a prominent engineering firm, and Ice Air's co-CEO Ric Nadel traveled to Virginia's 1575 Golf Club to play golf!