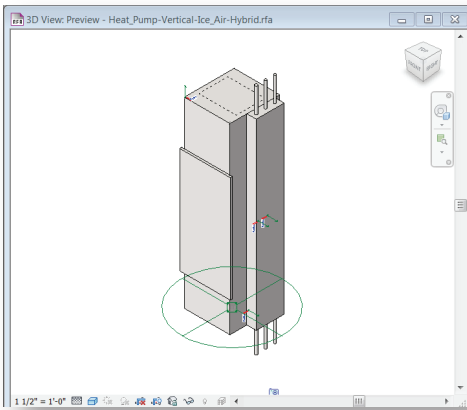


## Ice Air Now Providing Revit Files

In order to better work with engineers, Ice Air has partnered with Autodesk to provide comprehensive 3D Revit models for easy download. This allows engineers to drop product specifications into ongoing BIM systems quickly and easily.



Ice Air's lines of Water Source Heat Pumps, Hybrid Water-Cooled Air Conditioners and new construction RSNPU Packaged Terminal Air Conditioner are currently available for search and download on Autodesk Seek, and our SPAC product line is in progress.

Autodesk Seek represents the industry standard for Revit users to search and download "smart" data about products. **The links to our Revit pages on Autodesk are available on Ice Air's website for easy access.**

## PTAC Replacement Market Opens Up

As Daikin exits the legacy PTAC market, we have a great opportunity to capitalize on Ice Air's "ExactFit" direct replacement units for McQuay, Singer, AAF, Snyder General and Remington. We offer ExactFit replacements for Type K, Type 16, EA and RS series units. Ice Air has a long-term commitment to service, quality and support for our PTACs.

Ice Air and our Reps are in a unique position to make inroads into the replacement and new construction PTAC markets in your territories, so now is the time to meet with contractors, building managers and developers!

### Sales Tip

**Start a direct mail postcard or email campaign focusing on pre-season orders.**

Spring is in the air, so it is an ideal time to promote pre-season A/C orders and stocking options, promote direct McQuay replacements. Contact Kira Kieffer at [kira@ice-air.com](mailto:kira@ice-air.com) to create a customized campaign quickly and affordably.



Pre-season orders for Stoermer-Anderson in Cincinnati



A/C replacements and service for Brothers Supply in New York