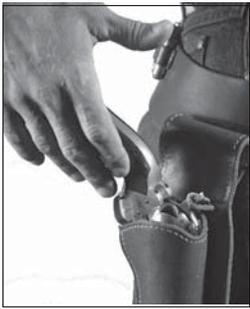


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Fresh-Aire UV® Announces Southwestern HVAC Sales is “Rep of the Year--2012” at Dallas’ AHR Expo 2013

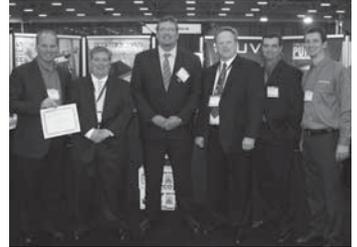
Fresh-Aire UV®, Jupiter, Fla., a leader in IAQ innovation and manufacturer of the award-winning Blue-Tube UV®, announced Southwestern HVAC Sales LLC, Smithville, Texas, as its “Rep of the Year--2012” at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2013) Jan. 29, in Dallas.

Fresh-Aire UV’s award criteria was based on largest growth, however the rep firm’s contribution went well beyond sales increases. “Southwestern HVAC Sales’ success starts with their diligence for education and the tremendous amount of contractor training they performed in 2012,” said Ron Saunders, vice president, Fresh-Aire UV, which is a leading manufacturer of UV lights for residential and commercial HVAC/R applications.

Southwestern HVAC Sales more than doubled its ultraviolet light equipment sales in 2012 throughout its Texas, Oklahoma and Louisiana territories. The rep firm also landed lucrative commercial Fresh-Aire UV equipment contracts, such as Harris County, Texas, which is now reducing maintenance costs, increasing efficiency and disinfecting biological contaminants for optimum outdoor air in many of its municipal buildings, according to Randy Burg, a Southwestern HVAC Sales manager. The rep firm also conducted dozens of UV light residential and commercial equipment seminars for contractors and associations such as the Air

Conditioning Contractors of America (ACCA), plus Refrigeration Service Engineers Society (RSES) chapters in Texas and Oklahoma. “Contractors are drawn to this product line because its reliability and lifetime warranty takes all the business risks out of becoming a dealer,” said Steve Wood, Southwestern HVAC Sales president.

Although Southwestern HVAC Sales is only 18 months old, the combined HVAC industry expe-



rience of its principals--Wood, Burg, Warren Finney, and Harold Wood--adds up to more than 120 years, according to Steve Wood who is a 23-year veteran of HVAC wholesale distribution, contracting and now a manufacturer’s representative.



(left to right) Chris Willette, president of Fresh-Aire UV, Jupiter, Fla., presents the “Rep of the Year--2012” award for largest growth to Steve Wood, president, Southwestern HVAC Sales LLC, Smithville, Texas, at the International Air-Conditioning, Heating and Refrigerating Exposition (AHR Expo 2013) Jan. 29, in Dallas.