

comfort zone

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boosting energy efficiency with variable frequency drives

According to the U.S. Department of Energy, 65% of electrical energy used in commercial and industrial systems comes from electrical motors powering centrifugal pumps and fans.

Because HVAC systems are a large energy consumer, highly efficient systems offer a tremendous opportunity for energy and monetary savings.

Many of these savings can be accomplished through the use of variable frequency drives (VFD). Other than the hottest and coldest days of the year, system motors can operate much more efficiently at reduced capacities and speeds. Systems with variable speed fan motors have the ability to deliver variable air volume (VAV) flows. This allows the airflows to exactly match the system's heating and cooling demands and offers electrical energy savings.

VFDs also contribute to the overall comfort level by regulating air and water flows according to heating or cooling load. Reduced maintenance costs and down times can be realized from soft starting the motors instead of starting the motor at full speed and

drawing locked rotor amperage. VFDs also eliminate short cycling of motors, which will result in longer equipment life. Incorporating VFD technology on a combination of motors (evaporator and condenser fans, compressors, and centrifugal pumps) optimizes cost savings and energy efficiency.


When retrofitting systems with VFDs, payback periods range from one to two years depending on the type, size, and application, which is a very short payback period, considering that most commercial systems have 15–20 year life cycles. Estimates state that motors incorporating VFDs and linked to the building's DDC system are up to 65 to 75% more efficient than motors operating at a constant speed at line voltage.

Ultimately, more efficient HVAC systems create more energy-efficient buildings, which in turn conserves energy resources. ☐☐☐



the essentials of social networks

Below are a few tips to help you connect to your customers and promote your brand through social networking sites.

- **Include a current head shot.**
- **Develop a short but sweet tagline** that sums up your company.
- **Fill your bio page with details** so customers can form connections with you through similarities.
- **Keep your information updated.**
- **Create a social networking plan.** 

before delaying maintenance, know the true cost

Deferred maintenance is when maintenance doesn't get performed for a long period of time. But what cost does deferring maintenance really have?

The results of putting off maintenance can range from simple component failure to equipment dying much too soon to the failure of the entire location.

What is your risk when major equipment breaks down or systems fail? It's important to not only look at the estimated value of deferred maintenance but to also focus on the liability it represents. Certain systems impact different areas of your building and you must take wear and tear into considering, as well as the risk to contents and people in your building. Sometimes deferring maintenance isn't the best solution.


Deferred maintenance is a financial decision—spend money now or spend money later. One goal of the facilities manager is to ensure funding to support regular maintenance and to cover the backlog of deferred maintenance items. Here are some tips to make an effective business case to secure future funding.

- Evaluate the current cost of the maintenance request and compare it to the liability of deferring maintenance.



If you decide to wait until later to perform the work, ensure that this amount is placed in your budget and estimate a cushion for possible replacement.

- Use historical data and determine the long term cost versus the current period spend.
- Estimate the risk potential. As a result of deferring maintenance, will there be a hazard or liability? Will revenue decline because of declining customer experiences? How about employee morale? There are many ways to argue risk; you just need to identify where the potential for risk may impact.

In today's economy, businesses are looking for ways to reduce expenses and hold on to cash. Although deferred maintenance may seem to be an effective way to cut cost, it's actually a cost avoidance tactic that may cost you twice as much down the line. Incorporating an ongoing preventive maintenance program with a trusted provider is one of the most efficient and effective ways to reduce expenses. Partnering with a company that understands your needs and has the ability to work strategically with you, will yield desired results every time. 

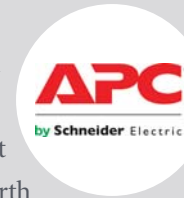
airtight named apc elite large data center partner

AirTight has been selected as the APC Elite Large Data Center Partner for North Carolina. AirTight is now uniquely positioned to provide the complete APC by Schneider Electric products and services solution portfolio, including the MGE product line. As a certified Elite partner, AirTight is chartered to develop and support relationships with the Construction, Facilities and Engineering community. This status allows AirTight to work as an agent to meet the unique requirements of contractors and engineers in the design and build-out of data center environments.

To achieve Elite Large Data Center status, AirTight's design and consulting team met APC's stringent partner training requirements. Through the program, the AirTight team achieved individual certifications for APC Certified Technical Design Consultants and Sales Professionals. With these certifications we have mastered the design and build of highly complex solutions to optimize the operations of a dynamic data center environment.

"We are delighted that AirTight has become an APC Elite Data Center Partner and look forward to the expertise they bring to solving customer issues associated with increased power and cooling densities,

high power consumption and energy efficiency requirements," said Robert McKernan, president, North America, APC. "The collective experience of AirTight and APC will benefit our joint customers seeking to design, build and operate a high performance data center."



"AirTight has a deep and rich history with the APC brand. We are excited to move forward with this expanded relationship, bringing customers the data center solutions they require to support their mission critical environment," said Greg Crumpton, president and founder of AirTight.

About AirTight


Founded in 1999, AirTight is a high-quality, mission-critical focused service contractor. They pride themselves on utilizing highly trained technicians and state of the art technology to bring value and reduce costs.

About APC

APC by Schneider Electric, a global leader in critical power and cooling services, provides industry leading product, software and systems for home, office, data center and factory floor applications. Backed by the strength, experience, and wide network of Schneider Electric's Critical Power & Cooling Services, APC delivers well planned, flawlessly installed and maintained solutions throughout their lifecycle. www.apc.com 

airtight invites a new member to join their team

Scott Blackman of Charlotte has joined AirTight's team.

Scott, who joins AirTight after a successful stint with a local electrical contracting and engineering company and as a former director with APC by Schneider Electric, will fulfill the role of Critical Site Support Specialist. His duties will include supporting engineering firms and I.T. implementation firms as well as electrical contractors with mission critical power and cooling requirements. 





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airtight celebrates ten years of exceptional service

Founder Greg Crumpton envisioned an HVAC service company focused on exceptional customer service and quality. Today, that vision holds true as AirTight continues to grow, and expand, while still providing out-of-the-box solutions. "We are thrilled to celebrate our tenth year



and so proud of our teammates who make things happen 24 x 7," said Crumpton. "We look forward to many more years, serving the Charlotte community and providing a solid place for good people to work." 

We strive to be the HVAC leader in the commercial, critical site/data center and industrial markets. AirTight is deeply committed to customer-based relationships, focusing on communications, quality and integrity.

AirTight

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