PRODUCT TRAINING

PORTABLE EVAPORATIVE COOLER





Why cooling?

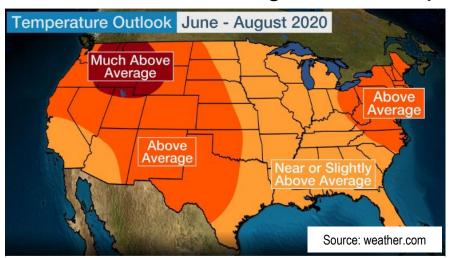
- Smooth seasonality of business
- Gained expertise in evap cooling with acquisition of Reeves Supply





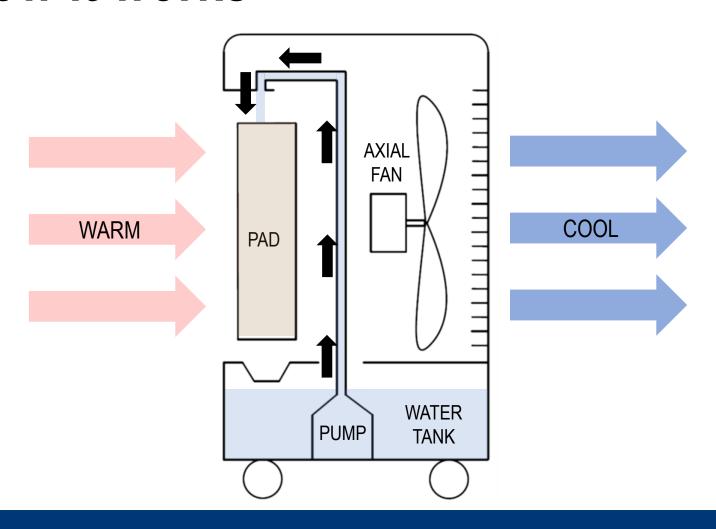
Why cooling now?

- Reason to talk to dealers even if not thinking about heat yet
- Warmer than average weather predicted





How it works



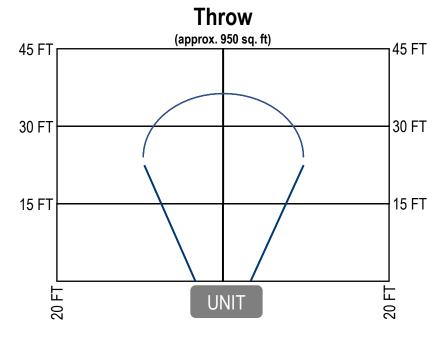


Cooling Effect

Cooler Feel

(approx. 10 ft from unit)

		Relative Humidity							
		20%	30%	40%	50%	60%	70%		
Ambient Temp °F	75 °F	-24	-21	-18	-12	-14	-12		
	80 °F	-24	-22	-19	-17	-15	-13		
	85 °F	-26	-23	-20	-18	-15	-13		
	90 °F	-27	-24	-21	-18	-16	-13		
	95 °F	-28	-25	-22	-19	-16			
	100 °F	-30	-26	-23	-19	-17			
	105 °F	-31	-27	-24	-20	-17			
	110 °F	-33	-28	-24	-21				
	115 °F	-34	-29	-25	-21				



3100 CFM fan output for 950 sq. ft of coverage

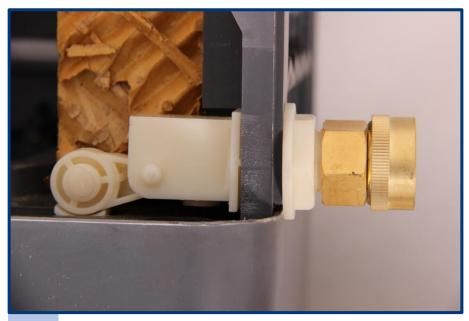




Manually fill 10-gal water tank

Water tank fill level indicator





Auto fill with shut off

Water inlet pressure 50 PSI max



COOLING PAD

- Corrugated cellulose media
- More surface area = greater cooling effect
- Made to last 2-5 seasons with proper cleaning



- GFCI plug
- Standard 115-volt
- Amps to operate primarily fan
 - Running
 - Low, 0.9 amps
 - Medium, 1.2 amps
 - High, 1.7 amps
 - Start-up, 2.8



GFCI plug <u>IS NOT</u> standard on all competitive models

Evap Cooling vs. Air Conditioning

~.03 per hour Operational cost





	Evaporative Cooling	Air Conditioning	
Energy efficient	YES	NO	
Use outdoors	YES	NO	
Requires chemicals to operate	NO	YES, refridgerants like freeon	
Requires vent hose and/or duct	NO	YES	
Use in enclosed, tightly sealed space	NO	YES	
Cool space to specific temperature	NO	YES	
Dehumidifies	NO	YES	

- ✓ Low acquisition, operating & maintenance cost
- ✓ Quiet

Heat intensive project areas



Warehouses & loading docks



Break areas & temp job site offices





Backyard Gatherings

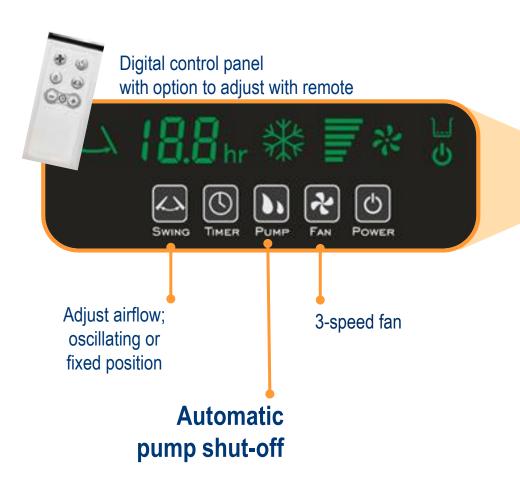


Garage Parties



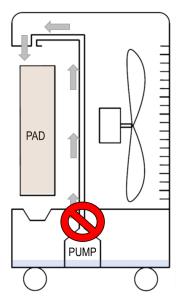
Attaching wheels is the only assembly required

GFCI power plug





Automatic Pump Shut-off



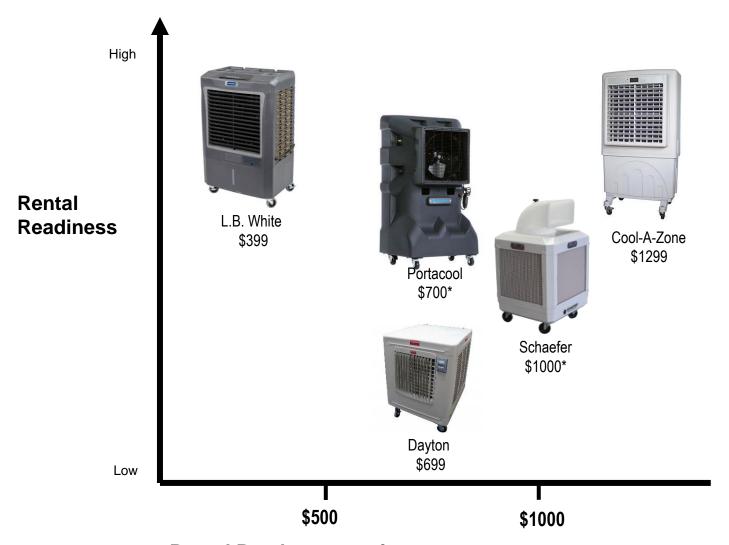
- If water runs out shuts off pump automatically
- Saves pump burnout and wear & tear especially when rented

Auto pump shutoff <u>IS NOT</u> standard on all competitive models



L.B. White Portacool Cool-A-Zone Schaefer Dayton
PC-31 Cyclone 140 CoolBox- C-100 WayCool 6RJZ3

Features					
Cooling Area	950 sq. ft.	900 sq. ft.	1350 sq. ft.	1000 - 4700 sq. ft.	1000-1400 sq. ft.
CFM	3100	3900	4120	1560	2100/2800
L x W x H (inches)	26 x 18 x 35	58 x 57 x 84	30 x 23 x 55	25 x 25 x 42	28 x 28 x 36
Unit WeightEmpty (lbs)	40	95	62	103	88
Speeds	3	1	3	2	2
Amps	2.8	4.2	3.5	6.8	3.6
Outdoor Rated Plug	Yes, GFCI	Yes, GFCI	NA	NA	Yes, 5-15P Nema
Automatic Pump Shutoff	Yes	No	Yes	Yes	No
Adjustable Swing Louvers	Yes	Yes	Yes	No	No



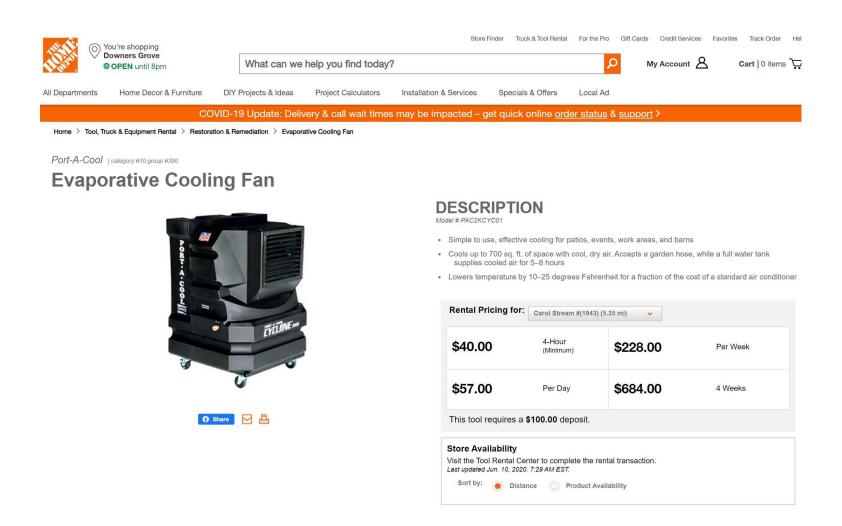
Rental Ready step up features

- GFCI
- Auto pump shutoff
- EZ operate digital controls with remote

*Estimated rental house/dealer cost

Home Depot is renting a unit that will cover 700 sq ft vs LBW 950 sq ft for \$57 per day

PROFIT POTENTIAL: At Platinum cost 7 rentals pays for the cooler



Availability

- Begin shipping early July
- From Onalaska, Wisconsin warehouse
- Minimal assembly to connect wheels
- Qualifies as one heater to meet prepaid freight



Resources

- ✓ Sell Sheets
- ✓ Demo Unit Program
- ✓ Travelling Showroom
- ✓ LBWhite.com
 - Owner's manual



LB White Customer Service 800-345-7200 x1 LB White Technical Support 800-345-7200 x2

