

Preferred Manufacturers

The Project developed the Preferred Manufacturer Program to promote manufacturer commitment and engagement in supporting the growth of the ductless heating and cooling systems market. The 2011 Preferred Manufacturer Program supports Project goals and offers rewards to manufacturer participants who help meet these objectives.

Benefits of Preferred Status:

Manufacturers and Distributors will enjoy many benefits from participating in the Preferred Program. Key perks to program participation include:

- Recognition on the Product Information page on the Project website www.goingductless.com/partners, with logo
- Access to a limited set of Project data which includes city/state of installation, customer demographics, distributor name and model numbers (note: only data for your product line will be shared)
- Project marketing support and unique marketing opportunities
- Feedback on quality assurance findings and product trainings to help you ensure the highest level of quality for installations of your product

Becoming a Preferred Manufacturer:

In order to achieve "Preferred" status, manufacturers must meet the following criteria:

1. You must produce Project qualified ductless systems that are regionally available and supported by the supply chain.
 - Manufacturers are expected to have achieved a minimum of 500 installations in Oregon, Idaho, Washington and Montana since October 2008.
2. You or your distributors must submit quarterly manufacturer shipping data and distributor level sales data for residential inverter-driven ductless systems.
 - Quarterly data must be submitted to the Project by the following 2011 deadlines:
 - April 29th - data for Q1 2011 through Q1 2011
 - July 29th - data for Q2 2011
 - October 31th - data for Q3 2011
 - January 31st, 2012 - data for Q4 2011

Upon submitting quarterly sales data, each manufacturer will receive a limited set of data collected through the program for their product line. Data from other manufacturers will not be shared. Project provided data will include the following:

- City and state of installation for reporting manufacturer
- Customer demographics such as age and homeownership
- Name of distributor
- Model number

Sales data may be faxed to 503.808.9004 or emailed to jthorson@fluidms.com.

3. You must provide expert technical support and product training to contractors in the Northwest.
 - Manufacturers and distributors can communicate regional training opportunities to the NW Ductless Heat Pump Project to be posted to www.goingductless.com/partners and announced in Project newsletters

4. The Project will distribute technical training and product support surveys to regional contractors on an annual basis. Manufacturers must receive an average **satisfactory** score on the contractor survey to achieve and/or maintain "Preferred" status. The Project will develop and launch the contractor product training and technical support survey in Q3 2011.

For more information, please contact Jason Thorson at jthorson@goingductless.com.