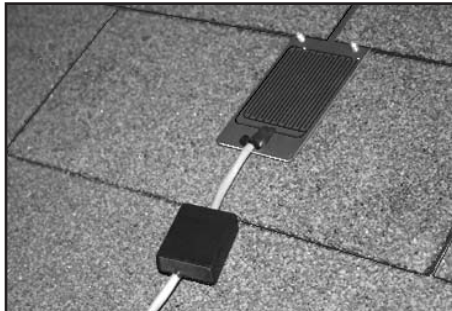


Three New Residential Products



• LCR-1 Roof and LCG-1 Gutter Deicing Controllers.

Ice accumulation on roofs, in gutters and in downspouts leads to avoidable property damage caused by melt water and structural failure. Heating cables can avoid these problems by melting ice and keeping drainage paths open for the melt water. Minimizing operating costs requires an energy management system for commercial applications but are too expensive for most cost sensitive residential applications.

The new LCG-1 Gutter and LCR-1 Roof Deicing Controllers answer the need for reliable cost effective energy management for residential applications. These products operate heaters at temperatures below the normal limit of 38°F (3.33°C) while moisture is present. Typically, combined temperature and moisture control reduces heater operating time by a factor of ten, or more, when compared to temperature control alone. Mounting the LCG-1 sensor in the gutter and the LCR-1 sensor on the roof improves sensing accuracy for additional energy savings.

These UL/CUL products operate

from individual 120 volt 20 amp GFEP/GFCI protected branch circuits thus permitting an NEC compliant 16 amp heater load for each controller. Sensors are pre-wired to their respective controller enclosure by a 25' 2-conductor cable. The trade price for either the LCR-1 or LCG-1 is \$99.00. Channel and quantity discounts apply.

• Replacement for the SIT-5 Pavement-Mounted Sensor

The SIT-5 Pavement-Mounted Sensor production ended several years ago when its successor, the SIT-6E Pavement-Mounted Sensor, became available. Supporting the thousands of SIT-5 sensors in the field is essential. Since the passage of time makes support of the SIT-5 increasingly difficult, the most practical solution was to engineer an interchangeable replacement.

The replacement SIT-5R uses the latest SIT-6E sensor and electronic technology. As the SIT-6E continues to evolve, so will the SIT-5R. So, support of the SIT-5 for many years is assured.

The SIT-5R is available from stock to three weeks at a trade price of \$600. The part number is 21632.

Code Corner

Did you know the National Electric Code is the minimum standard governing the electrical installation? The National Electric Code originates from NFPA Chapter 70. Our National Electric Code is refreshed in three-year cycles. The current cycle is 2002 and the 2005 cycle should be available for review later this year. Each state independently reviews the new cycle, prepares their changes and sends the code to their State legislature for approval and signing. At that time the State/National Electrical Code is released to the local governments for review and adoption.

Changes to the National code frequently occur at the state and local level. The state of Indiana deletes Article 90 Introduction of the National code and writes its own introduction. Mishawaka, a city in northern Indiana,

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has adopted changes to Article 338 Service-Entrance Cable, types SE and USE. The article approves the use of the cable on the exterior of a dwelling. The municipal change requires that SE cable be installed in a protective raceway when the dwelling exterior is aluminum siding.

The final comment is that every electrical installation must meet National, State and Local electrical code requirements. The purpose of the National Electrical Code including the amendments and changes "is the practical safeguarding of persons and property from the hazards arising from the use of electricity". It is the responsibility of all electricians to be aware of and to understand these codes.

SnoTalk

Without effective energy management control, snow melting is almost always impractical due to high operating costs. The only exceptions are systems operating from waste heat. Automatically operating snow melting heaters only during snow was an early method of reducing energy costs as exemplified by our first product, introduced in 1968, the Model 100 Snow Detector and SIT-3 Pavement-Mounted Sensor.

The first modern automatic snow melting control, the APS-3 Control Panel combined with the CIT-1 Aerial Snow Sensor, was introduced in 1972. The concepts of extensible multiple sensor capability, hold-on timer, direct heater control along with irreducibly simple installation and troubleshooting were pioneered by this product. During the 32 year lifetime, and counting, of the APS-3 and its derivatives, additional sensing capability was added for detecting gutter ice and pavement surface

condition. Successors to the original products are still in production.

Starting around 1970, we formulated our fundamental goal of future snow melting controls: increase the snow melting market size. Attaining this goal required the following:

- Proving to the customer that automatic snow melting control is reliable, convenient and cost effective
- Irreducibly simple operation, installation, and troubleshooting
- Long lasting, lifetime product
- High quality technical support available before, during and after sale

Our efforts benefit the customer while reducing risk exposure to contractors and tradesmen. Although it is difficult to assign responsibility for the growth in the snow melting market in recent years, we certainly played an important part in it.

We are entering a new era in snow melting. You may be assured that we will provide leadership into the indefinite future.

This column will continue to provide news about technical issues in snow melting, including control systems. Thus, SnoTalk is part of our effort to build the snow melting market size.

Right Product. Right Fit. Right Price.

Environmental Technology markets the widest range of snow melting products available, each at the right price, excluding needless features. In doing so, it allows our customers to provide an optimum of offerings to fit a wide range of applications. The development of these offerings, since 1968, has given us an experience factor that benefits us all. If there is one rule that this 35 plus years has taught us is that "one size **does not** fit all". So, there in lies our marketing challenge: to provide products "that fit all sizes" without creating a problem of too many choices. Added to that, products that have both application flexibility and simplicity of choice along with meeting ETI's high standards for performance and reliability.

Our solution was to divide the snow melting market into logical application-oriented segments. Then we created a unique product line for each of the following segments:

- Residential
- Residential/Commercial
- Commercial

Doing this segmentation simplified our marketing efforts as well as our

customers' choices. It was not merely a matter of re-organizing our catalogue, but involved filling each product line with pioneering new products having features that support the unique requirements of its market segment. In other words, to have the products **fit** in their market segment.

The LCD-7 Aerial Snow Melting Controller was the first of the new generation of products for the Residential product line. The next are the LCR-1 Roof Deicing Controller and the LCG-1 Gutter Deicing Controller. Both are featured in this issue. Next month, the Interface will be devoted to the introduction of most of the products in the Residential/Commercial product line. End result — simplified marketing of complex product offerings **to fit** a wide variety of uses, in three different market segments.

Watch For The Next Interface—

Our new Test Certificate, to be packaged with each sensor and controller, will be introduced. Plus, we'll talk about our new commercial product, the GPT-3 Freeze Protection Thermostat.

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