

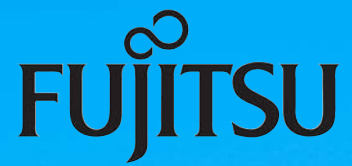
# How Do You Grow Your Business in a Down Market?



**GO GREEN!**

[www.fujitsugeneral.com](http://www.fujitsugeneral.com)

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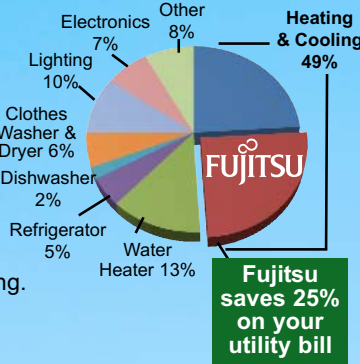


With today's economy in turmoil, there is no better time to be selling green products. In a down economy, people seek value, reliability, and versatility. They want practical solutions for their problems. Most people don't realize as much as half of the energy used in their home goes to heating and cooling. So making smart decisions about a home's HVAC system can have a big effect on utility bills — and comfort.

Go Green ~ Go Fujitsu

## Where Does my money go?

If your average annual utilities are \$4,200 Fujitsu saves you \$1,050 annually or \$10,500 in 10 yrs! Not adjusted for inflation



## Why Go Green?

Consumers with environmental concerns represent \$230 billion in spending power.<sup>3</sup> Studies show 80% of consumers consider a company's environmental record when buying.

## Why Go Fujitsu?

- Fujitsu can save up to 50% off a homes heating and cooling bills
- Most Energy Star mini-splits in North America - 8 Systems in 2009
- North Americas highest efficiency ductless heat pump - 26 SEER
- Federal tax credit available on 9RLQ, 12RLQ, 9RLS, 12RLS, and 15RLQ systems
- Since 2005 ductless sales up 50%, Fujitsu up 93%, central air down 32%
- Green construction starts: up 500% from 2005; may triple by 2013
- 12% of new homes in 2007 met Energy Star requirements.

## Multi-Zone Systems

In a Multi-Zone System one outdoor unit can power up to 4 indoor units simultaneously. Choose from three indoor unit styles.



- Individual zoning - comfort only spaces used
- Minimize duct loss and save up to 40%
- Inverter model can achieve 30% more operating efficiency than conventional models

## What is Fujitsu Doing?

### Reducing

- Harmful chemicals by 20%<sup>1</sup>
- Waste by 5%<sup>1</sup>, CO<sub>2</sub> emission by 15%<sup>2</sup>
- Fujitsu General is RoHS compliant
- Utility bills by up to 25%

### Reusing

- Increase recycled plastic by 5% by weight
- New literature is printed on recycled paper
- Equipment donated to educational facilities
- Increased procurement with green partners

### Recycling

- Products reduce environmental impact
- Up to 70% of product can be recycled
- Shift to environment-conscious products
- Fujitsu's own recycling plant in Japan

**NEW!**



## Federal Tax Credit

Homeowners can claim 30% of the costs (up to a \$1,500 limit) for the installation of select Fujitsu systems in tax years 2009 and 2010. The tax credit applies to equipment costs and labor.

## SEER Fujitsu Is Up To 50% More Efficient Cooling Than the Competition



## HSPF Fujitsu Is Up To 35% More Efficient Heating Than the Competition



<sup>1</sup> Less than FY2006 by the end of FY2009. <sup>2</sup> Less than FY1990 by the end of FY2009. <sup>3</sup> According to the National Marketing Institute.