

# THE BUSINESS MODEL

ATMOSphere America 2015 Program



## Types of Small Charge Systems

1. Secondary
  - a) CO<sub>2</sub> - Volatile Secondary
  - b) CO<sub>2</sub> - Compressed
  - c) Brine Dessicant
  - d) Glycol
2. Primary
  - a) DX Evaporators
  - b) Package Systems


Select what best meets specific need – All work efficiently and effectively

# The Business Model

## Package Systems vs Site Specific Design

- 1) Lower design cost/unit
- 2) Easier and simpler Maintenance
- 3) Standard leak detection with automatic response and notification
- 4) Easier for contractor to maintain and respond with complete remote access to system
- 5) Better fabrication
- 6) Very easy installation
- 7) Creates opportunity for financing, extended warranty, and maintenance by installing contractor - A/C model
- 8) Continuous improvements in systems

# Ease of Factory Fabrication

1. Packages - Excellent
  2. Dessicant - Good
  3. DX - Excellent in packages; poor in Central Systems
  4. CO<sub>2</sub> - Poor in Central Systems
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# END USER TECHNOLOGIES

- 1) Material Handling and Storage
- 2) IT
- 3) Process – Manufacturing and some warehouses
- 4) Refrigeration

Outsource which



## Effect on Players

- 1) End user - excellent chance to get out of refrigeration business
- 2) Manufacturer (could be contractor) - profit opportunity
- 3) Contractor – Good if they adjust to new world
- 4) Designer – Becomes a consultant to select specific package, manufacturer warranty, and maintenance contractor - must adjust

Adjust to change or go out of business