



Copeland Certified Launch Package





Copeland Certified Campaign

Overview

Features & Benefits

Marketing Tools

Resources

Summary

Questions



What is Copeland™ Certified Program?

Strategic Reasons	Description
What is this Program?	Copeland Remanufacturing of Semi-hermetic Compressors
Why is this Program Needed?	To Increase or Maintain Market Share
Target market	Aftermarket Food Retail, Foodservice, Light Industrial Retrofits
Target application	LT & MT Supermarket Racks, Walk-Ins, Refrigerated Warehouses
Key competition	All Rebuilders

Deliverable	Benefits
Latest Emerson Engineering Guidelines	Reduced Compressor Failures
	Easy Installation
Reliable and Energy Efficient	Over 90 Years
UL Approval	Peace of Mind – Meet all Safety Regulations
Copeland Sponsored Training	Reduced Maintenance Cost and Customer Call Backs
New Marketing Material	Maintain your Reputation

Parts Volume Decline

N/A	-1%	-8%	-12%
2016	2017	2018	2019

Semi-herm Compressor Volume Decline

-1%	-2%	-12%	-10%
2016	2017	2018	2019

Marketing Items	Readiness
Banners	Available
Brochures	Available
Flyers	Available
Video	Available
Training	Available
Pricing Available	Available
OPI	Available
Copeland Mobile	Available

Copeland Remanufacturing of Semi-hermetic Compressors

Certified Copeland™ Overview

- What is Certified Copeland?
 - Semi-hermetic compressors manufactured by Copeland to the latest Emerson Engineering guidelines



Safety



Technician/Contractors/End Users



Reduced Call Backs

Reliable



Sleep at Night

Peace of Mind



Reputation/Bottom Line

Remanufactured Copeland Semi-Hermetic

Copeland Certified Benefits

Rebuilder 3DS-1000-TSE



- Old Style Floating Reed valve plate – Reed wear
- Valve plate likely reused with no updates – Lower capacity and efficiency

Copeland™ 3DS3-1000-TSE



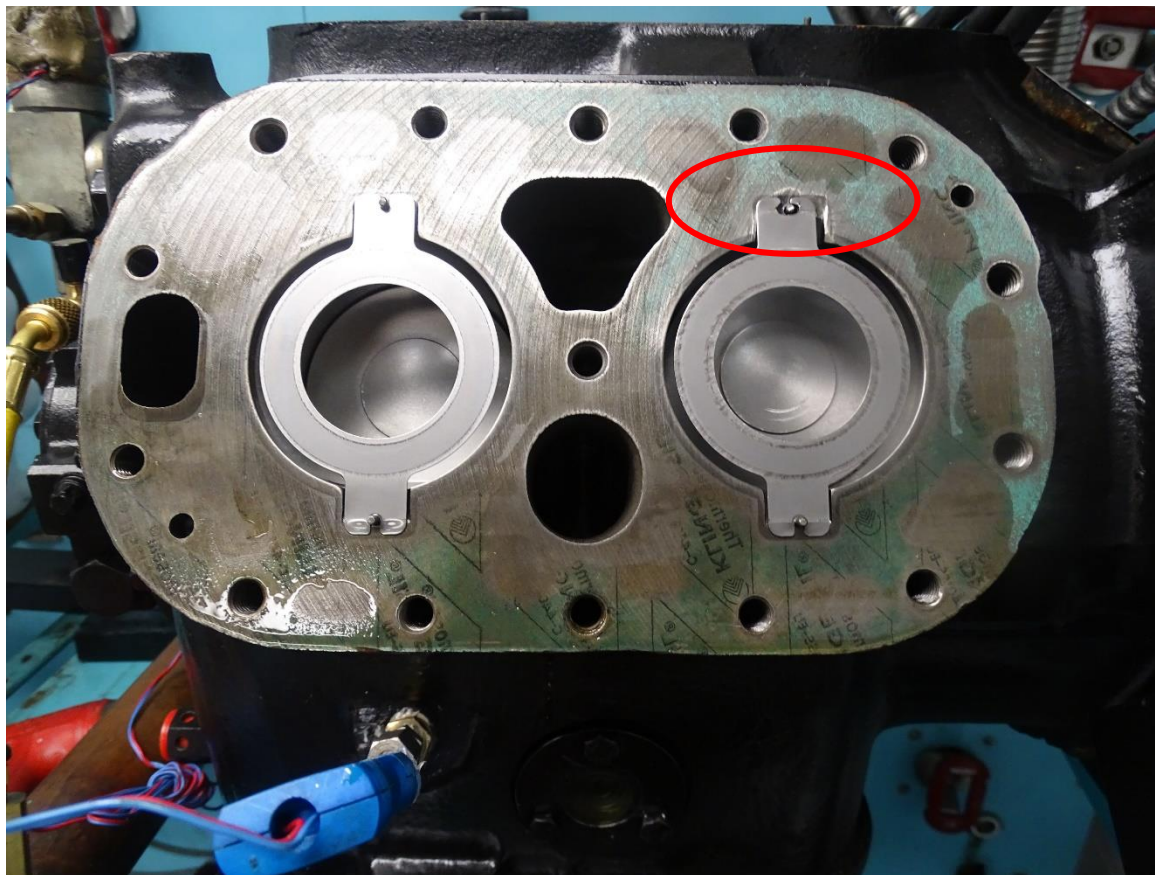
Copeland's Delta Reed Design valve plates are HFC Refrigerant and POE compatible superior to Floating Reed

Manufactured Copeland semi-hermetic compressors to latest Emerson engineering specifications.

Copeland Certified Benefits



4D Floating Reed Design



Copeland Certified Benefits

Rebuilder 3DS-1000-TSE
Worn Housing cover Bearing



- Worn Teflon on the bearing will increase wear during floodback

Copeland™ 3DS3-1000-TSE
New Housing Cover Bearing

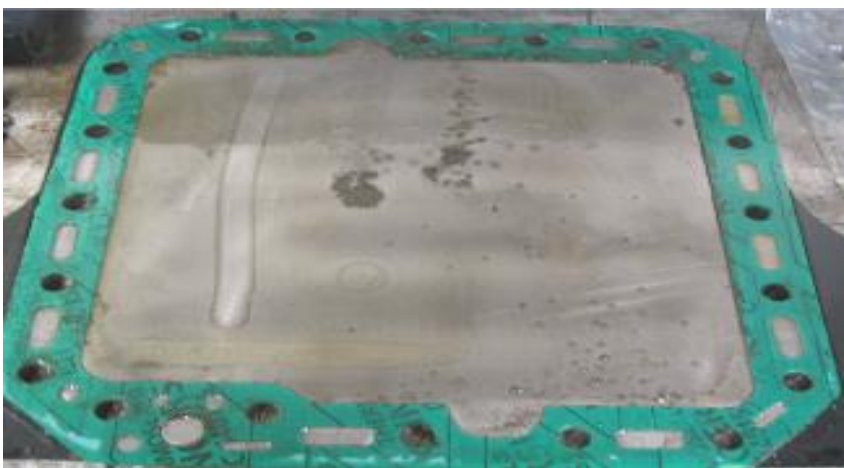


- Copeland manufactured semi-hermetic compressors replaces all bearings with new bearings.

Certified Copeland Semi-hermetic compressors have new housing cover bearing

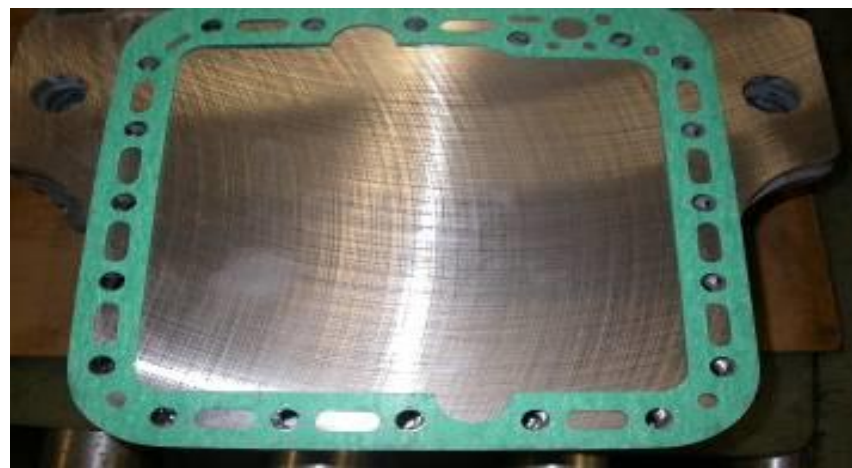
Copeland Certified Benefits

3DS-1000-TSE
Rebuilder Bottom Plate



- Heavy residue and debris present on rebuilder bottom plate surface.

3DS3-1000-TSE
Copeland Bottom Plate



- Copeland manufactured compressors have properly cleaned bottom plate – no contamination from oil or particulates.

Certified Copeland Semi-hermetic compressor cleaning process.

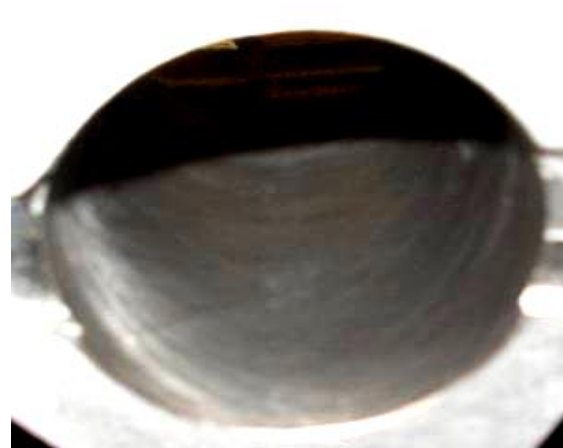
Copeland Certified Benefits

Rebuilder 3DS-1000-TSE
Cylinder



- Cylinders not machined - glazing (wear) is evident.
- Loss of oil retention due to lack of cross hatch on cylinder walls.
- Accelerated wear likely, leading to loss of performance as a result of blow by.

Copeland™ 3DS3-1000-TSE
Cylinder

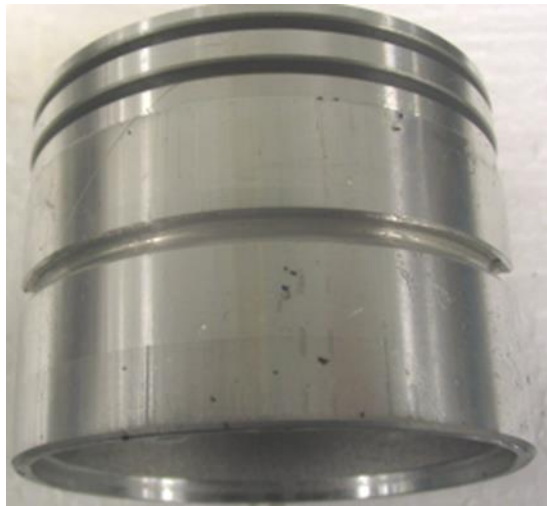


- Copeland manufactured compressors cylinders are properly machined and honed.
- Optimum oil retention and performance assured

Certified Copeland compressors body cylinder are rehoned.

Copeland Certified Benefits

Rebuilder 3DS-1000-TSE
Piston



- Pistons re-used
- Heavy scoring and wear on piston skirt

Copeland™ 3DS3-1000-TSE
Piston



- Copeland does not re-use pistons in their manufactured products.
- Only new piston-rod and rings assemblies are used in Certified Copeland compressors.

Certified Copeland compressors have NEW piston-rod assemblies

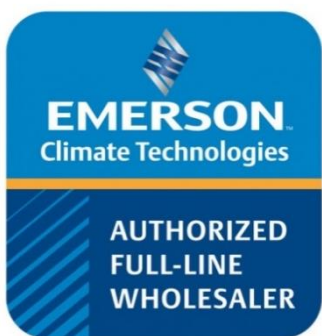
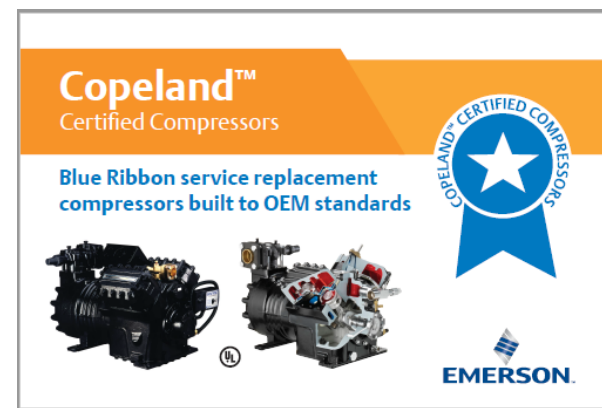
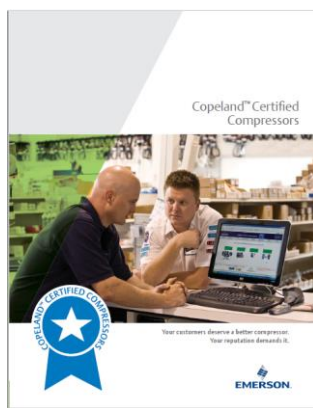


Copeland Certified Marketing Resources

- Copeland Mobile to access Copeland Certified compressors and parts
 - [Using Copeland Mobile to search for compressors and parts Marketing Bulletin 5-19](#)



- Copeland Parts Brochures and compressor banner and flyers



For all technical related questions or support contact the following number:

1-937-498-3926

Hours of Operation (8:00am-5:00pm EST)

Monday through Friday, Except Holidays

Or Visit www.emersonclimate.com for on-line brochures, Bulletins, videos, and general product information



What To Do If Competitors Shows Up

- Provide the Discus reliability and value story
 - Reliability remains the #1 purchase driver before 1st cost
- Explain the higher cost of energy when compared to the one-time lower cost of considering a reed-compressor
- Promote Aftermarket Support – the “Best” Authorized Copeland Wholesalers in the business
- Discuss Copeland’s leadership position in the industry
 - New technology innovations
 - Installed base
 - Support for applications and technical questions
 - Contractor teardowns to determine cause of failures and sharing an understanding of compressor performance

If lower efficiency and cost are still required.....provide 4R/6R Copeland compressor

Summary

- Copeland Semi-hermetic compressors manufactured by Copeland to the latest Emerson Engineer guidelines
- Copeland semi-hermetic compressors are UL approved, provides peace of mind, fewer customer call backs, highest efficiency ratings and
- Copeland marketing tools
 - When your reputation is on the line use Copeland manufactured compressors. If you use a rebuilder you never know what you are getting.
- Questions?