

Hoffman

COOLING

SPECTRACOOL SLIM FIT AIR CONDITIONERS

WHY SPECTRACOOL SLIM FIT

- Created as a direct replacement option for European-style air conditioners (no plenums needed) primarily to take advantage of the large MRO opportunities commonly found on OEM machine equipment shipping out of Europe

HOFFMAN ADVANTAGE

- Hoffman's SPECTRACOOL Slim Fit A/Cs match European-style A/Cs in fit, form and function while providing superior aftermarket support with 24/7/365 service availability and spare part turnaround typically shipping from the warehouse within 2 days

WINNING STRATEGY/SOLUTION

- Identify and Target MRO Opportunities replacing competitor air conditioners
- Position SPECTRACOOL Slim Fit as a new replacement alternative to European-style A/Cs that also offers superior features.
- Leverage Hoffman's superior aftermarket service program with Johnson Northwest to validate Hoffman's overall superior solution



COMPETITIVE BATTLE CARD

PRODUCT: SPECTRACOOL SLIM FIT VERSUS EUROPEAN-STYLE A/C

AUDIENCE/TARGET MARKET

Vertical Focus: Industrial Automation (MRO & OEM)

- Automotive Assembly Lines
- Machine Tools
- Material Handling
- Packaging Systems
- Paint Lines
- Robotics
- And more

Key Decision Makers

- Design Engineers
- Maintenance Managers
- Purchasing Managers

CUSTOMER NEEDS/OPPORTUNITY

MRO OPPORTUNITIES

- Customers want additional supplier alternatives to European-style A/Cs
- Opportunity: Replace competitor A/C that is near or past the end of its useful life (5-7 years)
- Opportunity: Frequent repairs occurring on competitor A/Cs can cost time and money
- Opportunity: Customers are having trouble getting spare parts to service competitor A/C units

OEM OPPORTUNITIES

- Provides a **UL-Listed** Hoffman alternative to competitor **UL-Recognized** A/Cs while matching/surpassing in fit, form and function at a competitive price

SUPERIOR CUSTOMER SUPPORT

- **Hoffman:** Over 6,700 infield Factory-authorized aftermarket service support experts available globally
Competitor R: Significantly fewer: only “Over 1,000 service engineers worldwide”
- **Hoffman:** Local Service and over 1,000 Cooling Spare Parts; available within hours
Competitor R: Parts can take up to 8 weeks
- **Hoffman:** 24/7/365 service availability (STRENGTH)
Competitor R: Known for poor service (WEAKNESS)

SELLING STRATEGY

MRO OPPORTUNITIES

- Identify customers w/European-style A/Cs
- Share information on SPECTRACOOL Slim Fit A/Cs as the new Hoffman A/C line created as a direct replacement matching competitor A/C cutouts
- Speak to Slim Fit’s superior features and competitive pricing
- Promote Hoffman aftermarket service support with 24/7/365 service availability and spare part turnaround typically shipping from the warehouse within 2 days

OEM OPPORTUNITIES

- For projects requiring European-style A/Cs, share information on Slim Fit as the new Hoffman European-style A/C product line
- Position Slim Fit as equivalent in form (aesthetics) and fit (cut-outs) while being superior to competitor A/Cs in function (cooling efficiency and features) to gain spec position

CORE DIFFERENTIATING FACTORS

	COMPETITOR R	HOFFMAN
Industry Standards	TUV UL Recognized	TUV UL Listed
Active Condensate Management	Some models require an external condensate evaporator available as an accessory that requires separate discharge tube and condensate collection bottle	Integrated internal condensate evaporator that uses a heat strip on all models
Filter Included	No	Yes (NA only); reusable aluminum mesh
Lifting Eyes	No	Yes; for easy mounting
Integrated Remote Access Control	Yes, <u>most</u> models have the option of shipping with a comm board installed	Yes, <u>all</u> models have the option of shipping with a pre-installed comm board
Communication Protocols	(1) TCP-IP, (2) SNMP V1.0, (3) SNMPv3, (4) TELNET, SSH, (5) FTP, (6) SFTP, (7) NTP, (8) DHCP, (9) SSL 3.0	Utilizes 5 most popular protocols in the global market: (1) Ethernet/IP, (2) USB using Modbus, (3) Modbus TCP, (4) Profinet, (5) Ethernet using SNMP

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