

Market Warms to Chiller Back-up



The technology utilised in Hitachi Chillers is first class. But what happens when a three-year-old installation unaccountably "misbehaves"?

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96kW - A New Definition of Portable!

The development of a "Portable" 96kW package unit has opened up a new market niche in WA.

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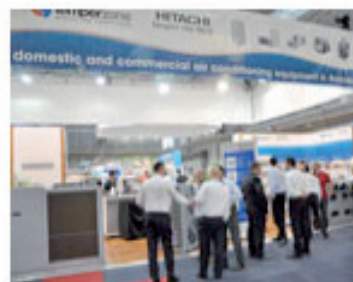
A Plum Future for Hitachi in Victoria

Temperzone News talks to Plum Heating & Cooling founder, Kyle Briggs, about the Hitachi brand and where he sees it heading.

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New Faces with a Wealth of Experience

News talks to three new faces in Temperzone's residential sales team: Simon Langstaff, Greg Liolios and Peter Boxall.

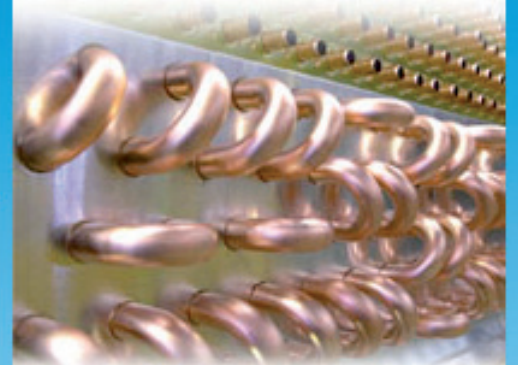
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ARBS Wrap Up

Temperzone has the view that ARBS is about relationship and communication more than about product.

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The Good Oil about Coils



Why Temperzone has been making its own coils for more than 50 Years!

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Next Issue

Hot Water Heat Pump units
Low Noise Fan Coil units for the Hotel Market.

As part of an overhaul of Temperzones web sites we will introduce you to the new Temperzone Trade Portal.

Market warms to Chiller back-up

The technology utilised in Hitachi Chillers is first class. But what happens when a three-year-old installation unaccountably “misbehaves”? That’s the situation that confronted the Temperzone service team a few weeks ago – but it wasn’t long before we came up with the answer. Temperzone News talked to National Service Manager Mark Howcroft about the solution.

When a reputable service company contacted Mark Howcroft recently, they presented him with an interesting problem. The issue concerned a Hitachi RCUP102 AU (360kw) Air Cooled Chiller which had been installed and commissioned some three years earlier.

Mark says that when he discussed the problem with the service company, there didn’t seem to be an obvious answer.

“THE PROBLEM BEING FACED BY THE BUILDING OWNER WAS THAT THE COMPRESSORS WERE SHORT CYCLING... NO SOONER HAD THEY STARTED THAN THEY’D STOP AGAIN.”

Although the compressors were short cycling, it became clear that the required operational conditions were being met within the building. “The service company wasn’t only concerned about the unexplained and so far incurable short cycling problem,” says Mark. “They were particularly worried about the possibility of damage occurring to one or more compressors under the short cycling conditions.”

Together with Product Manager, James Su, Mark Howcroft decided to visit the site to help the contractor diagnose and hopefully resolve the short cycling problem. Mark points out that if a problem can occur once, it can occur again elsewhere – so the best course of action is always to understand what can cause a perfectly serviceable piece of equipment to malfunction. “It gives us the depth of service insight customers have come to expect from Temperzone,” says Mark, “so it’s important to get it right as soon as possible.”

A SIMPLE SOLUTION TO A VEXING PROBLEM

When Mark and James visited the site, the solution soon became clear. “It turned out to be a simple capacity issue,” says Mark. In this case it wasn’t a typical example of a product being underspecified for the job at hand – if fact, it was quite the opposite.

“THE BUILDING DID NOT REQUIRE ANYWHERE NEAR THE CAPACITY THAT THE HITACHI CHILLER WAS DELIVERING... NO SOONER WOULD THE CHILLER LOAD



UP, THAT THE REQUIRED TEMPERATURE WOULD BE MET AND THE UNIT WOULD SWITCH OFF.”

The simple solution was to reduce the capacity of the Chiller by around 30%, via the Chiller’s programmable Controller. So the gratifying fact was that the Hitachi product’s technology included a built-in solution to the problem being experienced. Reducing the Chiller’s capacity resulted in a much longer running cycle time, thus eliminating the short cycling problem. Mark says that the service company was extremely grateful for the back up service from Temperzone and of course even more so when we eliminated the site problem.

LEADING EDGE TECHNOLOGY ACROSS THE RANGE

“Hitachi’s Chiller technology is excellent,” says Mark Howcroft. “The Hitachi range of air and water cooled chillers utilises Hitachi’s world-renowned screw compressors to deliver industry leading features.” These include low noise, small footprint and high efficiency – all sought-after advantages in today’s market. The units also utilise R-407C refrigerant, which has a zero ozone depletion potential thereby minimising each unit’s impact on the environment.

The latest range, which is now exclusively distributed by Temperzone in Australia, includes air cooled screw chillers from 200 to 652 kW and water cooled screw chillers from 125 to 300 kW.

Mark Howcroft concludes, “The product range is excellent and the quality that goes into it outstanding. Our mission is now to ensure the marketplace is confident in the service back-up provided. As Temperzone’s reputation for service is very highly regarded in the industry, the Hitachi product should soon be enjoying the profile it deserves.” Temperzone

The good oil about coils

is the only Australian air conditioning manufacturer building its own coils. But there's nothing new about that. In fact, Temperzone was founded as a specialist coil manufacturer back in 1956. More than fifty years later, the company remains an innovator in coil technology – and the reasons for 'going it alone' remain as powerful as ever.

The coil is one of the major parts of any air conditioning system and its design and construction can have a major affect on the performance. Temperzone design, construct and test all coils in house. They have been doing so since 1956 when founder Eric Kendall pioneered the local production of heat transfer coils for local manufacturing and industrial processing applications to replace European sourced coils. Soon, the new business expanded and Temperzone started manufacturing complete air conditioning units.

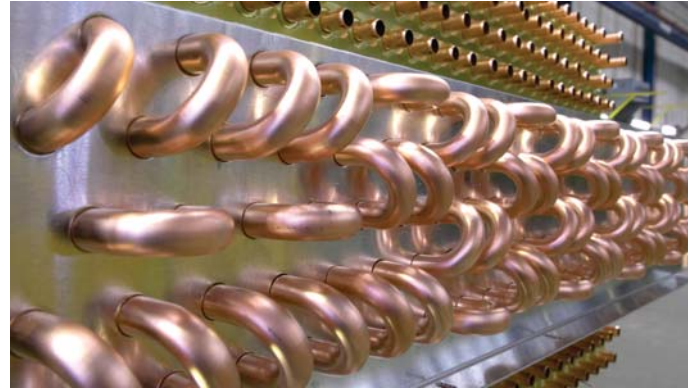
Temperzone's Sydney-based Production Manager Dave Clayton says that in-house coil production gives Temperzone a major advantage in the key areas of quality control, production lead time, design flexibility and production of equipment for high ambient applications.

Coil design and production is critical for air conditioning units in the Australian Market. "A smaller coil might do the job most of the time," says Dave, "but at Temperzone, we believe that the unit should be capable of performing at peak efficiency in high ambients when you need it most. When you get consistent ambient temperatures in excess of 40° C, Temperzone's larger coils will maintain efficiency when the compressors on many other units have ramped down."

IN-HOUSE COIL PRODUCTION DELIVERS CERTAINTY OF SUPPLY OF THIS CRITICAL COMPONENT. DAVE CLAYTON SAYS THAT "UNLIKE COMPANIES RELYING ON COILS FROM CHINA OR OTHER ASIAN COUNTRIES, TEMPERZONE CAN CONTROL THE SUPPLY CHAIN MORE EFFECTIVELY, WHICH IN TURN SHORTENS LEAD TIMES FOR AUSTRALIAN CONSUMERS."

"In house coil production has another important advantage... ..It means we have the ability to produce one off special units for specific installations. There are any number of reasons why an 'off the shelf' solution might not work – including temperature extremes and corrosive environments – and we have the flexibility to solve the problems internally."

Dave went on to say "Without doubt the most important advantage of in house coil production is the complete quality control it gives. The whole reputation of Temperzone has been built on the exceptional quality of our equipment."



PIONEERS IN PROTECTION

It's not just Temperzone's one off special units that can deal with tough conditions. With so much of Australia's population concentrated on our coastal fringe, Temperzone engineers were determined to take a lead in protecting coils against corrosion. That's why all Temperzone Split System Outdoor Units and the outdoor coils of Packaged Rooftop Units have an epoxy coated coil.

Harsh environments aren't restricted to mining towns in the red centre or waterfront villages.

"MANY EVERYDAY ENVIRONMENTS ARE SURPRISINGLY TOUGH... ..THE EFFECTS OF SALT LADEN SEA AIR, SMOG AND SULPHUROUS AIR CAN ALL ADVERSELY AFFECT THE WORKING LIFE OF EVEN THE BEST EQUIPMENT. WHILE COASTAL, HEAVY INDUSTRIAL AND GEOTHERMAL REGIONS STAND TO BENEFIT MOST FROM EPOXY COATING, THE VAST MAJORITY INSTALLATIONS WILL HAVE SOME GAIN AS SALT LADEN SEA AIR TRAVELS FAR INLAND."

Dave points out that Temperzone pre coats the fin material with epoxy rather than dip the whole coil unit. He also says the heat transfer ability of the coil is unaffected by the epoxy coating. "In fact," he says, "The efficiency of the coil is retained over a longer period of time, due to the greatly reduced rate of coil corrosion."

Dave also says that the hydrophobic qualities of the epoxy coating ensure water quickly runs off the outdoor coil. "This helps the unit to retain efficiency when the system is on heating cycle in damp conditions."

BENEFITS FOR EVERY STAKEHOLDER

Temperzone's advanced coil technology, including innovative epoxy coating, benefits everyone who comes into contact with the product.

"For the end user – the occupier of the building – the benefit is that the air conditioner performs to

optimum efficiency for a longer period, maintaining comfort levels and reducing running costs,” says Dave Clayton.

“The building owner benefits too, as the overall life of the air conditioner is extended, increasing value for money and resulting in an improved return on investment.”

96kW - A New Definition of Portable!

The ability to customise units from our standard range to suit particular applications has long been a major Temperzone plus. In this issue, we look at the 96kW portable unit developed by Temperzone in conjunction with our Western Australian distributor Airskill. Designed to be hired out as an emergency back up or special use unit, the unit is already being used in a variety of industrial environments.

With 35 years as a specialist supplier of air conditioning equipment to Western Australian Industry, Airskill has a reputation for outstanding customer service and strong technical back up. Customers know that Airskill will go out of their way to come up with a solution tailored to their needs – and some of them are very large companies indeed.

THE BIG AUSTRALIAN CUSTOMER

When it comes to customers, they don't come any larger than BHP Billiton. The company approached Airskill when they were trying to source a large package unit to be used for mobile spot cooling for their workshops and other applications at their Mt Keith mine.

Airskill's Sales Manager Stefan Martorana says that after discussing BHP Billiton's needs with them, Airskill and Temperzone's technical brains got together to develop a concept to suit their application.

“Of course, we had to consider the very specific requirements for the equipment itself,” says Stefan, “but at the same time we had to make allowance for the extremely harsh environmental conditions.”

“OUR INTENTION WAS TO PROVIDE A UNIT THAT WOULD NOT ONLY MEET OPERATIONAL REQUIREMENTS IN THE MINE'S ENVIRONMENT, BUT ALSO HAVE THE NECESSARY SAFETY FEATURES TO PROTECT THE EQUIPMENT FROM OPERATING OUTSIDE ITS NORMAL OPERATING ENVELOPE.”

The conditions couldn't be much harsher. The unit is required to operate at up to +50°C ambient while being

“Specifiers benefit too. They can confidently recommend a product with long term proven benefits.”

Interestingly, it all goes back to the company's earliest days when it opened its doors as a specialist coil manufacturer. You can't help thinking that the late Eric Kendall would be very proud of the products bearing the Temperzone name today.



configured for 100% fresh air. It also has to meet the specified requirements of IP66 VSD for the supply air fan, complemented by full manual adjustability to provide flexible airflow.

FACTORY FITTED MODIFICATIONS

Stefan says that BHP Billiton also required an additional safety controls package to be incorporated into the unit, including phase rotation & even run time management for the compressors. “There were many more factory fitted modifications to the standard 96kW unit,” adds Stefan. “For example, we included an electronic thermostat with remote sensor and condenser coil guards for mechanical protection.” The specification of these particularly robust units developed for Airskill's important customer also includes factory fitted isolators and heavy duty filters, and each unit is mounted on a transportable base frame

MULTITUDE OF USES

The 96kW portable unit developed for BHP Billiton's Mount Keith mine will be used primarily for the cooling of their workshops. However, by using the relevant duct it can also be utilised for supplementary cooling of any building or as an emergency unit in the event of breakdown. “With the development work having been completed, we can now hire the powerful 96kW unit to other customers with similar requirements for supplementary units in harsh operating environments,” says Stefan Martorana.

AIRSKILL'S MOTTO: MORE OPTIONS, MORE SOLUTIONS

Living up to their motto of “more options, more solutions”, Airskill sees its partnership with Temperzone as an essential ingredient in maintaining their reputation in Western Australia. “Our mission is to be recognised by the market as providers of quality equipment, with exceptional advice, technical backup and service,” says Stefan Martorana.

“WE ARE COMMITTED TO DELIVERING THE LATEST AND TECHNOLOGICALLY MOST SUITABLE PRODUCT RANGE AVAILABLE

FOR EVERY APPLICATION. WORKING WITH TEMPERZONE, WE KNOW WE CAN LIVE UP TO OUR CUSTOMERS' EXPECTATIONS.”

NEW GROUND FOR TEMPERZONE

The development of the 96kW portable unit was an interesting challenge for Temperzone’s technical team. “The unit is unique and represents a completely different application for Temperzone product,” says Dave Clayton from Temperzone. “It was a great opportunity to work hand-in-hand with our Western Australian partner and develop a customised solution for arguably Australia’s best known company.”

Hitachi’s heroes see bright future

Plum Heating & Cooling is the largest residential Hitachi Air Conditioning dealer in Australia. Temperzone News talked to founder Kyle Briggs about the Hitachi brand and where he sees it heading now that Temperzone is managing its Australian distribution.

Plum Heating & Cooling’s founder Kyle Briggs knows a thing or two about air conditioning. As soon as he’d completed his trade qualifications as a plumber, Kyle moved into the air conditioning industry. After working for other companies for more than a decade, he took the big step of starting his own business 18 years ago – and has never looked back. Operating from a head office in Point Cook and a second branch in Boronia, the family business has served over 15,000 satisfied customers, not only in Melbourne’s western and eastern suburbs, but also from all around Victoria. The company has maintained an impressive growth rate of 20% a year since its foundation, and now employs some 23 staff at its two outlets.



Kyle Briggs says that the company has always strived for customer satisfaction. He says, “A large part of that process has been strategically selecting the highest quality heating and cooling systems for each application. It’s the key to maintaining a consistently high standard of excellence.”



PROFITING FROM HITACHI TECHNOLOGY

Plum Heating & Cooling started recommending Hitachi domestic product over five years ago.

“THE HITACHI PRODUCT RANGE OFFERS THE VERY LATEST JAPANESE TECHNOLOGY IN A PRODUCT THAT WORKS WELL IN AUSTRALIAN CLIMATIC CONDITIONS... ..WE’VE FOUND THAT THE HITACHI UNITS ARE VERY RELIABLE IN SERVICE – AND THEY REPRESENT EXCELLENT VALUE FOR MONEY TOO.”

The team at Plum Heating & Cooling finds that the Hitachi split systems are easy to sell because they are amongst the most efficient on the market, with the highest star rating of similar products available. With rising energy costs very much in the public eye, it’s likely to become an increasingly critical factor in every consumer’s decision making process. The 5-year warranty offers further reassurance to homeowners evaluating different proposals at the time of purchase.

The Hitachi ducted range also has a number of advantages. Kyle Briggs says that the 18kw single phase units are popular because many competitive units require 3-phase power. “This can be a real problem in some areas,” says Kyle, “particularly in those where 3-phase power simply isn’t available – a surprisingly common problem.”

Another plus is the advanced noise reduction technology which benefits homeowners and their

neighbours alike – a very important advantage where people are living in urban areas in close proximity to their neighbours.

BRIGHT FUTURE WITH TEMPERZONE AND HITACHI

An important aspect of Plum Heating & Cooling's business is its dedicated air conditioning service department, which helps owners of various different makes of air conditioning units, not just the products it sells.

“THE CHANGEOVER TO TEMPERZONE DISTRIBUTION IS A VERY POSITIVE STEP... BECAUSE WE HAVE THE PRODUCT AND SPARE PARTS WAREHOUSING BEING CONTROLLED BY A LOCAL COMPANY THAT FULLY APPRECIATES THE NEED TO MAINTAIN GOOD STOCKS OF ESSENTIAL SPARE PARTS AND POPULAR PRODUCTS FROM A CENTRALISED AUSTRALIAN DISTRIBUTION CENTRE.”

For all these reasons, Australia's leading domestic Hitachi Air Conditioning dealer is very optimistic about the brand's future. “Our mission is to always



deliver quality advice, service and products,” says Kyle Briggs. “We see the Hitachi product range playing a key role in our future because it offers quality in manufacture, reliability in service, Japanese innovation in technology and now, distribution by an acknowledged leader in the Australian industry. It's the best of all possible worlds for today's domestic air conditioning consumer.”

New Faces with a Wealth of Experience

Temperzone's new residential sales team will have the responsibility for growing the Hitachi brand's presence in the domestic market. To get the job done, we'll be relying on an outstanding team built on the principal that “there's no substitute for experience”. In this issue of Temperzone News we meet three new members and talk to them about the future of Temperzone's Residential Partner Program.

SIMON LANGSTAFF, NSW

Simon is typical of the people we're looking for to join the Temperzone team. He's spent his entire working life in the air conditioning industry. He started his career in a hands-on trade role, completing his apprenticeship as a sheet metal worker with a cooling tower manufacturer.

Ten years ago he successfully made the transition into sales – and he's never regretted the move. Simon sees the Residential Partner Program as the key to setting up a network of outstanding and knowledgeable Hitachi dealerships. “We will be looking for quality, not quantity,” says Simon, “with the objective of building a loyal customer base.” He believes that loyal dealers will be an essential factor in building the Hitachi brand in Australia, adding that the concept is already showing its potential.



Simon Langstaff

“THE PROGRAM GIVES PEOPLE A STRONG ALTERNATIVE TO PURCHASING THROUGH RETAIL OUTLETS.”

Away from Temperzone, Simon is a family man with an 18-month old son. A keen fisherman and 4WD club member, he's looking forward to the day when his young son will be able to join him in his hobbies.

GREG LIOLIOS, VICTORIA

Greg has recently joined the Temperzone team from Fujitsu General. His long career in the industry commenced after he completed a mechanical engineering course specialising in air conditioning in 1985. After fifteen years with just two employers, Greg decided to take some 'time out' from the industry, gaining Microsoft Certification and working in the IT industry for six years – a time which, says Greg, gave him the benefit of a broader perspective on business life. "But I never lost contact with some good friends I made in the air conditioning business," says Greg, "and when a phone call came from a former colleague about Temperzone's plans, I realised I wanted to be part of it."

Greg sees the Residential Partner Program as a vital stage in Temperzone's evolution as the company goes forward with a two brand strategy.

"THESE ARE EXCITING TIMES... ..WE'RE TAKING THE PROGRAM TO THE MARKET AND OFFERING IT TO NEW AND EXISTING CLIENTS. IT'S BEEN VERY PROFESSIONALLY PUT TOGETHER - AND WE'RE GETTING GOOD RESULTS FROM BOTH GROUPS AS A RESULT".



Greg Liolios

After working at Temperzone all week, weekends can often see Greg working his second job – that of 'weekend taxi driver' as he ferries his son and daughter to their weekend sporting activities. He still plays social badminton, enjoys walking and playing tennis with his wife & kids to maintain his fitness – always a challenge when kids take over your weekends.

PETER BOXALL, QUEENSLAND

Pete Boxall's another man to bring vast air conditioning industry experience to the Temperzone team. After completing his apprenticeship in the electrical trade, Pete looked for an opportunity to use his knowledge in a sales role. An offer to join Email became Pete's introduction to the air conditioning industry – and he's now been in the business for more than 40 years! Working at Sales and State Manager level for several high profile air conditioning companies, Pete says he has always had the greatest respect for Temperzone and is looking forward to the opportunities offered by his new role.



Peter Boxall

"Getting a network of strong Hitachi dealerships up and running is an exciting project," says Pete. "The Residential Partner Program is the right direction for the company to take."

"TEMPERZONE NEEDED AN ENHANCED RESIDENTIAL RANGE, AND IT WOULD BE HARD TO FIND A BETTER PRODUCT THAN HITACHI – IT COMPLEMENTS THE EXISTING TEMPERZONE PRODUCT LINEUP SO WELL."

Pete believes that Temperzone's distribution and product backup prowess will give the Hitachi brand the profile and sales growth it needs to fulfill its true potential in the Australian marketplace.

When Temperzone News contacted Pete Boxall, he'd just flown in from Dubai where he'd been visiting his son who currently works in the Emirates. In fact, Pete's credentials as a family man are as impressive as his air conditioning experience – with 3 adult children and 11 grandchildren, who could say otherwise?

ARBS Showcase

ARBS means different things to different people. Historically Temperzone has the view that ARBS is about relationship and communication more than about product. ARBS 2010 was no departure from this philosophy.

Of course we wanted to showcase the combined Temperzone Hitachi product range. ARBS was the first opportunity for us to show off what is now the most comprehensive range of air conditioning equipment available from one national supplier in Australia.



We also wanted to highlight our new Residential Partner Program which is currently being rolled out nationally. ARBS let us make a clear statement to the industry that we are serious about the residential market.

There has been a lot of interest on chillers recently and we wanted introduce Hitachi chillers to the local market. Hitachi is a major chiller manufacturer but their product is not well known in Australia.

Our primary focus was however, on our customers (and hopefully some prospective customers). ARBS offers a great opportunity to sit down and have a coffee or a bite to eat with customers without the pressure of the telephone or normal work schedule. We find it promotes an excellent two way flow of information. That is why we have around 20 staff from around the country on the stand each day. It's also why we served over 1500 light meals and the same number of coffees.

In a working world dominated by email and the mobile phone, having 15 minutes to sit and talk with



a customer about what's happening in their world, is an invaluable opportunity.

Having ARBS in Sydney also gave us the opportunity to take customers on a tour of our Sydney manufacturing plant. We like to keep these tours quite small to ensure everyone has access to quality technical information. Even so we bused over 150 people out to Blacktown and back during the 3 days at ARBS.



Was ARBS a success and will we be back? From a relationship building and communication perspective ARBS was a great success. Did we sell heaps off the stand? No, but we didn't expect to sell anything. Yes, we will be back at ARBS 2012 in Melbourne and we are looking forward to the experience.