

TACONY CORPORATION ENTERS ZONE HEATER CATEGORY WITH PREMIER UNITS FROM ITS FACTORY IN ST. JAMES, MISSOURI

After two years of research and evaluation of the booming zone heater market, Tacony Corporation is proud to introduce its Riccar Summer Breeze and Simplicity Cozy Home zone heaters. Unlike other heater manufacturers with vague and often overlapping distribution strategies, Tacony's zone heaters will be available only through Authorized Simplicity and Riccar vacuum dealers.

By selling Tacony's heaters, you'll now have the chance to profit in a big way from the growing consumer demand for zone heaters without worrying about your sales being stolen by an Internet seller or another outlet right down the street. Never again worry about where your same heaters will show up and for what price.

There are many reasons why this is a great business to be in, as well as many reasons why Tacony's new zone heaters are the best in the industry. Here's an overview of some of the benefits:

New Customers into Your Store

Other companies are spending millions of dollars on advertising to create a big demand for heaters. But there are plenty of people who won't spend hundreds of dollars to buy something online or even over the phone that they haven't seen for themselves.

Many dealers who have been in the heater business for a few years mention that one of the best parts of the business is the fact it brings a new type of customer into their stores. These customers will come in for a heater and say things like, "Wow, I didn't know you could buy a vacuum somewhere other than at a big box store. The next time I need one, I am definitely coming back here!"

Plus, the lower heating bills arriving each month will be a regular reminder to your customers about how smart they were to buy a heater from you. These customers will brag to their friends and family about their new heaters and your store, creating great testimonials and word-of-mouth advertising.



Sell a Payback, Zone Heaters Save Money

All good salespeople know, when you can sell a true payback, it's a slam dunk. Well, the exciting news about zone heaters is that you can absolutely prove a consumer's return on investment through the reduction in home heating bills. Zone heaters don't cost your customers money, they save your customers money!

When you think about it, most people typically spend the majority of time at home in just a couple of rooms. With a Riccar or Simplicity zone heater, your customers can lower the thermostat on their home's furnace a few degrees and use the heater to warm the area they are in. Even a slight reduction in the temperature of the rooms not frequently occupied can dramatically reduce overall heating costs. By using zone heating and only paying for heat where it's needed, your customers can save hundreds of dollars a year!

The Most Effective and Attractive Heater on the Market

The Summer Breeze and Cozy Home zone heater features an exclusive stainless steel resistance-style heating element with a finned design for optimal heat exchange. What's more, unlike bulbs that are typically rated for up to 5,000 hours

of operation or less, the unique heating element is designed to last at least 5 times longer with a 25,000+ hour rating! And Tacony's zone heaters provide 1,000 square feet of even floor-to-ceiling heat without drying the air.

Why just have a zone heater when you can have a piece of furniture that doubles as a heater? With 100% real wood construction, faux cabinet door knob, mission-style lines and four defined legs to disguise the caster wheels, the Simplicity and Riccar zone heaters are designed to blend into any room as a piece of furniture. Available in both oak and cherry finishes, there's a Tacony heater that's right for every home.

Our heaters are the perfect height to function as an end table next to a chair or couch and are sturdy enough to support at least 250 pounds. Plus, unlike most heaters, the Tacony heaters are finished on all four sides, so there's no need to hide the back side up against a wall.

Tacony Heaters are 100% Safe and Cannot Start a Fire

Unlike heaters where there's access to the heating element, Tacony's heaters cannot start a fire. When a heater uses bulbs, coils, etc., a fire can result if something flammable comes in contact with the heat source. The design of the Cozy Home and Summer Breeze heaters prevents anything from getting into the chamber that holds the heat source and therefore cannot start a fire. Plus, the entire heating element chamber does not come in contact with the wooden sides or top of the heater. As a result, the wooden cabinet of the heater is cool to the touch.

Made in the USA

While there are many heaters coming from China today, there are just a few

zone heaters who get to proudly claim Made in the USA! All Tacony heaters are built right alongside our vacuums at our factory in St. James, Missouri. With consumers calling into question the safety of products coming in from China, the Made in the USA designation on Simplicity and Riccar heaters provides an additional level of confidence in the safety of these zone heaters.

Tacony Zone Heaters are Fully Integrated into the Simplicity and Riccar Dealer Programs

In addition to offering real protection, unsurpassed performance and durability and gorgeous good looks, these new zone heaters also come with many of the perks Simplicity and Riccar dealers have come to enjoy.

Here are just a few of the benefits:

Free Freight: Tacony will pay the freight on Riccar or Simplicity heaters when the heaters ride along with a vacuum order that qualifies for free freight.

Annual Rebate: Dealers' heater purchases will count toward the total purchases figure that's used to calculate annual rebates.

Co-Op Contribution: For every heater purchased, Tacony will add \$5 to co-op advertising accounts for dealers to advertise Simplicity or Riccar in their local market.

Tacony will begin full production of the zone heaters in August and will be shipping in time for the fall selling season. Riccar and Simplicity are pre-selling the early production of the Summer Breeze and Cozy Home heaters on a first-come, first-served basis.

Call your Riccar sales representative at **1-800-2-RICCAR** or your Simplicity sales representative at **1-800-659-5052** to get your new zone heaters on order!

