

Luxaire® Outfits You for Success Like No Other HVAC Company—with the New Build-A-Brochure Program.

Build a better brochure—quickly and easily. With the Luxaire *Build-A-Brochure* program, you can create high-quality, custom brochures right on your own computer. With *Build-A-Brochure*:

- ▶ You get professional-looking materials in a matter of minutes and at a fraction of the cost!
- ▶ You put the spotlight on your company, your people, and your service!
- ▶ You produce only what you need, avoiding costly inventory and waste of printed materials!
- ▶ You can save and update materials at any time—without taking up drive space on your computer!
- ▶ An easy, modular text and photo database puts accurate information at your fingertips—and keeps your work to a minimum!

Luxaire *Build-A-Brochure*. The innovative, cost-effective way to deliver exceptional, personalized sales materials to your customers. To find out more, visit www.upgnet.com.



Luxaire® Build-A-Brochure

Helping You Build Your Business with a Full Range of Cost-Effective Custom Sales Materials.

Setting The Performance Standard.

LUXAIRE
HEATING • AIR CONDITIONING

036-11687-001 (0202)

Unitary Products Group
5005 York Drive, Norman, OK 73069
www.luxaire.com

Supersedes: Nothing.
©2002 Unitary Products Group. All rights reserved.
Subject to change without notice. Printed in USA.

Setting The Performance Standard.

LUXAIRE
HEATING • AIR CONDITIONING

In the time it takes you to read this page, you could click your way to a completed brochure!



For Luxaire® Liberties Dealers, It's Just That Fast and Easy!

Get the *perfect* sales tool for the *exact* message you're trying to present, when you need it, with the revolutionary Luxaire *Build-A-Brochure* program. This easy-to-use program lets you put together your own custom brochures fast—right from your own computer! Developed exclusively for Luxaire Liberties Dealers, our *Build-A-Brochure* offers a web-based system that can be easily accessed through our dealer extranet.

Another Innovation from Luxaire.

Luxaire is the only HVAC manufacturer who offers a program like this—it's just one more way we show you our support and put the power of our brand message behind your selling efforts.



Accurate Information. Instant Access.

Build-A-Brochure allows you to access the most up-to-date and accurate information, product photos, lifestyle photos, and pre-written text. This way, you can select the exact information you need and choose images that fit your sales region.

Delivered Any Way You'd Like.

Designing instant, personalized brochures allows you to reduce production, printing, and storage costs for your sales materials.

Once you've downloaded your finished brochures, you can print them on your own printer, email them directly to a potential customer, or send them to a professional printer for higher quality/larger quantity output and delivery.

Place Your Company Logo in the Page Header.

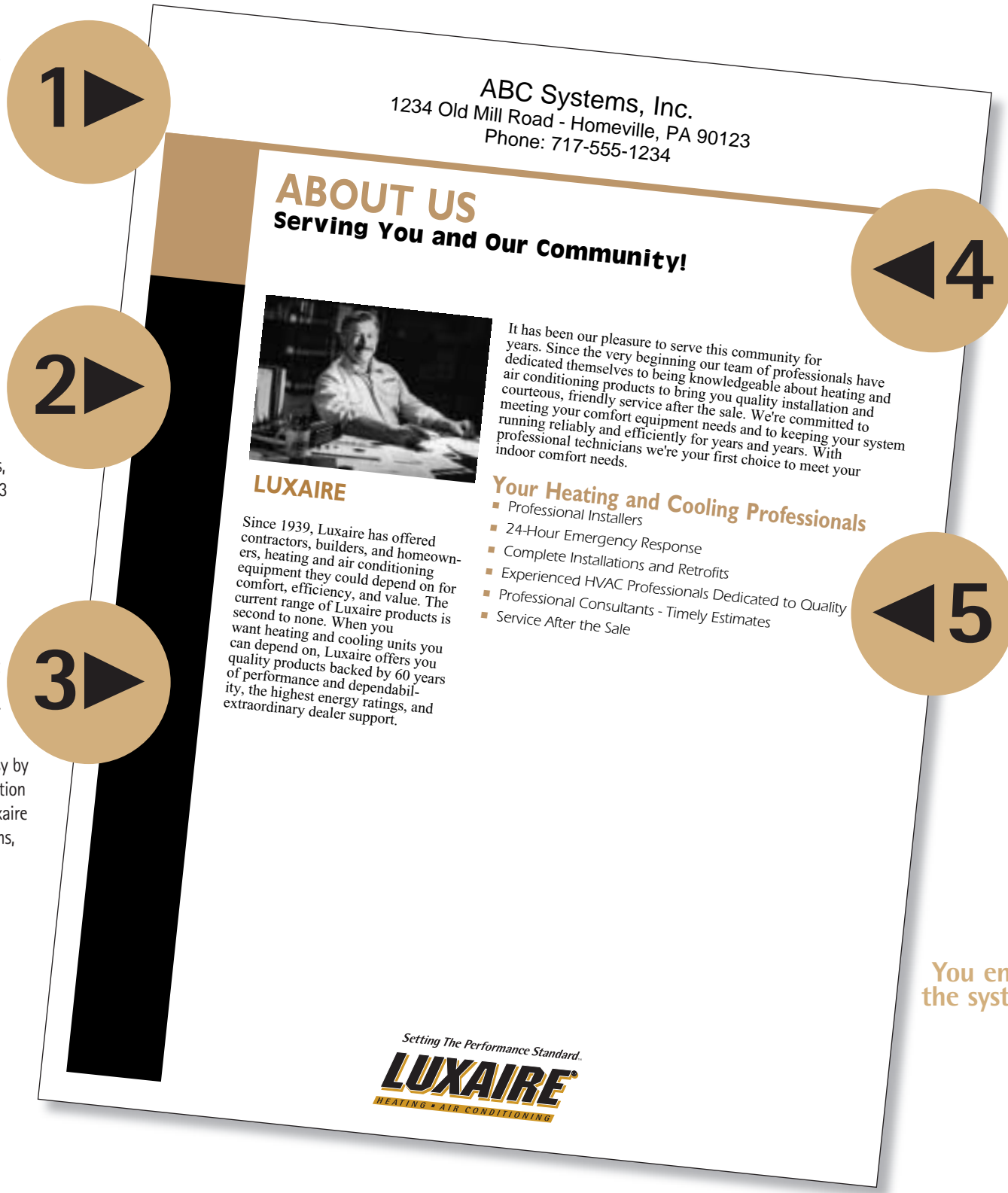
Place it on every page to let your customers know who you are.

Select from Our Supplied Photos—or Upload Your Own!

We supply "main" photos, or you can upload up to 3 shots of your dealership, or staff, or whatever!

Accurate, Luxaire-Specific Text is Supplied for You.

We keep it quick and easy by providing all the information you need—about the Luxaire brand, consumer programs, products—you name it!



It's Quick and Easy. Try It Today!

To start using *Build-A-Brochure*, just go to www.upgnet.com. Click on the BUILD BROCHURE icon, and begin building your first brochure—not to mention a better business!

Choose an Attention-Getting, Customizable Headline.

It's quick and easy for you—no matter if you're creating a company brochure, a home show handout, or a custom product brochure!

Prewritten Text That's Easy to Customize for Your Dealership.

We give you a head start on telling your story with handy dealer text templates.

And, our "fill-in-the blank" screens make it easy to plug in your information.

The basic information—name, address, phone—will be there as soon as you log on. Simply follow the instructions and we'll guide you every step of the way.

There's even handy on-line "Success Tips" to help you make the most of your company's sales materials. Just look for this icon, then be sure to "press for success!"

Outstanding Custom Brochures Are Just a Few Clicks Away.

All you need is a computer and Internet access and you can have high-quality brochures on demand.



You enter the system



Database



Finished brochures