

## James Stuart

Logicool are pleased to announce the appointment of South West based Technical Sales Engineer; James Stuart.

James will work alongside Steve Hardiman and will strengthen our presence in the South West.

James started in the trade at Hussman as an engineer. He then went on to work in Distribution and Direct Sales where he had a lot of success. Since then James has been in contracting and has decided to move back into a role which he has more passion for. As Logicool are technically biased, this suits James' skillset and we look forward to him being a success in the months and years to come.

## Panasonic enlists Logicool for air conditioning distribution

In a bid to further increase product awareness, sales opportunities and long-term company growth, Panasonic has recently signed a distribution agreement for its superb quality air-conditioning ranges with Logicool Air Conditioning Distribution Ltd.

Recent Product Distributor of the Year winners at the ACR News Awards 2012, Logicool, is known within the air conditioning industry as one of the top distributors for some of the most widely recognised heating and cooling brands within the UK.

"The Panasonic brand has a strong appeal to Logicool and our ethos of high quality product linked to customer service. The equipment has an excellent reputation and the image of the brand itself needs no clarification. With this addition we



Marc Diaz (left), with Karl and Gill Richardson

feel that we have broken the mould in this industry by supplying only top quality brands in our portfolio", says Karl Richardson, Founder and Managing Director of Logicool. "With such super-efficient products at our disposal and subsequently a wider audience reach, we are very much looking forward to developing a strong and successful partnership."

Since the agreement, Panasonic has worked together with Logicool's dedicated sales and technical teams to ensure that all employees are fully trained on its air conditioning products. The ranges, which include the Etherea with the new Econavi system, are specifically designed with energy efficiency at the forefront.

"Joining Logicool's product base was the next logical step for our

air conditioning range", comments Marc Diaz, UK Country Manager at Panasonic. "Developing our nationwide distribution network has been one of our key goals for 2012 and we are delighted that Logicool will be working with us to grow our air conditioning sales in the UK. Their customer service is well regarded in the industry and judging by the level of sales enquiries, they and their customers are certainly going to be keeping us busy."

Panasonic has an enhanced range of air conditioning and heating products in the UK market, all of which will be available exclusively through Panasonic's approved distributors.

For more information, please visit [www.logiccool-ac.com](http://www.logiccool-ac.com)  
e-mail [karl@logiccool-ac.com](mailto:karl@logiccool-ac.com)  
or call 01283 218277

# EuP Lot 10 - What Next?

Further to the article we published in our Summer Edition it is clear that there is still a lot of the trade who are not aware of the new regulations affecting equipment supply in our industry effective January 2013.

Logicool have taken steps to publish information via Trade Press, Newsletter, website, email and in person and we are surprised that most people who we encounter do not know about EuP Lot 10.

To repeat, this is a European Legislation designed to improve the overall design and operating efficiency of all air conditioning products in Europe from January 2013.

This means that almost all split air conditioning products current on sale in the UK (as part of the EU) have a shelf life of three to six months. Following this they will be replaced by higher specification, higher priced equipment with higher efficiencies and lower running costs for the end-user.

“Standard” Commercial Inverter systems (lower priced cassettes with energy ratings of B and below for example) can no longer be imported into the EU. They are being replaced wholesale by all manufacturers with re-engineered versions of their current “Premium” ranges. In the case of Hitachi the ES range which has typical B and C Energy Ratings is going to be replaced with a new Improved IVX with new SCOP ratings of A or A+.

Manufacturers are also replacing their current “Premium” ranges with new higher efficiency models. This is due to the EU ensuring that the energy efficiency targets for the next six years are tougher to achieve. The new models will typically be A+ or A++ rated ensuring their supply within the EU until at least 2014/2015 (see chart).

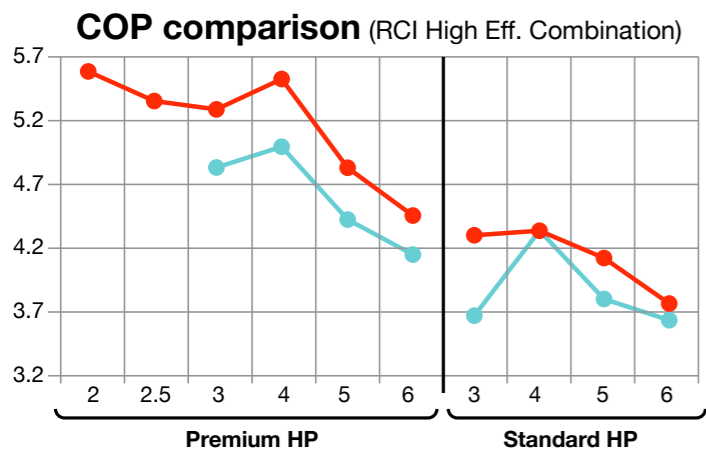
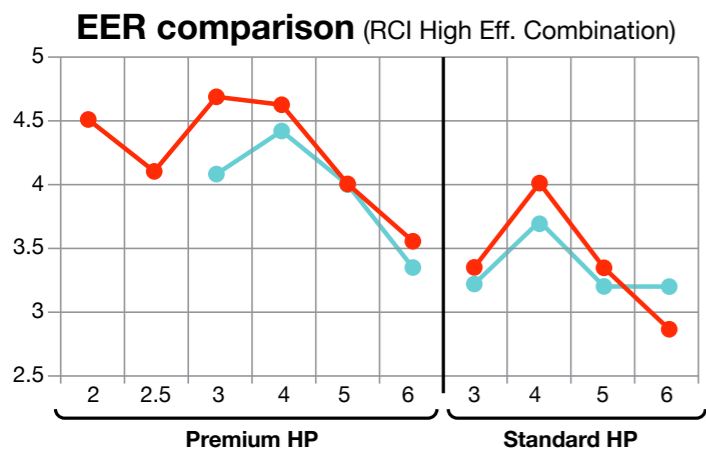
## What are Logicool doing that is different?

Logicool have been pro-actively increasing awareness to both customer and the general trade. We have been actively lobbying our manufacturers for information and advice and our efforts have been noticed by The Carbon Trust who included Logicool in their research for new ECA criteria effective September 2013.

We are currently spending a lot of time ensuring that all the new technical data is ready and available for our staff and customers. We are proud to announce the sale of the first new EuP compliant Hitachi IVX product in the UK which was a direct result of a customer needing a low height (less than 900mm) 10kw VRF with high efficiencies and three indoor units with independent control.

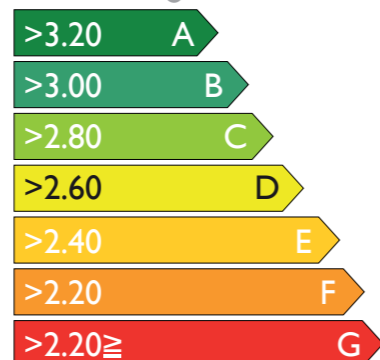
From November 2012, we are advising all of our customers to be cautious with their project pricing as it is likely that anything that is being tendered for a 2013 installation will be subject to different equipment, different (albeit improved) specification and a higher capital cost.

Finally, we are putting the finishing touches to new Price Guides. We will no longer be advertising at “nominal

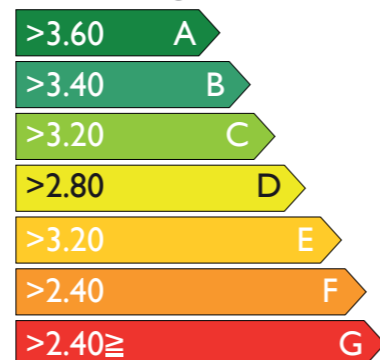


Primary changes are a shift from EER and COP to SCOP and SEER (S = Seasonal). This means that the systems we sell in the UK will be tested to design conditions that more accurately reflect our climate as opposed to a hotter climate which is what the current testing condition is.

### Old cooling label



### Old heating label



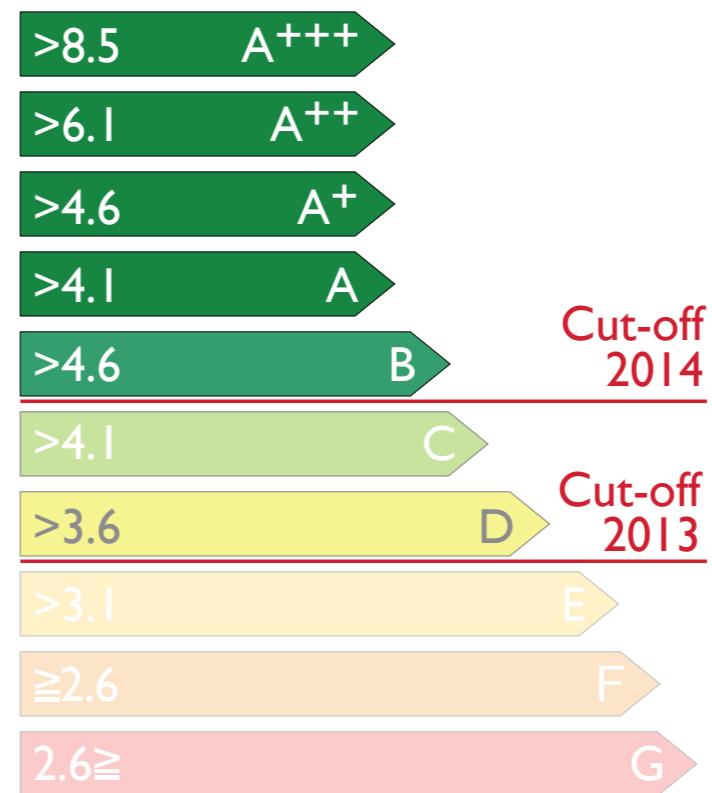
conditions” and will instead focus on a UK condition and a maximum system output. Many contractors still quote in the same manner as when Fixed Speed systems were available and due to this we feel that advertising at conditions to suit this viewpoint will increase business for us all and ensure that we uphold our side of the bargain in providing the correct advice for selecting and the correct air conditioning system to suit the application.

## Hitachi breakthrough - all splits now mini-VRF

Hitachi are the first manufacturer within the Logicool portfolio of products to announce their new models and products will be entering the UK for immediate supply in November/December.

The good news for Logicool and our customers is that all commercial split systems are Utopia IVX. This means

### New cooling label



that all of our splits systems are also a potential Mini-VRF (including the Centrifugal Ducted condensing unit) with the ability to connect up to six indoor units to one 14kW split system condensing unit. The condensing units can still be used as a one-to-one split system but when you add additional indoor units the possibilities and flexibility put all of the competition firmly in the shade as none of the below features are available from any other manufacturer in the industry.

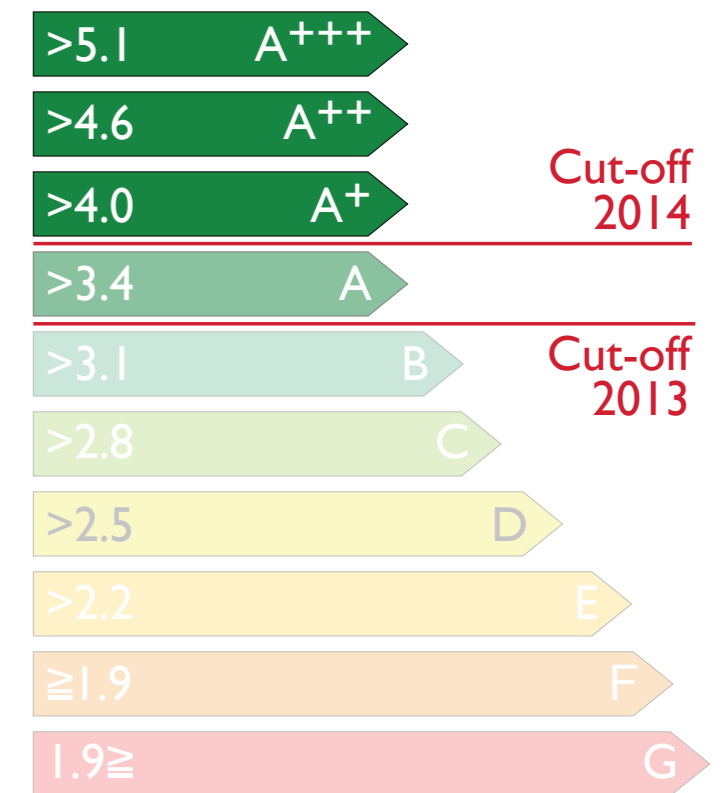
## “Another price increase! Sales are going to be down next year!”

Not necessarily. Prices are going to increase but energy efficiencies will also be higher. It will cost less to run a typical system. For example a current 7kW Hitachi Cassette systems retails at around £1375.40 or around £2750.00 installed (assuming install cost at x2). This, like most current “Standard Inverters” does not qualify for Enhanced Capital Allowances (ECA).

A new system is expected to be around £1450.00 or £2900.00 installed. That’s an increase of £150.00 to the end-user. However, this is expected to be ECA approved which means the end-user can offset the taxable cost of the installation against their pre-tax profits.

In addition, the running costs, are expected to be around 20% less than existing.

### New heating label



Logicool lifecycle analysis of a typical office with a 7kW cassette installation at current electricity rates and 50% part load is likely to be as much as 20% less to the end-user.

We all operate in an industry which is being driven by energy efficiency and regulation. Smart selling should increase our sales and profitability if we can ensure that the operator of the equipment is aware of cost savings outside of the initial installed plant quotation.



## Ventilation



# HITACHI

## KPI Active Heat Exchanger

New KPI Active Heat Exchanger model now available with unique DX Split System connection offering free cooling and high COP's

Features and Benefits

- Up to 2000m<sup>3</sup>/hr
- All units single body
- All units single spigot
- Energy Recovery or Heat Recovery models available
- 2000m<sup>3</sup>/hr model only 525mm high

### KPI-Energy, Heat Recovery and Active models

**Airflows from 250 to 2,000m<sup>3</sup>/h**

The Hitachi heat recovery ventilation system (KPI) adjusts the temperature and humidity of incoming fresh air to match the indoor environment

#### Low noise level

The fan motor is the only moving part resulting in low noise levels of 26dB(A) (NR28)

#### Highly efficient exchanger with the following features

Fresh air supply for indoor environments

Energy recovery ventilation between supply and extract air supplies (forced energy exchange mode) efficiencies up to 78%

Automatic ventilation (KPI controls which mode to operate within to achieve maximum energy efficiency)

Ventilation mode (forced bypass mode)

As a consequence of the energy exchange during the summer period, the cooling load can be reduced by up to 20%, minimising both capital and running costs

#### Maintenance

Easy access hatches for the heat exchanger, motor, fans and electrical box allow in situ maintenance as standard control option

Individual control or interfaced with Hitachi System Free fan coil

Compatible with H-LINK II Control and CS Net Web.

### None of the leading competition offer all this.

As a professional, if you pride yourself on Design and Build projects and offering advice and options to your clients, ask yourself why you are not considering Hitachi.

Product Summary	KPI Energy Recovery	KPI Heat Recovery	Active API
Model	KPI-E3E (1)	KPI-H3E (1)	KPI-X3E (2)
Air Volume (m <sup>3</sup> /min)	250 ~ 2,000	500 ~ 2,000	500 ~ 1,000
Total Enthalpy Heat Exchange	✓	✓	✓
Sensible Heat Exchange	✓	✓	✓
Bypass Ventilation	✓	✓	✓
Free Cooling	✓	✓	✓
DX Coil	-	-	
EC fans - EuP Lot 11 2nd Tier Compliant	✓	✓	✓
Automatic Ventilation via CO <sub>2</sub> Sensor input	✓	✓	✓
High Efficiency Filter (F7 based on EN779)	Option	Option	Option
Power Supply	1Ø 220-240V 50Hz		
Fan Coil Type	Individual		

### Econofresh

The Econofresh kit is easy to install intelligent accessory device that can provide up to 100% fresh air and "free cooling" when the outdoor temperature is below the indoor setting temperature. This kit in conjunction with the RPI in the Ceiling system will not only maintain the correct room temperature and provide fresh air, but also natural cooling therefore increasing energy savings.

#### Operation mode

Fresh air cooling during intermediate seasons saves energy. This unit uses an economiser for cooling, which takes in fresh air if the outdoor temperature is cooler than the indoor air. No compressor is used and thus a remarkable amount of energy is saved

#### Fresh clean air

A fresh air intake system keeps the air in a room clean at all times. The optional CO<sub>2</sub> sensor can sense the degree of pollution of the air in the room and automatically control the fresh air flow

#### Reduced power output

Utilising the free cooling potential of the UK climate, the combination of the Econofresh and the RPI 5.0FSN3E can reduce the power input required by more than 20% when compared to a standard RPI 5.0FSN3E system

#### Standard controller

Hard wired remote controller with built in 7 day timer (as per RPI-FSN3E In the Ceiling unit)

#### Control Options

Optional simplified hard wired or infra red remote controller with 24hr timer

Compatible with H-LINK II Control and CS Net Web controls that integrate with all leading BMS protocols