

SPRING breeze

LOGICCOOL

Specialist Air Conditioning Distributor

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STOP PRESS...STOP PRESS...STOP PRESS...

LOGICCOOL were crowned Product Distributor of the Year in front of nearly 500 people at the recent ACR News Awards held at the National Motorcycle Museum in Birmingham.

The award was recognition of Logicool's growing reputation since our inception three years ago. The judges' commented on Logicool's fresh attitudes towards staff recognition as one of the factors for us attaining this prestigious award.

Managing Director Karl Richardson commented,



"this is a terrific pat on the back for us. We have worked incredibly hard to get to where we are and I find myself very fortunate to have so many committed staff who have helped us achieve this. We wouldn't have got here without our customers also and I would like to thank all of them. On the evening we had a table which was populated with clients who were with us from the very first day we started trading so to be able to share this with them was particularly satisfying."

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Samurai Chiller



Logicool are now able to offer the latest Hitachi Samurai AG2 chiller unit from Hitachi Europe.

The improved DC inverter fans achieve market-leading low noise (with a further 4dB (A) reduction on the 'super low noise' model).

The AG2 offers world-renowned reliability thanks to Hitachi's twin screw compressors. Unlike some competitors, Hitachi manufactures the compressors itself and was, in fact, the world's first supplier of screw chiller units. The AG2 also enables precise control of the outlet water temperature to within +/- 0.5°C, independent of cooling load.

The new chiller has been carefully designed to be smaller than previous units, for high cooling capacity in less space. It also boasts a number of key improvements for easier

servicing and maintenance. Not only that, but the single cycle units are compatible with hydraulic module.

The cutting-edge Samurai chiller range offers cooling only units from 110~1030kw - available with



heat recovery option – and Heat Pump models from 120~600kw. Please contact Logicool on 01283 218277 for more information.

Timeline

October 2008

Appointed as Hitachi Dealer

September 2009

Achieved first year net profit and acquired first official premises

October 2009

Commenced Y2 with four staff

February 2010

Appointed as Samsung Distributor

September 2010

Achieved second year six figure net profit and expanded premises

October 2010

Commenced Y3 with five staff £1.6m expectation

April 2011

Appointed as Mitsubishi Electric VAR

June 2011

Appointment of Agency on South Coast

September 2011

Achieved third year increased profits with turnover exceeding £2.2m

October 2011

Commenced Y4 with eight staff including agency and £3m expectation

November 2011

Officially confirmed as Hitachi UK No. 1 Distributor

December 2011

Appointment of new Agency in London

March 2012

Awarded ACR News Distributor of the Year.

We are always asked, "Why should I buy Hitachi?"

Many brands have nothing unique or interesting to offer the trade. Hitachi however, have the widest and most diverse range of split systems available in the industry due to their manufacturing innovation. Logicool are proud to be able to promote these products which we know to be robust, reliable and cutting-edge.

Hitachi System Free Indoor units are compatible with all Utopia (Split Systems), IVX and Set Free (VRF) Condensing Units. To a contractor reading this newsletter, this may not sound particularly exciting. However, when you consider that the Indoor Unit range includes all varieties of fan coils you would expect from a quality VRF manufacturer, the outdoor unit range includes products as diverse as Centrifugal Condensing Units and IVX, both of which are unique to the industry and offer the installer a choice that cannot be matched by any other brand.



Example system

800m³/hr KPI Air to Air Heat Exchanger (c/w) 5kW DX Coil) with 6kW Floor Standing Chassis Fan Coil operating as a two pipe VRF utilising a Hitachi IVX type Centrifugal Condensing Unit.

Typical net sales price
LESS THAN 2 PIPE VRF
FROM INDUSTRYS LEADING
MANUFACTURERS

**5 YEAR
WARRANTY**

FOC Commissioning
Assistance on
Set Free Systems





IVX Systems

Hitachi Premium Utopia **Split** systems are also a **mini-VRF**

- The Hitachi IVX has the features you would expect from a premium split system. It has high SCOP and SEER, longer pipe runs and higher sensible cooling. It can work as a single, twin, triple or quad split system
- You wouldn't expect this product to be able to mix-and-match all size and types of fan coils when installing more than one evaporator. You certainly wouldn't expect this product to operate as a two-pipe VRF with diversity combinations between 90 and 115%

Based on 1 x 7.1kW Four Way Blow Cassette, 1 x 5.6kW High Wall Mount, 1 x 2.8kW Floor Chassis, 1 x 14kW Single Phase Condensing Unit, 2 x Piping Kits, 3 x Hard Wired Controllers with Time Clock.

Pricing analysis based on current list price less typical "large contractor" discount. Example shown is not best pricing comparison but selection of fan coil variety to showcase the IVX range available. Logicool will provide price analysis on any selection offered. Comparison details two typical "market leading" brands and two typical "price competitive" brands. Full copy of Logicool analysis as per the above chart available on request. Saving of 33% is based on the example above and could change higher or lower based on the exact selection.

Mini VRF Comparison - Trade Pricing



- Hitachi SX8 wall mounted systems have industry leading efficiencies with **COP's as high as 6.30**
- Hitachi KPI Air to Air Heat Exchangers are **all Single Spigot** and the range goes up to 3000m³/hr.
- Hitachi CS-Net Web Central Station offers you the ability to control the off coil temperature on all System Free (see centre pages) fan coils
- Hitachi Yutaki Air to Water systems recently won **Heat Pump product of the Year** at the HVAC awards
- Hitachi 25kW **Ducted** Centrifugal Condensing units are only **630mm high** and can be used as a split or a 2 Pipe VRF
- Hitachi split DX Air to Water Yutaki systems range from 5kW to 25kW
- Hitachi offer 2 Way Blow Cassette, Floor Standing Concealed and Floor Standing Chassis as **Split Systems**
- Ever needed to run a commercial split system at lower than 19°C? **Hitachi offers this facility for just £2.00**
- **Hitachi 2-pipe VRF is also a 3-pipe VRF!**

None of the leading competition offer the above.

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.