



AARON NEWS

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Is it Really Easy Being Green?

Being green is the buzz, and manufacturers are all jumping on the green wave. Today, if you subscribe to the claims of manufacturers from virtually every industry it is easy being green. All you have to do is buy the products that they proclaim fall into one or more of these categories: energy efficient, water conservation, use sustainable wood, low VOCs, made from recycled material, improves indoor air quality, environmentally friendly, reduces your carbon footprint, ect..... How do you really know that you're being green? I guess if they say so? Maybe not. The green movement, in many ways, has been subjective in nature. So much so that a new phrase was developed, green-washing; meaning being duped by a manufacturers claim to being green, when in actuality the product wasn't green at all.

To protect the consumer from being "green-washed" many non-profit groups, like Green Seal www.greenseal.com, have sprung up to test manufacturers claims and set standards on many consumer goods.

Closer to home, in our industries, there are government sponsored requirements that must be met in order for most of our products that want to claim to be green, to actually be green. Energy Star www.energystar.gov, Water Sense www.epa.gov/watersense, and Leadership in Energy & Environmental Design (LEED) www.usgbc.org are the main regulating bodies that set standards for products and building standards.

Energy Star® sets efficiency standards for all types of appliances to ensure they meet the standard, about 10% below the normal standard operation efficiency, within the appliances product category. Meeting this standard allows manufacturers to use the Energy Star® seal and market their particular products to the consumer as energy savers and back it up with projected energy bill savings based on the efficiency of their product over the normal standard of efficiency. Very concrete way of understanding the green nature of your purchase from an energy conservation standpoint. There are also utility rebates and government tax incentives based on the Energy Star® standards.

Water Sense, much like Energy Star®, sets standards based on concrete criteria. Water Sense deals with setting the standards for water efficiency for toilets, faucets, urinals, irrigation systems, and shower heads. Currently, Water Sense has set the standard for acceptance for toilets at 1.28gpf and 350+ grams of solids, lavatory faucets at 1.5gpm, and shower heads at 2.5gpm, urinals and kitchen faucets are currently under review to establish a below industry standard. Water Sense has drafted standards that are currently under review for builders that will establish a Water Efficient Single Family Home Certification. The Water Sense Program is a work in development that is a very clear and specific set of rules to govern the green claim.

An average toilet flushes 140,000 times in its lifetime

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accounting for 26% of a total family is water usage while showering is 17%. Water conservation is an area that is just beginning to be tapped, and an area that can show true financial savings and environmental conservation to the green hungry consumer.

Leadership in Energy & Environmental Design (LEED) is a government sponsored program that sets standards in commercial and multi-family development. LEED promotes sustainable site development, water savings, energy efficiency, the use of sustainable materials, and indoor air quality. LEED is the most comprehensive of the certification programs. Developers can attain various levels of LEED certification based on a points system for all aspects of their construction practices and products installed.

As the cost of energy skyrockets being green is going from a fad to a fixture. Initially the idea of the fringe conservationist, it will become mainstream for the consumer that needs to save on the cost of providing the essentials that make the home warm, or cool, well lit, and comfortable. Inspired by the thought of helping the environment, and determined to saving money on energy, the consumer will demand greener products. As with any product, manufacturers are there to satisfy consumer wants and needs, and they will.

Condensing furnaces and boilers, high efficiency air conditioning, Water Sense certified plumbing products, high R Value insulation, geothermal and solar products, are just a few of the green products we have to satisfy this up and coming consumer. Education and understanding is what we all will need to serve this market, and for us it will be easy to be green.

viega ROADSHOW!

Aaron & Company is excited to have Viega's Display Van at all of our locations September 2nd thru September 4th. Stop by and check out the entire Viega Product line including: Pure Flow Plumbing (PEX Plumbing), Pro Radiant (radiant floor heat), and Pro Press copper fittings for residential and industrial on display and have your questions answered. The locations and hours at each location are:

Tuesday Sept. 2nd:

8:00 AM- 11:30AM: New Brunswick

1:00 PM- 4:00 PM: Piscataway

Wednesday Sept. 3rd:

8:00 AM- 11:30AM: Somerville

1:00 PM- 4:00 PM: Flemington

Thursday Sept. 4th:

8:00 AM- 11:30AM: Trenton

1:00 PM- 4:00 PM: Freehold



CELL PHONES FOR SOLDIERS

Aaron & Company is proud to be partnering with Cell Phones for Soldiers a non-profit organization that collects used cell phones. Cell Phones for

Soldiers send the phones to a company called ReCellular, which pays Cell Phones for Soldiers for each donated phone. The money that

Cell Phones for Soldiers receives is used to buy pre-paid calling cards for soldiers overseas to communicate with their families, enough to provide an hour of talk time to soldiers abroad. Throughout the Months of August and September Aaron & Company will be collecting used cell phones and accessories in all conditions at all of our branches. To erase your personal data BEFORE your cell phone is donated, please visit Cell Phone Data Eraser at www.recellular.com Click the link for online tools and the Cell Phone Data Eraser.

Remember the next time you go past the bulging junk drawer, go through it! Pull out the obsolete cell phone and its unused accessories and donate them to Cell Phone for Soldiers- conveniently located at all Aaron & Company branches!

Bradford White's Energy Star Residential Water Heaters

The Department of Energy (DOE) has released their final requirements for Energy Star® Residential Water Heaters. Their goal for developing this program is to assist in the deployment of highly efficient water heating technologies to the residential market. This program will go into effect on January 1, 2009.

Residential High-Efficiency Gas Storage Water Heaters

- Minimum Energy Factor (EF) of 0.62. Initially, the minimum EF will be 0.62. After August 31, 2010, the minimum EF rating will be increased to 0.67.
- Minimum First-Hour Rating (FHR) requirement of 67 gallons per hour.
- Minimum Six-year limited warranty on the water heater.
- Input of 75,000 BTU/hr. or less, and a rated storage volume from 20 to 100 gallons.

Whole-Home Gas Tankless Water Heaters

- Minimum Energy Factor (EF) of 2.0
- Minimum gallons per minute (gpm) of 2.5 at a 77°F rise.
- Minimum ten-year limited warranty on the heat exchanger and five-year warranty on parts.
- Input of over 50,000 BTU/hr. up to 200,000 BTU/hr. and a rated storage volume of 2 gallons or less.

Condensing Gas Water Heaters

- Minimum Energy Factor of 0.80
- Minimum First Hour Rating (FHR) of 67 gallons per hour.
- Minimum eight-year warranty on water the heater.

Electric Water Heaters

The Department of Energy has evaluated the inclusion of electric water heaters into the program and determined, while there may be slight initial savings to be attained, there are few

Current Bradford White Models that meet ENERGY STAR® requirements

Model Number	Energy Factor Rating	First Hour Rating
M-4-40T6FBN(SX)	0.62	75
U-4-40T6FRN	0.62	75
M-4-403S6FBN (SX)	0.62	72
U-4-403S6FRN	0.62	72
M-1-TW-40S6FBN (SX)	0.63	72
M-4-5036FBN (SX)	0.62	86
U-4-5036FRN	0.62	86
M-1-TW-50S6FBN (SX)	0.63	86
M-2-TW-50T6FBN (SX)	0.66	108
PDX2-50T6FBN (SX)	0.62	105
M-1-TW-60T6FBN (SX)	0.62	100
M-2-TW-65T6FBN (SX)	0.66	126
IGE-199R-10N	0.82	N/A
IGI-180R-10X	0.84	N/A
IGE-199R-10X	0.83	N/A

technology improvements with this form of water heating to warrant qualification of electric water heaters in the ENERGY STAR® program.



Attention all customers, get a free Burnham Jacket

with the purchase of every Burnham Residential, Alliance Indirect and Commercial Boilers!

- Full Zip hooded Sweatshirt with thermal lining
- Heavyweight 12 oz. 60/40 cotton/poly with 9 oz. poly thermal lining
- Rib knit cuff and waistband
- Front muff pockets
- Duck brown.

Promotion valid from August 1, 2008 until September 30, 2008.

PRICE CHANGES

Recent or upcoming manufacturers' price increases include the following:

Vendor	Product	Increase	Effective Date
American Metals	Flex-Duct	6% - 8%	7/14/08
American Metals	All other products	5% - 20%	8/4/08
Amtrol		5% - 9.5%	7/21/08
Bock Water Heaters		7%	6/1/08
Bradford White	Residential	5%	8/15/08
Bradford White	Commercial	10%	8/15/08
Church Seats			8/15/08
Cooper B-Line		4% - 20%	8/25/08
Diversitech		3%	7/1/08
Elkay	Coolers	5.1% - 10%	7/7/08
Elkay	Drop-In	8%	8/4/08
Elkay	Undermount	3%	8/4/08
Elkay	Faucets/Accessories	6%	8/4/08
Emerson	Ridge Tool	4.20%	7/1/08
Endot		7%	6/16/08
Gastite		3% - 7%	8/1/08
Grundfos		5%	8/1/08
Honeywell		2%	8/1/08
Laars	Commercial & Residential		7/21/08
Lenox		8.50%	10/1/08
Malco		4%	6/30/08
Mestek	Suntemp BB	5%	8/4/08
Mestek	Beacon Morris	3% - 10%	8/4/08
Rinnai	LS Series	1% - 6%	9/1/08
Sloan Valve		up to 15%	7/1/08
Swanstone		9%	8/1/08
Taco		6%	9/1/08
Ward Manufacturing	Wardflex	5.50%	8/11/08
Williams Furnace Co.			6/1/08
ZM	Sheet metal	18%	6/26/08

CLOSING DATES

Aaron & Company will be closed on Monday September 1st, 2008 in observance of Labor Day. All counters will re-open for business on Tuesday September 2nd at 7:00 A.M.

