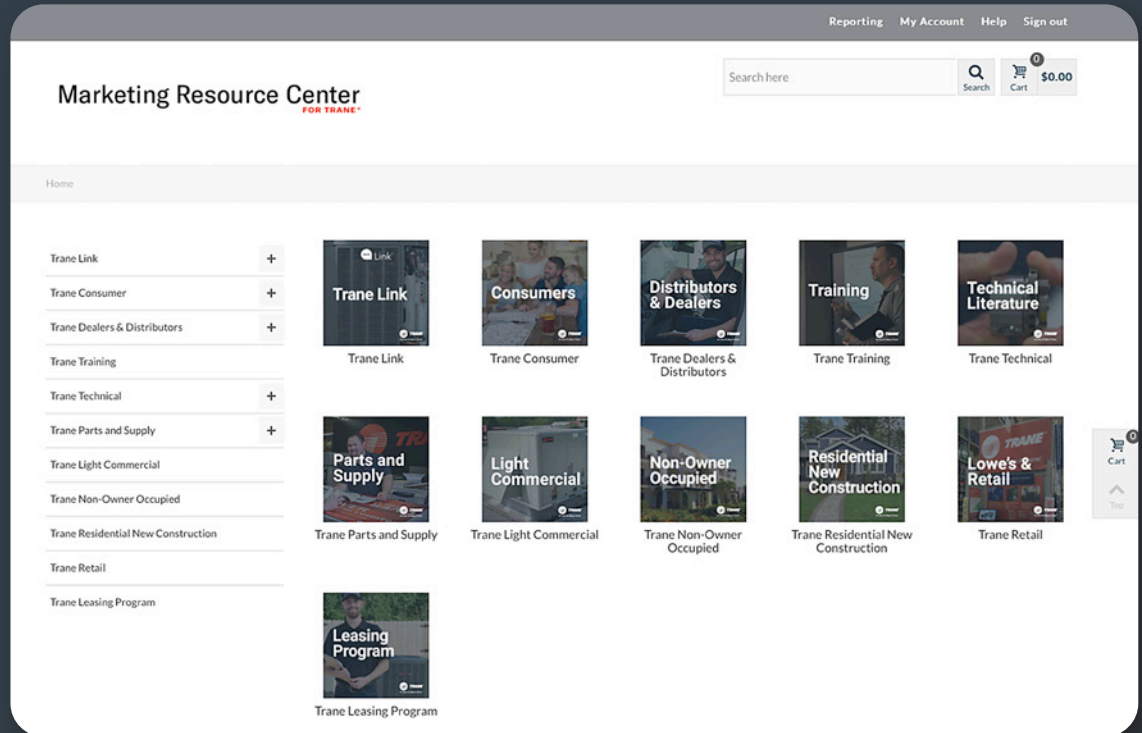




MARKETING RESOURCE CENTER

Have you visited the Trane Marketing Resource Center (MRC)? The MRC offers a variety of informative materials for consumer marketing, dealer knowledge, training purposes, signage needs, and so much more.



Close more deals at the kitchen table with our consumer-focused product literature. Consumer focused literature not only helps raise brand awareness, it helps you tell a story. Share the story of trust and reliability that comes with investing in you and in a Trane system.

Top 5 Consumer Literature Brochures used by other dealers

- ▶ **Trane Air Conditioners** SKU 72-1208
- ▶ **Trane Heat Pumps** SKU 72-1209
- ▶ **Trane 90% Furnaces** SKU 72-1340
- ▶ **Trane Air Handlers** SKU 72-1267
- ▶ **Trane 80% Furnaces** SKU 72-1215

Visit the MRC by going to *ComfortSite*, then choosing *Marketing Center* and *Order Marketing Materials*.

DID YOU KNOW? You can use the number at the bottom corner of any material to find exactly what you're looking for!



INCREASE SALES
AND PROMOTE YOUR COMPANY