

# Cannon Boiler Works

## Vent Condenser Sales Tools

### SALES & MARKETING INFORMATION

#### 1. Target Markets:

- Food / Beverage / Agriculture
- Hospitals / Institutional (i.e. VA hospitals, large colleges, military installations)
- Pharmaceutical
- Steel / Chemical / Petrochemical

#### 2. Example Target Companies:

Industry Segment	Example Target Companies
Food / Beverage	<ul style="list-style-type: none"> <li>• Kraft Foods</li> <li>• Frito-Lay</li> <li>• Yuengling Brewery</li> <li>• Dannon</li> </ul>
Hospitals / Institutional	<ul style="list-style-type: none"> <li>• Veterans Administration</li> <li>• Crain Naval Base</li> <li>• Bangor, Washington Sub Base</li> <li>• Iowa Weapons Depot</li> </ul>
Pharmaceutical	<ul style="list-style-type: none"> <li>• Baxter Pharmaceutical</li> </ul>
Steel / Chemical / Petrochemical	<ul style="list-style-type: none"> <li>• US Steel</li> <li>• Wheeling Pittsburgh</li> <li>• Allegheny Ludlum</li> <li>• Koppers</li> <li>• Sonneborn</li> <li>• Merisol Company</li> <li>• Air Products and Chemicals</li> <li>• Linde Corporation</li> </ul>

#### 3. Potential Lead Sources:

Trade Shows	<ul style="list-style-type: none"> <li>• AHR Expo - <a href="http://www.ahrexpo.com/">http://www.ahrexpo.com/</a></li> <li>• Northwest Food Processors Association Expo - <a href="http://www.nwfpa.org/">http://www.nwfpa.org/</a></li> </ul>
Industry Publications	<ul style="list-style-type: none"> <li>• ASHRAE Journal - <a href="http://www.ashrae.org/">http://www.ashrae.org/</a></li> <li>• Process Heating - <a href="http://www.process-heating.com/">http://www.process-heating.com/</a></li> <li>• HPAC Engineering - <a href="http://hpac.com/">http://hpac.com/</a></li> </ul>

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	<ul style="list-style-type: none"> <li>• Food Engineering - <a href="http://www.foodengineeringmag.com/">http://www.foodengineeringmag.com/</a></li> </ul>
Miscellaneous	<ul style="list-style-type: none"> <li>• State boiler databases – <i>CBW will provide</i></li> <li>• LEED Program - <a href="http://www.usgbc.org/">http://www.usgbc.org/</a></li> <li>• DOE Save Energy Now LEADER Program - <a href="http://www1.eere.energy.gov/industry/">http://www1.eere.energy.gov/industry/</a>; <a href="http://www.energy.gov/8328.htm">http://www.energy.gov/8328.htm</a></li> <li>• Database of State Incentives for Renewables &amp; Efficiency - <a href="http://www.dsireusa.org/">http://www.dsireusa.org/</a></li> <li>• INDEED Program</li> <li>• SIC: 3443</li> <li>• NAICS: 33241</li> </ul>

#### 4. Prospect Qualification Criteria:

- Steam Flow: Up to 1,000 lb/hr
  - in-stock units available
- Steam Flow: Over 1,000 lb/hr
  - Custom design & built units available

#### 5. Typical Decision Maker:

- Plant Manager

#### 6. Others That May be Involved in the Decision Making Process:

- Energy Manager
- Environmental Manager
- Contracted 3<sup>rd</sup> party that performs energy audits
- Independent consulting engineer

#### 7. Typical Decision Making Process:

- Plant Manager allocates vent condenser from maintenance budget
- Purchasing places the order

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### 8. Typical Needs and Objectives of Prospects:

Function / Personnel	Needs / Objectives
Boiler room personnel	<ul style="list-style-type: none"> <li>• Reduce unsightly steam plume</li> <li>• Reduce safety hazard</li> </ul>
Engineering	<ul style="list-style-type: none"> <li>• Fuel savings</li> <li>• Reduce steam demand</li> <li>• Reduce unsightly steam plume</li> <li>• Determine whether unit will physically fit</li> </ul>

### 9. Typical Delivery Time:

- 1 week after receipt of order

### 10. Key Features & Benefits:

Features	Parity with Key Competitors
Light weight	No competitors
Low cost	
Standard design	
Simple concept	
Easy installation	
Benefits	Parity with Key Competitors
Fuel savings <ul style="list-style-type: none"> <li>• 970 BTU per lb of steam condensed</li> </ul>	No competitors
Reduced safety hazard from water & ice <ul style="list-style-type: none"> <li>• Reduced insurance claims, lost time accidents &amp; legal issues</li> </ul>	
Improved facility aesthetics <ul style="list-style-type: none"> <li>• Improves relationship with the local community</li> <li>• May help the facility meet local codes</li> </ul>	
Reduced environmental concerns <ul style="list-style-type: none"> <li>• Less attention from local inspectors and/or OSHA</li> </ul>	
In stock / standard design <ul style="list-style-type: none"> <li>• Quick order turnaround &amp; low price</li> </ul>	

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### 11. Elevator Speech

*The Cannon Boiler Works Vent Condenser helps facilities significantly reduce fuel costs by recovering steam and lowering the boiler load. Waste steam is a large, unnecessary source of energy loss because it can be returned to your system. Cannon's vent condenser helps to reduce unsightly outdoor steam plumes, helps reduce your plant's liability and improves relationships with surrounding communities. The bottom line is that Cannon's Vent Condenser line will help you increase the service life of your boiler system while having a positive impact on plant profitability. This is one of Cannon's many products that help companies reduce overall energy consumption.*

### 12. Value Proposition:

- Value Proposition for Engineers:

*The Cannon Boiler Works Vent Condenser helps facilities significantly reduce fuel costs by lowering the boiler load and recovering steam that is then returned to the boiler system. Based on volume, steam has much more energy than an equal flue gas stream. This adds up to real dollar savings. In addition, Cannon's Vent Condenser helps to increase the service life of your boiler system and surrounding equipment. And, because outdoor steam plumes are reduced, your plant can reduce its liability and improve relationships with surrounding communities. The bottom line is that Cannon's Vent Condenser line will help you increase the service life of your boiler system while having a positive impact on plant profitability.*

### 13. Key Heat Recovery Competitors:

- There are no other suppliers of competing vent condensers. However, customers may purchase components & attempt to build their own vent condenser, or modify a system that was not specifically designed for the application.

### 14. Vent Condenser Positioning Guidelines:

- Energy efficiency and reduced boiler system operating cost
- High quality products specifically designed for the application
- Low cost heat recovery solution with short lead-time

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### 15. VENT CONDENSER Collateral Materials:

- Website
- Vent Condenser brochure
- PowerPoint slides describing Vent Condenser
- Example ROI calculation for the Vent Condenser
- Vent Condenser section of Webinar series and archive (*in development*)
- Vent Condenser piping diagrams (in development)

### 16. Pricing Guidelines:

Product	Price
Standard design	\$3,500
Custom design (over 1,000 lb/hr steam)	Greater than \$10,000 <i>Contact CBW for quote</i>

### 17. Payment Terms:

- Net 30 days or payment via credit card

# **Cannon Boiler Works**

## **Vent Condenser Sales Tools**

### **FREQUENTLY ASKED QUESTIONS AND ANSWERS**

**1. Can you install a vent condenser unit in a horizontal steam flow?**

Unfortunately, no – the unit will not drain properly.

**2. Can you install multiple vent condenser units in parallel?**

Yes, there are no major drawbacks to this installation scheme.

**3. What is the lead time for a standard system vs. custom designed system?**

Quotations for custom-designed systems can be developed within 1-3 weeks. Typical delivery of custom-designed vent condensers is 8 - 10 weeks after design approval. CBW maintains an inventory of standard vent condensers. As such delivery on standard units is typically 1 – 2 weeks after receipt of order.

**4. Can the vent condenser be repaired?**

No, the vent condenser is designed to be maintenance-free. Due to the low cost of vent condensers, CBW recommends unit replacement rather than repair.

**5. What are the materials of construction?**

Cu-Ni tube material with a stainless steel shell.

**6. How big is the vent condenser unit and what does it weigh?**

The standard vent condenser is 8 inches diameter, 45 inches long and weighs 125 lb.

**7. What are the shipping costs related to the vent condenser?**

The vent condenser can ship by UPS, Federal Express or common carrier. CBW can provide rates to a customer's destination zip code.

**8. Does CBW ship vent condensers internationally?**

Yes

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### **9. What structural support is required for vent condensers?**

Vent condensers have to be mounted to a steel or masonry vertical surface.

### **10. What installation support does CBW provide for vent condensers?**

CBW provides simple installation schematics.

### **11. What is the warranty for vent condensers?**

One year on materials & workmanship if the unit is operated in accordance with quoted system parameters.

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### **POTENTIAL OBJECTIONS AND APPROPRIATE RESPONSES**

#### **1. I don't see any need to install a vent condenser ...**

Installing a vent condenser can reduce corrosion near the steam exit and significantly increase fuel savings.



