

# CONTROLLING HUMIDITY:

## A PATH TO PERMANENT PROBLEM SOLVING & PROFITS

Industry experts agree that changes to building techniques and new developments in HVAC equipment over the years have resulted in the need for dedicated moisture control and outdoor air ventilation. As the pioneer of whole house ventilating dehumidifiers, Santa Fe has been at the forefront of this ever-changing market. With the most complete line of energy efficient products, Santa Fe has been the go-to brand for HVAC contractors looking to grow their business and deliver superior IAQ and comfort for their customers.

### ► DURING THIS TRAINING, LEARN TO:

#### DIFFERENTIATE YOUR BUSINESS

Set yourself apart by offering solutions with products designed to give you a competitive advantage in the market.

#### BE THE EXPERT

Know how to diagnose and prescribe effective solutions that address moisture and comfort concerns in the home.

#### OFFER THE BEST

Choose premium whole house ventilating dehumidifiers that offer superior energy-efficiency and filtration, backed by the industry's best warranty.

#### UNDERSTAND THE WHY

Learn what is driving the need for whole house ventilating dehumidifiers and how to successfully present and sell this to your customers.

**Register for this FREE Training class now at your nearest M&A Supply Company 8AM-10AM:**

### ► MEET THE TRAINER:

#### Kenneth Stalls Regional Manager

Kenneth Stalls has spent nearly two decades in the mechanical contracting industry. Experienced in design, installation, service and sales along with distribution and manufacturing roles. With crossover between commercial agriculture and residential solutions, he has a thorough understanding of Occupant Comfort, Building Science requirements and tactful sales approach. Either under, above or in the dwelling, Kenneth is eager to further his understanding and share his knowledge to help building professionals solve their toughest moisture problems while increasing profits. Join Kenneth and the Santa-Fe Team as they spread the word about moisture control. We look forward to seeing you there!



**SANTA-FE™**  
INDOOR AIR QUALITY SOLUTIONS

SANTA-FE-PRODUCTS.COM | 800-533-7533



March 26- Johnson City, TN  
March 27- Knoxville, TN  
March 28- Chattanooga, TN  
April 2- Columbia  
April 10 - Nesbit, MS  
April 11- Jackson, TN  
April 17- Nashville, TN  
April 18 - Murfreesboro, TN  
April 23- Cookeville, TN

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