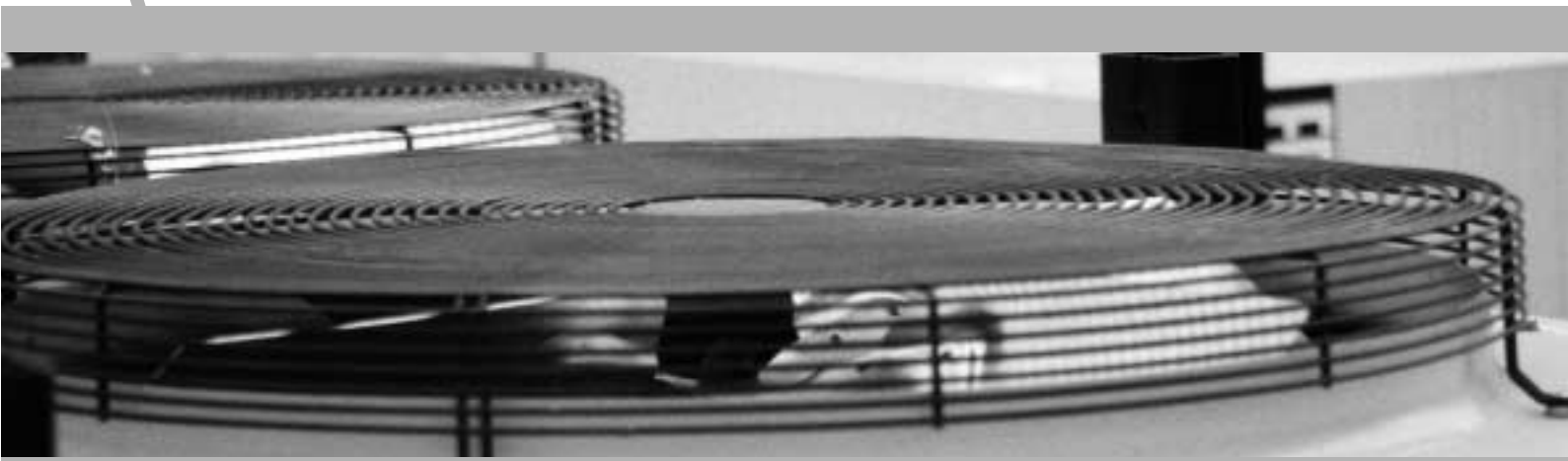


**Air Options (Air Conditioning Services)**  
**Freephone:** 0800 0188423  
**E-mail:** [airoptions@aircondition.co.uk](mailto:airoptions@aircondition.co.uk)  
**Web:** [www.aircondition.co.uk](http://www.aircondition.co.uk)



# Contents



**2** The team

**4** The product

**6** The process

**8** The future

© Air Options Limited 2003



# The team

**Air Options is an air conditioning company which offers service in the following areas:**

- Installation of all market leading brands
- All building and electrical works carried out to accommodate installations
- Service and repair of all air conditioning systems
- Facilities maintenance and management
- Preventative maintenance agreements/contracts

We began trading as Air Options, a small family business, in 1994, and have since progressed to become one of the UK's leading air conditioning specialists.

We take every care to ensure that the growth of Air Options is both healthy and carefully monitored. This is, in our experience the only way forward.

We are committed to supplying quality products and services, backed by competitive prices. In line with this, Air Options aims to provide excellent one-to-one customer relations — hard to find in today's fast and furious business world.

We will not enter into any contracts, installation or otherwise with a contractor or end user who does not reflect the true dedication of Air Options. Any third party who may represent the work carried out by Air Options must be as reputable and professional as Air Options. This ensures full protection, both to the end user and to Air Options.

We safeguard ourselves and the Air Options customer by offering only proven and reputable manufacturers of accessories

and equipment. This ensures that, when an installation is completed and handed over to the client, the next visit to the premises is either for routine maintenance or additional surveys for extra work.

We are able to offer competitive prices by being a recognised installer of Mitsubishi, Toshiba, Daikin, Fujitsu and many other market-leading brands.

Air Options' current portfolio consists of some of the UK's most prestigious and respected companies. But we don't want this portfolio to deter the smaller businesses from using Air Options, as about 30 per cent of our orders are placed under £8,000. No commercial project is too large or too small for Air Options; in fact, the only area we are not looking to market is the domestic sector.

We are conveniently based in Essex, where we have easy access onto the local motorways, offering speedy response to anywhere within the UK.

We at Air Options are dedicated to providing a first-class service; in all aspects of our work



**Air Options** aims to achieve a personal relationship at team level with all its clients.

Managing director Wayne Longman says: "We need to fully understand our customer's requirements to be able to offer the ideal solution. This way we can offer a package which proves reliable, competitive and trouble-free.

"Air Options will not compromise its standards to suit the end user's budget or requirements. If the project proposed by the client is likely to prove sub-standard or unreliable, we'll let you know — and the likely consequences. No work is carried out unless the installation is in line with good refrigeration practice and conforms to all current legislation and regulations.

"This may seem a hard line to take, but Air Options has been built through recommendation and repeat business; we cannot afford to compromise the quality and reliability of our work. In the long term this protects everyone — and makes sure the client's investment is an asset and not a liability."

Air Options has always aimed to be an approachable company which never loses sight of the customer's expectations and requirements.

He says: "I believe that the ultimate vision and successful direction of Air Options will be achieved by keeping in touch with the consumer's requirements and needs in an ever-changing industry.

"We will never become complacent of who we are and what we aim to achieve."





# The product

**All equipment** is installed to the highest standards. To Air Options the specification of the piped and electrical services is no less important than the plant itself.

All materials are installed to a low smoke and fume specification. This, in layman's terms, means all materials are of a high fire rating, in line with industry standards. All insulation is installed to BS476 part 6/7 1989 and 1987 as standard.

All pipe support systems are substantial and installed in line with good refrigeration practice. In general, all systems are installed in line with specifications laid down by some of the country's largest independent consultancy services.

## DX Type Air Conditioning Systems

DX (direct expansion) type air conditioning systems are among the most efficient forms of cooling available. This is commonly the term for a system, wall-mounted, ceiling cassette or otherwise, which produces a cooling effect via a single process of heat exchange.

All comfort cooling systems are designed to cool down to  $22^{\circ}\text{C} \pm 1^{\circ}\text{C}$  in summer conditions when the outside temperature is  $29^{\circ}\text{C} \pm 1^{\circ}\text{C}$  and will achieve  $20^{\circ}\text{C}$  in milder conditions if desired. These systems are fully automated and will achieve a room temperature of between  $19^{\circ}\text{C}$  and  $28^{\circ}\text{C}$ , depending on the thermostat setting and ambient conditions.

Air Options will tailor the customer's system to suit any temperature range.

Air conditioning systems may incorporate fresh air as an additional add-on item if required. As standard, the majority of light commercial systems only re-circulate the air within the area being served. The equipment does not bring in — or extract — air.

## Reverse Cycle Heat Pumps

This is a system capable of producing heating and cooling from one system. In cooling mode, the system is identical to that previously mentioned. In heating mode, the system changes to a forced air heating system by reversing its operation internally.

In heating mode, this can achieve room temperatures up to  $28^{\circ}\text{C}$  and may be controlled thermostatically between  $17^{\circ}\text{C}$  and  $28^{\circ}\text{C}$ . The system is totally automated and will switch between heating and cooling as required. It is more efficient to run than conventional electric heating offering a C.O.P. (coefficient of performance) of between 2 and 3. In layman's terms, this means every input watt multiplied by the C.O.P. gives the output performance in watts or kilowatts, proving this system to be very efficient. A traditional electric heater offers 1 kw input/1 kw output. A heat pump system can, in ideal conditions, offer 1 kw input /3 kw output.



## Warranty conditions

All services are offered along with a comprehensive 12-month parts and labour warranty.

This warranty may be extended to a further 24 months (parts only warranty) if the equipment is maintained in line with the manufacturer's warranty.

These maintenance contracts start from a very low cost and are charged at extra to the original contract sum unless otherwise stated.

The outlined warranties are not transferable from Air Options to another air conditioning contractor.

All warranty claims of equipment installed by Air Options must be made by Air Options.

With regard to maintenance contracts to validate extended warranties, this is a stipulation laid down by the manufacturer of the equipment, not Air Options.

## Wall Mounted System

All systems that fix directly onto a wall at high level, normally returning the air via the front fascia and discharging the air via a single louvered discharge assembly at the top or bottom of the unit. This system is currently the most cost-effective solution but is not so efficient or effective in larger, open-plan offices. This system ideally suits cellular offices up to 60 square metres.

## Ceiling Suspended

This system hangs directly beneath the ceiling and is especially effective where long throws are required. Generally, this is chosen as a substitute for a cassette where void space is not available. These systems are available in single or multiple air discharge.

## Ceiling Cassette

This system is ideally located centrally within the ceiling itself. The only part of the system visible is the grille which protrudes the ceiling by between 10 and 20 mm. All internal workings are hidden above the ceiling where 300 to 400 mm void space is required for access. These systems return all air through the centre of the fascia and discharge through the sides. Its attributes of space saving and its ability to provide an even flow within large, open-plan areas make this a very popular option.

Other benefits are its very low noise levels, due to the reduced air velocity through the sides which also helps reduce any draughts or dead zones. This system is one of the most aesthetically pleasing and efficient available.

## Floor Mounted

These systems are used where high-level wall space is valuable and no ceiling space is available. They return air via the front fascia and discharge air through the top louvered discharge assembly — ideal as a storage heater replacement. The systems can be as effective as, say, a ceiling cassette in heat pump mode, but less so in the cooling cycle due to air flow characteristics.



# The process

**No hidden** extras, no surprises — even our working procedure is open to examination...

**1.** Formal preparation of our quotation with no hidden extras! The quotation will translate in both technical and layman's terms to the customer's exact requirements as interpreted by Air Options.

The most difficult part of any quotation is identifying the customer's exact requirements and then matching these with the budget. We check the availability of our proposed systems before submitting the quotation.

**2.** Acceptance of quotation and ordering the equipment. Base models are held in stock along with installation materials. A schedule of works, method statements and health and safety documentation will be produced. The project is handed over to the installation supervisor who prepares his team for the installation.

**3.** Once the installation has begun, all dust-sensitive areas are fully protected with dust sheets and plastic sheeting. All engineers are briefed in full that all areas are to be kept clean and tidy at all times. All work is to be carried out to a high standard, and the premises are to be cleaned thoroughly before vacation. The engineers have set procedures and tasks to ensure speedy and quality completion of all areas of the installation.

**4.** Health and safety is taken into consideration at all times. Tools and access equipment are regularly serviced.

**5.** When the work is complete, the systems are fully commissioned in line with the manufacturers' recommendations. All relative O & M manuals and commissioning literature will be produced.

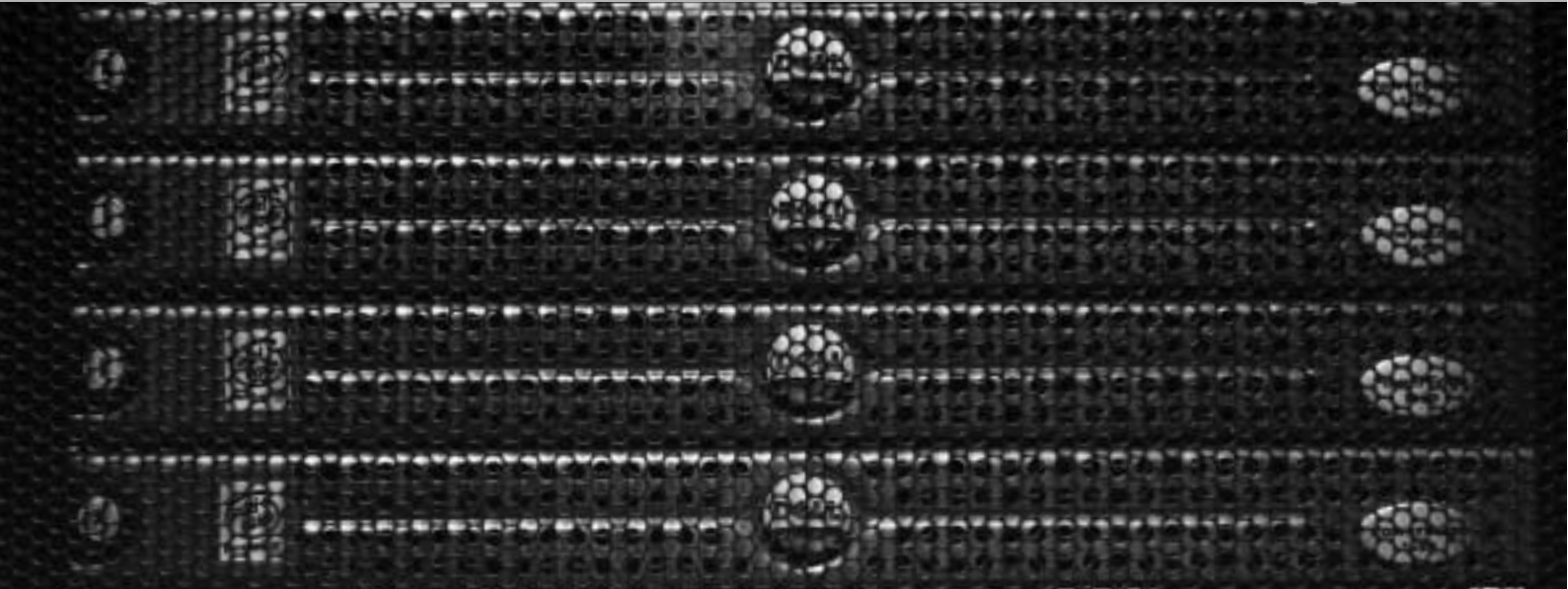
Finally, a courtesy call and questionnaire ensures the end user is happy with all areas of the work. Maintenance agreements are forwarded at this time if required.





# The future

[www.aircondition.co.uk](http://www.aircondition.co.uk)



**Air Options** recognises the competitive advantages of information technology – from accounting and payroll applications to standard templates for documents and letters, as well as and marketing information databases shared within its business via networked personal computers. Air Options also believes in the potential business benefits of sharing information with prospective and existing clients about products and services via its internet web site presence.

The web site delivers information 24 hours a day, seven days a week, on our business profile, details of products and services, as well as how to contact Air Options. Because information on the web can be multi-layered, it allows users full control over what information they choose to view. Customers can contact Air Options via the postal address, telephone or fax details advertised within the site, or send an email.

The web site is fundamental to the company's expansion – by projecting a professional corporate image to procure new business.

"A web site reaches more potential customers than any advert in a quality newspaper, costing thousands of pounds, could ever hope to achieve – and at a fraction of the price. However, it is no easy task for a business who may use the internet as a tool to identify companies to invite to tender for contracts or to do business with. Registering with online directories and search engines can be costly. Many offer only limited guarantees for search-engine rankings for keywords associated with your business that prospective customers may use to carry out a search. You could be in the first top-ten of listings returned on the first page one day. A few days later you could be ranked a few

hundred further down for the same keyword, where many prospective customers may not be prepared to click to. Because of the importance we give to our rankings, we employ the expertise of a local company who specialise in helping companies achieve the best possible search-engine rankings for their web site on an on-going basis.

