

**EBLAST**

**JOB NUMBER: 16-ICP-0038**

**DATE: 7/6/16**

Tempstar Product Excellence:

Version 1:

SUBJECT LINE: **High-tech way to beat winter**

HEADLINE: **Our Dedication Keeps You Cozy**

Tempstar® heating systems from [Dealer name] are designed to deliver winter-long comfort. We offer products like the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings. You can feel our quality, even on the coldest nights. Call us today, and learn more about how Tempstar technology can deliver the quality comfort you deserve.

Call (555) 123-4567 or find us online at ABCHVAC.com.

*Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.*

Version 2:

SUBJECT LINE: **Get quality comfort all winter long**

HEADLINE: **Our Technology Keeps You Toasty**

Tempstar® heating systems from [Dealer name] are designed to deliver winter-long comfort. We offer products like the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings. You can feel our quality, even on the coldest nights. Call us today, and learn more about how Tempstar technology can deliver the quality comfort you deserve.

Call (555) 123-4567 or find us online at ABCHVAC.com.

*Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.*

Tempstar Dealer Quality:

Version 1:

SUBJECT LINE: **Call [Dealer name] for quality comfort**

HEADLINE: **Get Quality Assistance, All Winter Long**

With your Tempstar® team, you can *feel* the quality in everything we do. Whether you need a timely fall tune-up or a mid-winter emergency repair, [Dealer name] keeps your heating system running at peak performance. We’re proud of how Tempstar technology delivers quality comfort. Call us today, and stay cozy all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: **Tempstar heating means quality comfort**

HEADLINE: **[Dealer name]** **Offers** **Quality Service**

With your Tempstar® team, you can *feel* the quality in everything we do. Whether you need a timely fall tune-up or a mid-winter emergency repair, [Dealer name] keeps your heating system running at peak performance. We’re proud of how Tempstar technology delivers quality comfort. Call us today, and stay cozy all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Tempstar Service:

Version 1:

SUBJECT LINE: **Is your heating system ready for winter?**

HEADLINE: **Plan Ahead For Quality Comfort**

The key to winter-long comfort is to get a timely fall tune-up. [Dealer name], your trained Tempstar® dealer, will make sure your heating system is running at peak performance, and it might even lower your monthly heating bills. Schedule a tune-up for your heating system now and stay comfortable all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: **Quality comfort starts with a heating system tune-up**

HEADLINE: **Plan Ahead For Quality Comfort**

The key to winter-long comfort is to get a timely fall tune-up. [Dealer name], your trained Tempstar® dealer, will make sure your heating system is running at peak performance, and it might even lower your monthly heating bills. Schedule a tune-up for your heating system now and stay comfortable all winter long.

Call (555) 123-4567 or find us online at ABCHVAC.com.