



# Trane Expertise in Retail Environments

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*Creating Solutions for  
Profitability*





## *The Ideal Retail Environment*

*Retail facilities exist to provide a shopping experience. The best facilities promote customer comfort, increase brand competitiveness and drive revenue, all at the lowest life-cycle cost. Whether you operate chain stores, malls, or an exciting new store concept, the retail experts at Trane can help achieve the ideal environment. Rather than being forced to use a variety of system providers, with Trane you can have a single, trusted advisor.*

### **Trane Understands Retailing**

From simple stores to modern shopping complexes, Trane has experience in the retail business. Your Trane retail expert provides a single point of contact to help you identify improvement priorities for your facilities. Trane offers a portfolio of building support tools, services, and expertise that optimize the facility throughout its life cycle. We know that the temperature, humidity and ventilation management needs of stores are different than for other buildings. Leveraging our experience, we can help you identify specific areas for energy and comfort improvement. Trane can provide the knowledge you need to keep your buildings operating at their design levels. And with contingency planning and our thousands of equipment and controls technicians, we can help you reduce the risk of sales lost due to comfort system failure.

### **Trane Reliability and Support Systems to Ensure Customer Comfort**

Given the known influence of comfort on shopper retention, spending, and loyalty, you can't afford downtime on your system. Customers will literally walk back out the door if your comfort system fails. Trane equipment has a worldwide reputation for the highest quality and reliability. Further, we can bring trained technicians to your site quickly if needed. You need to maintain comfort levels and we can support that need.

When you are looking to improve the reliability of your currently installed equipment, Trane offers programs designed to keep your system running like new. Trane service and parts centers are minutes away in all major metropolitan areas, and within hours in more rural areas. When reliability is critical, your Trane retail expert can provide detailed contingency solutions, including standby HVAC systems and stock equipment options. When you



own Trane systems, you will have the comfort of owning durable equipment and working with experts on matters including help planning for a wide range of contingencies.

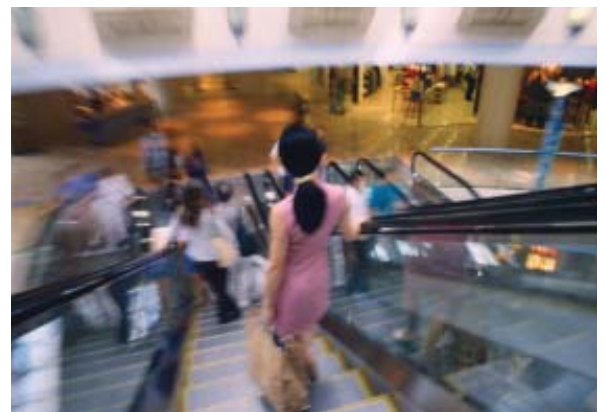
### Mastering the Challenges

Retail businesses present operational challenges. You need systems that provide effective ventilation and can respond to variable temperature demands. Meeting this need starts with focused system expertise, and requires a portfolio of proven equipment and control systems, and experienced installation staff.

Trane can supply the systems you need, applying our range of industry-proven, high-efficiency comfort equipment and digital building controls for all sizes of installations. As one of the largest factory-trained HVAC service organizations, Trane can provide peace of mind that the equipment is started, commissioned, and operated properly. Our clients range from the largest malls, to regional chains and local stores. We built our reputation through relationships with local consulting engineers and contractors, and these relationships help support retail facilities locally and world-wide.

### Different Building Zones, Different Needs

Within your retail facilities, there are different environmental zones with varying requirements. Stock rooms, dressing rooms and the sales floor have different temperature needs. Humidity control is essential to reduce energy and alleviate ice and condensation on refrigerated cases. Trane understands these needs, and provides systems that keep each space at its ideal level, automatically and economically.





## Creating a Profitable Venture

*Today's retail environment is complex and challenging. Competition requires retailers to find new ways to differentiate themselves and attract customers. Your Trane retail expert will help you provide a unique customer experience that encourages your customers to linger. Reliable systems from Trane ensure that you're providing the perfect physical environment, including optimal thermal, lighting and acoustic comfort.*

Physical comfort is often the driver for a customer's decision to select one store over another. You've heard people say, "I won't shop there because it's always so cold (hot, stuffy or noisy)." Negative word of mouth in the local market can take years to overcome. You clearly understand that the ideal environment helps attract and retain your target customers. Trane can help you achieve that environment.

Profitability involves more than pricing and promotion. With today's tight margins and high energy costs, the operating cost of facilities can determine whether the store can show a positive return on net assets (RONA). Selecting, operating and maintaining HVAC equipment correctly is critically important to containing operating costs.

We have worked with many retail and clients to help them achieve

- Optimum shopping environments to drive sales
- Minimum retail employee distractions with facility controls, allowing them to focus on the customer
- Reduced operating and capital expenditures



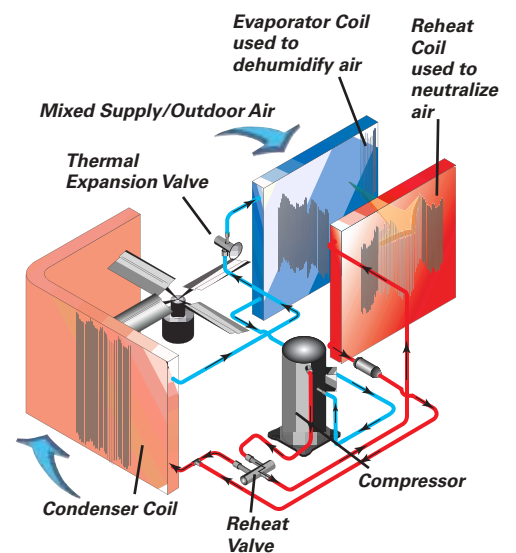


## Trane Can Help Your Cash Flow

Securing project financing is the first step in meeting your company's expansion or renovation objectives. Extensive overhaul or equipment replacements are costly, so it is not unusual for energy-saving projects to be postponed or cancelled by budget constraints. Trane retail experts are trained to evaluate your cash flow statements and balance sheets. They can regularly communicate with your corporate management to show the financial advantages of facility upgrades. We predict energy savings through programs such as Trane's ANSI/ASHRAE-certified TRACE™ energy modeling systems.

We also offer:

- Flexible financing plans to fit your budget schedule
- Planned equipment replacement programs to reduce operating costs and avoid emergency labor rates and freight costs
- Premium efficiency systems to capture maximum energy savings
- Leasing arrangements when an operating lease is the answer
- Contingency HVAC equipment during your critical sales months
- Extended parts and labor warranties to reduce your operating costs





## *We're Ready to Help*

*Trane offers proven systems to help your project succeed and thousands of trained service technicians with superior knowledge to serve you, with all systems you chose.*

### **Packaged Rooftop and Chiller Systems**

- To provide customized comfort
- Reliable, energy efficient equipment
- Factory mounted and tested controls
- Adaptable to a wide range of building types

### **Ventilation Systems**

- To help you meet indoor air quality standards
- Fast, cost-effective installation and start-up
- Numerous designs for site adaptation and scalability

### **Building Automation Systems**

- To keep your facilities up and operating efficiently
- BMS Workstation Software
- WebServer
- HVAC Controllers
- Power & Lighting Controllers
- Open Network Solutions (TCP/IP, LonWorks)
- Open Standard Communication Protocols (BACnet, LonMark, Modbus)
- Remote capability for monitoring, scheduling and operation
- Supporting environmental and sustainability local schemes
- Patented applications to lower energy usage

Your Trane retail expert has a support network that makes Trane easy to do business with, and helps you succeed at your job. Our experience in HVAC extends beyond manufacturing and design, through order and service tracking systems, to prized local relationships with thousands of consulting engineers and contractors. We provide accurate and timely invoicing to fit your payment schedule needs. This means that you will always have the knowledge you need to monitor our performance. We even integrate the delivery process with your project managers to assure that your equipment gets to your site on time, every time.

### **Environmental Leadership**

Through our product design flexibility and focus on customer needs and goals, Trane provides energy-efficient, environmentally responsible systems that help create sustainable buildings for today and tomorrow. Trane systems help produce ideal indoor environments, acoustically as well as for comfort, and are responsible to the external environment. Trane's substantial experience designing, building, installing and servicing environmentally conscious systems can help meet your environmental, business and building performance goals, while keeping your project on schedule and within budget.

### **Trane Can Play a Larger Role**

Corporate operations and engineering resources are being stretched at many retailers. We can provide project administration, facility maintenance and plant operations solutions to put more hours into your day. Whether the needed assistance involves review of engineering plans, subcontracting services or project commissioning, we want to help. Our goal is to assure that your plans can proceed rapidly and cost-effectively. Count on Trane for innovative financial, project management and risk management solutions.



## *An Opportunity for Your Business through Trane*

Retailing is a dynamic industry. We understand your need to keep your product presentation fresh and your customers' shopping experience perfect.

We help you achieve standardization of systems from store to store, creating purchasing economies and system standardization. Our international organization appreciates that different regions have varying comfort needs, building codes, and engineering practices, and helps you create

consistent brand and construction plans. Trane's vast local sales and service support force, with its extensive local experience and relationships, adds value to your plans. Regardless of the size or scale of your business, we're ready to help. Visit [www.trane.com/retail](http://www.trane.com/retail) today to locate a Trane retail expert near you.

