

TAKE COMFORT. IT'S  
AMANA BRAND.



AMANA<sup>®</sup> ADVANTAGE SPECIALIST PROGRAM  
2025

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## What is an Amana Advantage Specialist

Daikin believes that the best way to ensure a one-of-a-kind, premium customer experience is by working with a select group of professional, highly trained, and motivated dealer. Amana Advantage Specialist are chosen based on their reputation, growth potential, commitment to technology, and differentiation. Our goal at Daikin is to help grow these dedicated dealer through training and business development, sales and marketing support, and advanced products and services that separate them from the competition.

*For that, Daikin has recognized you as a leader with Amana brand.*

Being selected as a Amana Advantage Specialist means you embrace the influence that technology has in growing your business and in being the first. Daikin personally welcomes your company to the Amana Advantage Specialist Loyalty Program.

As a Amana Advantage Specialist, you were selected for your alignment with Daikin's commitment to inverterize North America. You believe in premium products that offer long-term savings which focus on being competitively priced, with the lowest cost of ownership. Daikin sees you as an early adopter of new technologies, that respects 'tried and true', with a history of quality, reliability and trust.



*All Amana Advantage Specialist seek to achieve the highest level of customer service, this requires integrity, and technical competency. This means maintaining an excellent rating online and taking continuing education classes on how best to install and service Amana brand products. To retain this status, Amana Advantage Specialist must deliver their best abilities to each customer, year after year.*

### **A commitment to comfort.**

Amana Advantage Specialist believe that a well-informed homeowner is the best possible customer. All Amana Advantage Specialist will take the time to help understand their unique comfort needs, assess the performance of their current indoor comfort system, and thoroughly discuss all options available to suit their lifestyle

### **A commitment to provide you with the right service and products.**

As a leading manufacturer of indoor comfort systems and refrigerants, Amana brand offers a full line of comfort solutions that ensures a Amana Advantage Specialist can provide the perfect solution to end users.

Amana Advantage Specialist have access to excellent technologies, products, and training to separate them from the competitor.

### **A commitment to serve you and your customers.**

Amana Advantage Specialist have a long-term vision to establish meaningful relationship with their customers. To help with this commitment, Amana Advantage Specialist have access to outstanding limited warranties\* in the indoor comfort industry.

\* Limited warranties vary by product model. Some states/regions may not require registration. Complete warranty details available from your local distributor or manufacturer's representative or at [www.amana-hac.com](http://www.amana-hac.com)



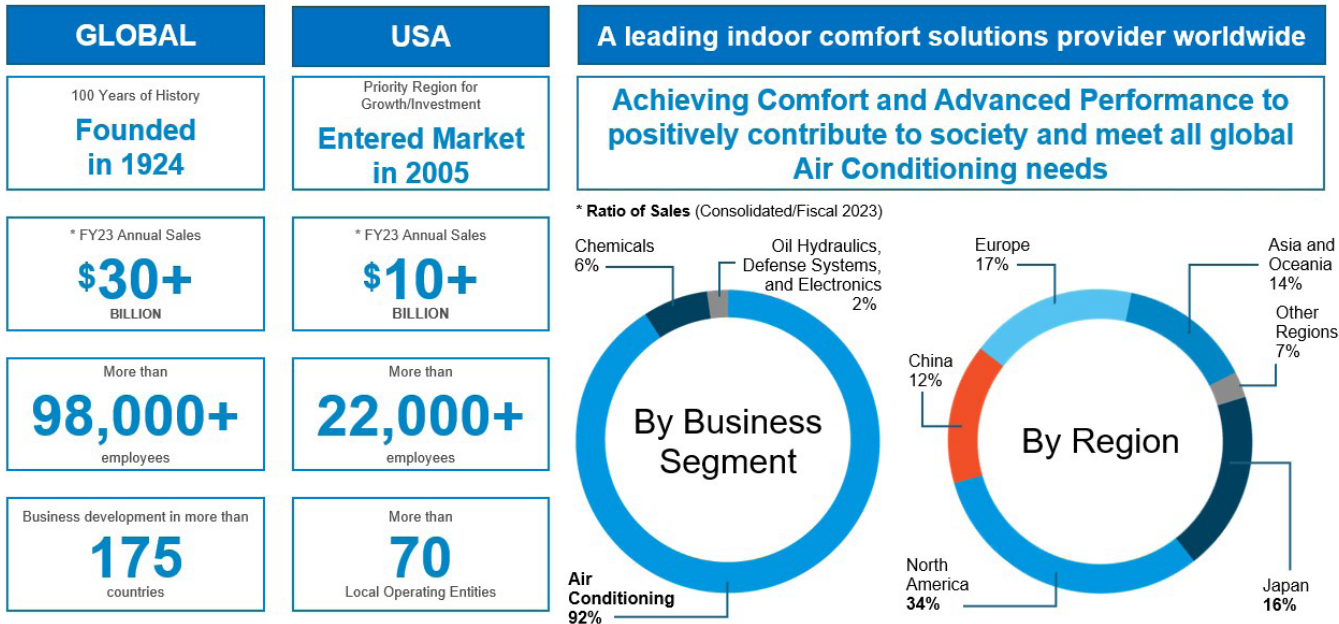
## The Amana Advantage Specialist – Investing in you with Innovation and Technology

As a leading HVAC manufacturer with over 100 years of experience, Daikin supports professional Amana Advantage Specialist in North America to bring innovative technology, dealer programs, and consumer focused solutions that enable our short and long-term sustainability goals.

The Amana brand is redefining home comfort in North America with technologically and aesthetically advanced solutions. These intelligent, energy efficient systems provide an unprecedented level of individual comfort and control.

Beyond our products and solutions offering, our commitment to personal service and manufacturing in North America is what makes us stand out from the pack, in perfecting the air we share.

**We are dedicated to the pursuit of comfort and exceeding our customers' expectations by offering technologically innovative products and backing them up with outstanding \*limited warranties and expert, friendly service.**



\*Limited warranties vary by product model. Complete warranty details available from your local distributor or manufacturer's representative or at [www.amana-hac.com](http://www.amana-hac.com).



## Daikin Texas Technology Park – Investing in North America

Located just outside of Houston, Texas, the Daikin Texas Technology Park (DTTP) allows Daikin to consolidate manufacturing, engineering, logistics, marketing, and sales for Goodman®, Amana® brand and Daikin brand unitary heating and air conditioning products in one location. The facility is designed to better serve customers and employees. The facility is designed from the ground up to encourage collaboration and innovation.

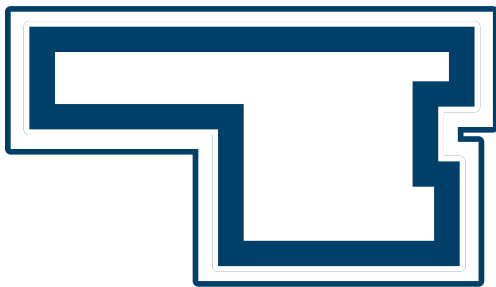
With engineering and manufacturing in one location, product innovations can quickly be tested and implemented into manufacturing processes. Closer collaboration between manufacturing and logistics allows for quick and efficient delivery of needed products to better meet customer needs.

### LEED® Gold Certification



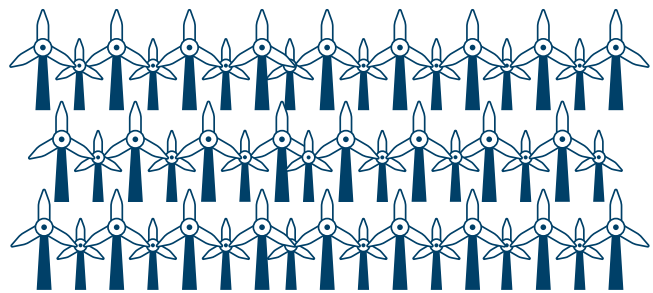
Daikin Texas Technology Park is also designed with the sustainability in mind. It includes an energy management system, a brilliant white roof to reflect the Texas heat and energy efficient LED light produces improved illumination. Office interiors are LEED certified and the flood control retention pond is also used for landscape irrigation.

LEED Gold Certification: The U.S. Green Building Council awarded the Daikin Texas Technology Park, Leadership in Energy and Environmental Design (LEED®) Gold certification for our office interiors. That means the DTTP has joined a select group of innovative buildings that have a commitment to sustainability. “It’s our belief that we have a responsibility to help create a greener world for our community and future generations, and this certification is an important part of our overall sustainability efforts,” said Michelle Jack, vice president of general affairs. LEED certification can provide several benefits for building owners. Along with the obvious environmental advantages, LEED-certified buildings cost less to operate and are more desirable for occupants.



#### Building:

- 4.2 Million Square ft.
- 2 Mile Perimeter
- Largest Tilt Wall Structure in N.A.
- 4th Largest Manufacturing Facility in N.A.
- DTTP Population- 12,000 + Employees
- Waller, TX Population - 2,900



#### Renewable Energy:

- Received EPA Waste Wise National Award for 2021 and Regional Awards for 2021&2020.
- Received Monarch Sustainer of the Year Award in 2020 for the Pollinator Partnership for our Butterfly Garden.
- Received Daikin Gold Green Heart Factory Certification.
- Recognized by TXU Energy for Energy Management.
- Received the EPA Green Power Partner designation



## Amana Brand Strategic and Core Technologies

The Amana brand S-Series— Putting the HVAC Industry on its side. The Amana brand S-Series is more than a product – this all-inverter side discharge system. Is a strategy for Daikin Comfort Technologies that sets you apart from the competition. Focused on changing the industry and providing your homeowners ultimate comfort through quiet, compact, smart, and efficient technology.



## Premium Inverter Unitary Ducted System

World Class System Design – Available in 1.5-5 ton

- Customized unitary logic with Daikin Swing Inverter Compressor
- Communicating connections in 80 - 97% gas furnaces.
- New coils with EEV control
- Daikin branded air cleaner with MERV 15
- Utilizes new Amana Smart Thermostat

### Three Core Technologies:



Inverters are an energy-saving technology that helps reduce wasted operation in HVAC systems (compared to single and two-stage systems) by efficiently adjusting motor speed to meet demand.

### Heat Pump

A Heat Pump provide efficient and reliable heating and cooling using only a small amount of electricity reducing the need to rely on fossil fuel appliances. Supporting decarbonization initiatives.



R-32 is a next generation refrigerant that efficiently carries heat and has a lower global warming potential (compared to R-410A).

- Proven
- Easy
- Efficient
- Available

MORE THAN 230 MILLION UNITS INSTALLED WORLDWIDE



**SCAN TO DISCOVER THE BENEFITS OF INVERTER TECHNOLOGY**



# ARE YOU **R32** READY?



## GET READY WITH:

- THE RIGHT GAUGE(S)
- A JUG OF R-32 REFRIGERANT
- A REVERSE-THREADED ADAPTER



[www.R32ready.com](http://www.R32ready.com)

SCAN TO  
DISCOVER THE R-32  
RESOURCE PORTAL.



## R-32



### Training Resources

New technology is being introduced all the time. Regular training helps to ensure that your staff is familiar with the latest technology applicable to your business goals. →

[Training Calendar](#)



### Reasons to choose R-32

There is a growing movement to replace R-410A refrigerant. It's different this time. You have a choice to make. The easy choice is R-32 refrigerant. Take a look at all the reasons why.

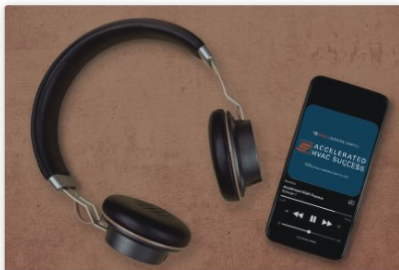
[r32reasons.com](http://r32reasons.com)



### Frequently Asked Questions

We've compiled a list of the questions we get asked the most often. Make sure to visit this page often, as new questions will be added frequently. →

[Learn more](#)



### Accelerated HVAC Success Podcasts

HVAC Learning Campus interviews HVAC Contractors about their experience selling, installing and maintaining R-32 refrigerant systems to their customers. →

[Learn More](#)



### Refrigerant Reclamation

Refrigerant reclamation is defined as the processing of used refrigerant gases so that they can meet specifications for re-use. Reclamation services were designed with the goal of reducing the environmental impact of refrigerants, allowing the re-use of existing refrigerants, thereby avoiding the need to manufacture new virgin refrigerants. →

[Coming Soon](#)



### R-32 Refrigerant Product Transitions and Schedules

1. Residential Unitary – Daikin, Amana® brand, and Goodman
2. Residential Ductless – Daikin
3. Commercial Unitary Rooftops – Daikin
4. Commercial VRV – Daikin

### Downloads

- The Facts About R-32 and R-454B →
- Comparison of Low GWP Alternate Refrigerants for HVAC Systems
- Reducing the Environmental Impact of HVAC Systems by Using R-32 Refrigerant
- The Global Stance on R-32
- A1 vs. A2L Pressure Temperature Chart USA
- A1 vs. A2L Pressure Temperature Chart CANADA
- R-32 System Match-up Flowcharts



## What Amana Advantage Specialist Can Expect

### 1. Innovative, Long-Lasting Products

- Our comprehensive range of HVAC products is designed to meet the highest industry standards and come with outstanding limited warranties\*
- \*Limited warranties vary by product model. Some states/regions may not require registration. Complete warranty details available from your local distributor or manufacturer's representative or at [www.amana-hac.com](http://www.amana-hac.com). This ensures your customers have peace of mind and long-term reliability, reaffirming consumer trust.

### 2. Dependable Availability

- We understand the importance of having the right product when you need it, where you need it. In collaboration with Amana Distributors, we are committed to supporting specialist with dependable availability to achieve timely project completion and reduce downtime.

### 3. Commitment to Manufacturing

- The Amana brand has a 90+ year legacy of reliability. Daikin Comfort Technologies has invested over \$500M in operational production space in Houston, TX, providing the best Amana brand products for the future.

### 4. Brand Awareness

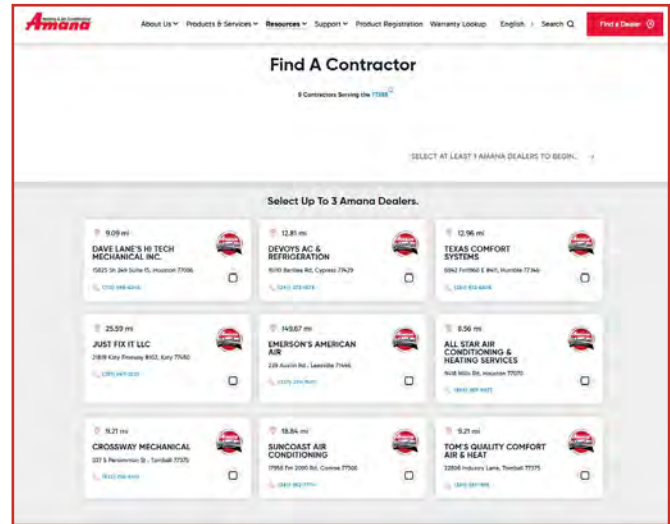
- We are committed to raising brand awareness of the products we sell. Through strategic marketing efforts, social media campaigns, and industry collaborations, we aim to increase the visibility of our products and support your success.

### 5. Contribute to Society with Sustainable Technologies

- The Amana Advantage Specialist Program provides eligible dealers with funds for marketing and advertising, along with powerful business tools. We are dedicated to supporting your business growth and helping you achieve your goals with guidance, insights, and resources from our Distributors and strategic vendors.

### 6. Lead Generation

- Our state-of-the-art technology and targeted lead generation efforts give you a competitive edge. With our support, you can expand your customer base, increase revenue, and build lasting relationships.



### 7. Easy and Affordable Purchase Options

- We offer competitive and innovative buy-down rebates that empower your customers to make informed decisions based on affordability and maximize your revenue potential. From time to time, we may notify you of consumer financing program options offered by third-party lenders that may be available for your customers. See, page 19 for current options.

### 8. Training Support & Resources

- We deliver world-class tools and training to help HVAC Dealers stay up to date with the latest technologies and best practices. Whether it's business, sales, or technician training, our team of HVAC experts are here to provide you with the support you need.

### 9. Build Lasting Relationships

- We view our relationship with you as one built on trust and mutual success. We are committed to fostering a long-lasting relationships focused on growth.

### 10. Sustainability Initiatives

- We strive to meet the world's needs for air solutions by providing clean and comfortable air while addressing global environmental challenges. By promoting energy-efficient products, low-impact refrigerants, and forward-thinking innovation, we aim to achieve carbon neutrality by 2050.

\*Amana Advantage Specialist may be ineligible for certain loyalty programs, trips, rebates, promotions, and discounts.



## Amana Advantage Specialist Expectations

### 1. Home Business Practices:

- Demonstrate integrity in all dealings with transparent pricing, honest communication, and fair treatment of customers, employees, and suppliers. Inform consumers about relevant limited warranties and comply with all applicable laws and regulations. Maintain a BBB rating of A- or higher.

### 2. Quality Workmanship:

- We understand the importance of having the right product when you need it, where you need it. In collaboration with Amana Distributors, we are committed to supporting specialist with dependable availability to achieve timely project completion and reduce downtime.

### 3. Guaranteed Work:

- Offering guarantees on workmanship provides homeowners with peace of mind and assurance of quality. Dealers should guarantee their installations free of any labor charges to the consumer for one year after the date of installation.

### 4. Prioritize Safety:

- Adhere to industry safety standards, certifications, and best practices to protect both team members and homeowners. Avoid removing, disconnecting, or negating any safety device or features of products.

### 5. Customer-for-Life Strategy:

- Amana brand limited warranties and programs are designed to help contracts keep customers for life. Likewise, successful Amana Advantage Specialist prioritize building lasting relationships with exceptional service, timely responses, and tailored HVAC solutions aiming to retain customers for life.

### 6. Embrace New Technology:

- Sell high-efficiency products, including Amana S-Series side-discharge, and ensure technicians complete required training for optimal customer experience. Stay adaptable to new technologies and regulations, offering ductless and indoor air quality (IAQ) solutions to meet customer demands.

### 7. Offer Flexible and Affordable Purchase Options:

- Offering purchase options can enable homeowners to benefit from flexible options for premium HVAC solutions. Additionally, we may notify you of consumer financing program options offered by third-party lenders that may be available for your customers. See page 19 for current options.

### 8. Strong Digital Presence:

- Maintain an engaging and informative website, utilize social media, and promote Amana brand products while adhering to trademark and graphics standards. Maintain a positive reputation online on review platforms, optimize business profiles, and respond to negative feedback promptly.

### 9. Engage in Amana Advantage Specialist Programs:

- Eligible dealers should actively participate in Amana brand programs, promotions, and incentives. Enroll in applicable platforms, including eCommerce, lead generation, and Cloud Services, and opt into Amana brand digital communications.

### 10. Environmental Awareness:

- Embrace energy-efficient and sustainable innovations to stay competitive and support a sustainable future. Promote energy efficient products, low global warming potential refrigerants, and forward-thinking innovation with your customers.

\*Amana Advantage Specialist may be ineligible for certain loyalty programs, trips, rebates, promotions, and discounts.



## 2025 Accrual Program, Rates, and Usage.

The 2025 Amana Advantage Specialist Accrual Program features generous accruals on Amana brand serialized equipment and Daikin multi-zone serialized equipment purchased through the dealers' Amana brand distributor. The Amana Advantage Specialist Loyalty Program will allow eligible dealers to maximize their marketing efforts by allowing them to earn and utilize valuable accrual funds. These accrual funds can be used for consumer advertising, SEO and SEM efforts, training, and much more. All these contractor benefits are accessed through an easy and straight-forward accrual program. And since it's an accrual fund, and not a "co-op", 100% of the accrual funds become available to eligible Amana Advantage Specialist once program minimum purchase requirements are met. No matching funds or contractor contribution required.





## 2025 AMANA® BRAND ADVANTAGE DEALER PROGRAM

The 2025 Amana Advantage Specialist Program is designed to provide eligible residential replacement dealers with a powerful suite of marketing and business tools to drive sales growth and profits, setting Amana Advantage Specialist apart from the competition.

Through our outstanding accrual program, the eligible Amana Advantage Specialist will have the opportunity to earn generous benefits on Amana brand HVAC equipment. The 2025 Amana Advantage Specialist Program is flexible and easy to use, bringing together Amana Advantage Specialist with our best products and services. The primary focus of the Amana Advantage Specialist Program will be to provide eligible Amana Advantage Specialist with the tools they need to be more profitable. All of this is backed with a high level of support, that you would expect to receive from a manufacturer and distributor.

**Accrual funds should be used for advertising and marketing expenses. Prior review and approval from a sales or marketing authorized contact**



### Lead Generation

We are committed to providing the Amana Advantage Specialist with outstanding web-based lead generation programs designed to “make the phones ring.” We have teamed with cutting-edge technology companies to provide the Amana Advantage Specialist with search engine marketed lead results that can increase lead traffic.

### Advertising

To help increase sales and profits, Amana Advantage Specialist will have access to professional advertising tools that highlight the dealers’

professionalism. Choose from a full assortment of print campaigns, broadcast, radio, TV, and SEO and SEM internet options. Dealers can utilize these choices of advertising mediums, as well as their choice of ad agencies to help retain and grow their existing customer base.

### Sales and Marketing

We offer outstanding dealer website solutions to assist homeowners in the HVAC decision making process. In addition, on-line tools put state-of-the-art material and information at your fingertips. In addition, consumer product literature will help allow you to present a professional image during the sales process. Generate new qualified sales leads and get new customers via your company’s website with advanced SEO and SEM internet tools.

### Purchase Options

Consumer financing can be one of your most effective tools when closing the sale in the home. Amana Advantage Specialist will have access to competitive and innovative consumer financing programs and seasonal promotional offerings that allows our

dealers the potential to close more jobs with higher efficiency equipment, enjoy higher average tickets, and increased gross margin dollars on those jobs. Our team of providers make financing easy and affordable with industry-high approval rates and expedited buy-down rebate processing.

### Extended Service Plans<sup>†</sup>

Our Extended Service Plans on Amana brand products are not administered by a third-party. That means homeowners have the peace of mind that their Extended Service Plan is backed by the company that made the product. Extended Service Plans on Amana brand products offer flexible options for your customers.

Selling Amana brand HVAC products with extended service plans can help you build long-lasting relationships with your customer.

<sup>†</sup> Extended service plans may have additional restrictions. Dealer must register with ASURE to participate. See your Territory Sales Manager for more details on the ASURE Extended Service Plan program.



## Amana Advantage Specialist Accrual Program

The 2025 Amana Advantage Specialist Program features generous accruals on all Amana brand serialized equipment and Daikin ductless serialized equipment purchased through the dealers' Amana brand distributor. The Amana Advantage Specialist Program will allow eligible dealers to maximize their marketing efforts by allowing them to earn and utilize valuable accrual funds. These accrual funds can be used for consumer advertising, SEO and SEM efforts, training, and much more. All of these dealer benefits are accessed through an easy and straight-forward accrual program.

And since it's an accrual fund, and not a "co-op", 100% of the accrual funds become available to eligible Amana Advantage Specialist, once program minimum purchase requirements are met. No matching funds or dealer contribution required and NO ANNUAL FEE!

### 2025 Amana Advantage Specialist Program

## Outstanding Benefits For Amana Advantage Specialist

- Search Engine Optimization (SEO) / Search Engine Marketing (SEM) solutions
- Amana Advantage Specialist "Dealer Locator" listing
- Access to free electronic appointment leads from Amana branded consumer webpages.
- Optional HVAC Learning Campus or Amana brand key vendor sponsored training fees reimbursement<sup>†</sup> (business or technical)
- <sup>◊</sup> Variety of in-home selling tools and software
- Amana brand clothing, apparel, and accessories\*\*
- Discounts with many Amana Advantage Specialist Vendors<sup>‡</sup>
- Annual Dealer Trip for qualified specialist
- GM and Nissan vehicle discounts
- Free access to Amana Brand PartnerLink marketing tools

## Accrual Program Guidelines

- An Amana Advantage Specialist must purchase a minimum of \$50,000 in Amana brand serialized "A-line" equipment, qualified A/H and modular blowers, and Daikin Ductless serialized equipment, less discounts, taxes, and freight charges, to become eligible for accrual funds. Accrual amount will include the initial \$50,000 in qualified equipment.<sup>▲</sup>
- Accruals for Amana Advantage Specialist registered by March 31, 2025 will begin on January 1, 2025. Accruals for Amana Advantage Specialist registered from April 1, 2025 through September 30, 2025 will begin the first day of the month in which they were registered.

## 2025 Accrual Rates

PRODUCT DESCRIPTION	ACCRUAL RATE
Amana S-series side-discharge Inverters, Amana brand Cloud Services	6%
All other Amana branded serialized equipment, including: AC & Heat Pump Condensing Units, Package Units, Gas Furnaces, and select variable speed Air Handlers/Modular Blowers	3%
Amana brand Smart Thermostat	2%
Daikin ductless serialized equipment	2%
Clean Comfort products	2%



For Amana brand training, please talk to your distributor or visit [www.hvaclearningcampus.com](http://www.hvaclearningcampus.com)

- Membership dues reimbursement available for ACCA, HRAI, BBB, or any of our Strategic Alliance groups
- NATE testing reimbursement
  - \* Optional HVAC Learning Campus or key vendor sponsored trainings can be reimbursed by registered and approved Amana Advantage Specialist, with available accrual funds. Reimbursement covers cost of trainings, travel, and hotel.
  - ▼ Up to \$5,000 per year may be claimed with available accrual funds for approved in-home selling tools and business operation software.
  - \*\* A maximum of 25% of accrual total on promotional Amana brand clothing, accessories, etc.
  - ‡ Please contact Amana Advantage Specialist Vendors for more details on specific discounts available.
  - ◊ Up to \$5,000 reimbursement for optional annual membership dues for Strategic Alliance groups can be claimed annually with available accrual funds. Please contact your distributor sales representative for more details on our Strategic Alliance group programs.

Deadline for registration is September 30, 2025.

- Accruals will be calculated through December 31, 2025. The deadline for utilization of 2025 accrual funds is March 31, 2026.
- ▲ We reserve the right to exclude special quoted products and change the program as necessary. Parts, service and accessories do not qualify for accruals. Complete Amana Advantage Specialist Program terms and conditions available from your distributor.
- \* Amana Advantage Specialist may be ineligible for certain loyalty programs, trips, rebates, promotions, and discounts.



## Usage of Accrual Funds (Continued)

The money you earn in your Amana Advantage Specialist accrual fund can be used in many ways to promote, strengthen, and grow your business according to the set guidelines of the program. Your Distributor Sales Representative will assist you in filing claims for reimbursement of your approved expenditures

***Amana brand must be the only brand advertised.  
No other competitive brands can be included in any of the usages listed.***

All dealer advertising must adhere to the standards and requirements set forth in the Advertising Standards section of the Amana Advantage Specialist program and must have prior approval by a Amana brand Distributor Sales Representative or Amana Dealer Development Manager before funding. Each Amana Advantage Specialist will receive regular monthly accrual recaps of purchases and accruals from their Amana Brand Distributor. Claims submitted that do not meet the requirements as set forth in this manual may be rejected.

2025 USAGE OF ACCRUAL FUNDS	
APPROPRIATE USAGE	BACK-UP NEEDED FOR CLAIMING FUNDS
Newspaper/Magazine/Yellow Pages	Tear sheets with publication name/date, invoice of charges, & proof of payment. <sup>†</sup>
Direct Mail	Samples, invoice of charges and proof of payment.
Radio / Television / Videos	Scripts, invoice of charges and proof of payment.
Internet advertising, SEO/SEM, websites, Google Adwords	Printed copy of advertisement, URL, invoice of charges and proof of payment.
Home sales and service solutions provided by all Amana brand Vendors. All other companies approved by exception.	
Dealer Signage	Photo of signage, invoice of charges, and proof of payment.
Home Shows	Photo of booth, invoice of charges, and proof of payment.
Electronic Operational and Selling Software* (Provided by Amana brand Vendors)	Invoice of charges and proof of payment.
Up to \$5,000 reimbursement for optional annual membership dues for Strategic Alliance Groups	Invoice of charges and proof of payment.
Daikin sponsored and key vendor training (technical, sales and business) Covers cost of training, travel and hotel.	Proof of attendance/roster from distributor. Copy of training event or URL and proof of payment.
Daikin brand clothing, accessories, etc. (A maximum of 25% of accrual total eligible for promotional items annually.)	Photo or samples of branded items, invoice of charges, and proof of payment.
Membership fees for ACCA, HRAI, BBB (a maximum of \$5,000 annually for Amana Advantage Specialist)	Membership receipt, invoice of charges and proof of payment.

\* Up to \$5,000 per year for approved in-home selling and business operations software.

‡ Examples of “Proof of Payment”: copy of check, copy of credit card statement or receipt, copy of cash receipt, or paid invoice from the vendor.

‡ An iPad/tablet is an approved expenditure ONLY if purchased for use with Daikin specific software to be installed on the device for in-home selling use. iPad/tablet device and tablet at the same time.



## Advertising Standards

### General

- All advertising must present an honest and professional image of Amana brand products, the Amana Advantage Specialist Program, and the products and services of the participating Amana Advantage Specialist.
- Advertising that does not comply with national, regional, state, or local regulations, or FTC or FCC guidelines will be denied accrual.
- All dealers advertising must have the prior approval of the Distributor Sales Representative.
- Amana brand advertised only. No competitive brands can be mentioned by either name and/ or logo.
- The Amana brand name and/or logo must be present in the ad.
- Please resource the Amana brand graphic standards guide for approved usage of the Amana brand logo and other brand guidelines.
- The Amana Brand logo must be conspicuously placed in the ad.
- Dealer ads that proclaim special factory or distributor “deals” without prior approval from the Distributor Sales Representative will not receive accrual funds.

**Amana brand marketing materials can be found via the Amana Brand Marketing Toolkit at:**

**[www.goodmanpartnerLink.com](http://www.goodmanpartnerLink.com)**

**Username: amana Password:dealer**

**Toolkits > Daikin Dealer Toolkit > Marketing Toolkit**

**(Note: You cannot access the toolkit outside of PartnerLink)**

### Radio, TV, and Internet Advertising

- Dealer name and contact information must be mentioned.
- Amana brand only. No other competitive manufacturer can be mentioned or shown either by name, logo, or inference.
- Amana brand must be mentioned in the ad by either name or logo. Vehicle Wraps and Billboards
- The Amana brand logo should be at least 1/3 the size of company logos and should contain Amana brand product images when possible.
- All Amana brand logos must remain legible.



### Print Advertising

- Dealer name and contact information must be prominently displayed throughout the ad.
- Amana brand only. No other competitive manufacturer can be mentioned either by name or by logo.



## 2025 Amana Advantage Specialist Rebates & Incentives



## Outstanding Benefits for Amana Advantage Specialist



### Extended Service Plan:

ASURE Extended Service Plans will give homeowners that additional peace of mind associated with a worry-free system. Multiple service plan offerings are available to meet every need. Selling the Amana brand HVAC products with extended service plans can help you make additional gross margin dollars. These plans are currently administered by the manufacturer and not by third party insurance providers.

\*Dealer must register to participate. \*Subject to change

### Comfort Advisor Incentives and Dealer Spiff Program:

Year-round incentives for selling select Amana brand high-efficiency comfort solutions. Incentives on all products: AC, Heat Pumps, Gas Furnaces, Ductless Systems, and more

### Outstanding Marketing Accrual Rates:

Provides eligible dealers with the opportunity to invest in lead generation and growing the contractor/Amana Brand name.

### Annual Loyalty and Incentives Trips:

Eligible Amana Advantage Specialist will enjoy opportunities to qualify for exciting trips and join Daikin leaders and fellow dealers from across North America.



\*Amana Advantage Specialist may be ineligible for certain loyalty programs, trips, rebates, promotions, and discounts.



## Customer Rebates & Incentives



## Comprehensive and Competitive Consumer Programs

### Year-Round Consumer Instant Rebates:


Amana Advantage Specialist will have access to year around promotional offers that will include consumer rebate offers to help drive leads and close more sales with high-efficiency equipment. \*Rebate amounts subject to change.

The Amana Advantage Specialist year around consumer instant rebates are a competitive advantage for our dealers at the kitchen table. No pay to play, these rebates provide substantial savings for your homeowners. Each rebate helps the contractor as well with a 50% split back to you. Meaning, if you offer the Amana S rebate for \$900 to a homeowner, you will receive \$450 back when submitted.

\*Amana Advantage Specialist may be ineligible for certain loyalty programs, trips, rebates, promotions, and discounts. Amana Advantage Specialist promotions are available year around, but subject to quarterly updates.

### Consumer Financing Buy-Downs Rebate\*

Eligible Amana Advantage Specialist will have access to competitive and innovative consumer financing programs that allow our dealers the potential to offer flexible purchase options for consumers. All financing is provided by third-party lenders. FINANCE BUY-DOWN\*\*:

<p><b>3% Financing Buy-down rebates for traditional high efficiency products</b></p> <p>ANY financing plan through GoodLeap or Optimus</p> <p>Amana 15.2 + SEER2 products or Variable Speed Furnaces or 90+% Two-Stage 9-Tap Furnaces</p> <p>Complete System NOT required</p>  <p><small>* There is no guaranty the customer will be approved for financing or eligible for a specific interest rate or other specific loan terms. Daikin does not provide tax, legal or accounting advice.</small></p>	<p><b>Up to 6%** Financing Buy-down rebates on Amana S-series side-discharge inverter</b></p> <p>ANY financing plan of ASXS6 &amp; ASZS6 models through GoodLeap or Optimus</p> <p>EX: Optimus 10 Year 9.99% interest *1.35% dealer fee after rebate</p> <p>EX: GoodLeap 12 Year no interest/no pay *2% net dealer fee after rebate</p> <p>EX: GoodLeap 15 month 10.99% interest *Net zero dealer fee after rebate</p> <p><small>*After rebate. Based on today's rates and fees. Subject to change</small></p> <p><small>**Daikin Members are eligible to receive an additional 3%</small></p>
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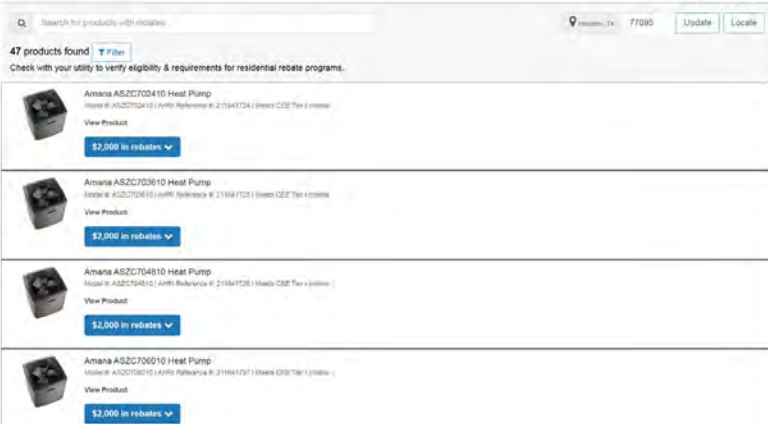
\* Amana Advantage Specialist may be ineligible for certain loyalty programs, trips, rebates, promotions, and discounts.

### 3<sup>RD</sup> Party Utility, State Incentives and Rebates:

Discover additional incentives and rebate offers to help drive more sales with high-efficiency equipment. Rebate opportunities listed via our online rebate center at <https://www.amana-hac.com/resources/amana-rebates-center>. Also new to the program is the Daikin Energy Rebates Center found at [mydaikincomfort.com](https://mydaikincomfort.com) or HVAC Learning Campus.

#### Rebate Center

Find available residential rebates on select products in your area.



The screenshot shows a search interface for residential rebates. It displays a search bar, a location dropdown set to 'Houston, TX 77095', and a 'Filter' button. Below the search bar, it indicates '47 products found'. A list of four Amana ASZC700410 Heat Pump models is shown, each with a 'View Product' link and a '\$2,000 in rebates' button.



## Amana Advantage Specialist Field Resources



## Your Resources – The Amana Brand Toolbox

Being a Amana Advantage Specialist means you are the best of the best HVAC Contractor. This means we know you provide your customers the best overall customer service. Your focus should be in the field, on your staff and on your company. Let the Amana brand help you with all your Amana brand needs with the free resources we have provided for you.

As one of our Amana Advantage Specialist, we provide opportunities for high-quality and robust programs, promotions, and sales enabling tools to set you apart from the competition.

### Dealer Technical Support

#### Daikin Tech Hub App:

Daikin Tech Hub provides products technical and service information directly at your fingertips. The interactive user interface allows easy access of the information with ability to bookmark, download for offline access and share.

#### Convenience:

One central hub for all the information you need to install and maintain Amana Brand equipment.

#### Customize:

Save favorite and frequently used documents in personal folders that can be used in offline mode.

#### Visual:

Vast bank of troubleshooting information explained through easy-to-understand charts, diagrams, graphics, and videos.

#### Empower:

Access to all information needed for self-help including 2-way interactive screens, and guided chatbot, without having to wait on a call center technician.

Amana Brand Tech support: 855-324-5451



#### Features

- Technical Specs
- System Compatibility
- Documents
- Error Codes
- Refrigerant Charge
- Field Settings
- Videos
- Warranty
- Training
- Chat

Resources: [Training Videos](#)

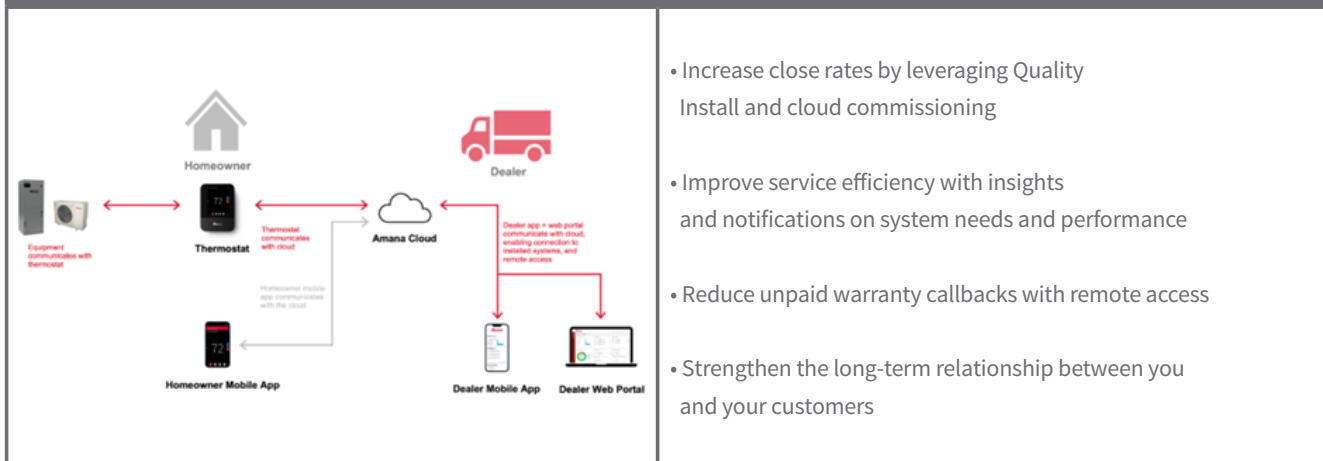
## What is Amana® Brand Cloud Services?

Amana Brand Cloud Services is a powerful cloud-based platform that helps Amana Advantage Specialist improve quality installations, streamlines service and maintenance with system insights, supports ongoing sales with ecosystem enhancements, and over time can identify the need for system replacements. It's a solution for dealers that covers the lifecycle of the systems they install, while helping dealers establish a closer, longer-lasting relationship with their customers.

### Key benefits:

- Confirm a Quality Installation with Cloud based commissioning reports
- Notifications and Alerts from connected systems
- Remotely view and access connected systems
- Visibility to system performance and insights over time

## *Connected equipment and the Amana Brand Cloud enables a stronger connection between dealers and homeowners:*



- Increase close rates by leveraging Quality Install and cloud commissioning
- Improve service efficiency with insights and notifications on system needs and performance
- Reduce unpaid warranty callbacks with remote access
- Strengthen the long-term relationship between you and your customers

## How to access Amana Cloud Services

Amana Advantage Specialist access their account at <https://dealer.amana-hac.com> or via the Amana Brand Cloud Services app, available on your smartphone. They will be prompted to create/register their account upon initial login. The account setup process requires dealers to enter a unique registration code. The registration code is the business phone number that was provided by the dealer during the loyalty registration process. If the phone number is not recognized as the registration code, please contact the Cloud Services team (Contact info below) for additional assistance.

To get started, dealers should follow the help and setup videos, found at <https://dealer.amana-hac.com/help> for step-by-step guidance on inviting team members, customers, and utilizing Cloud Services.



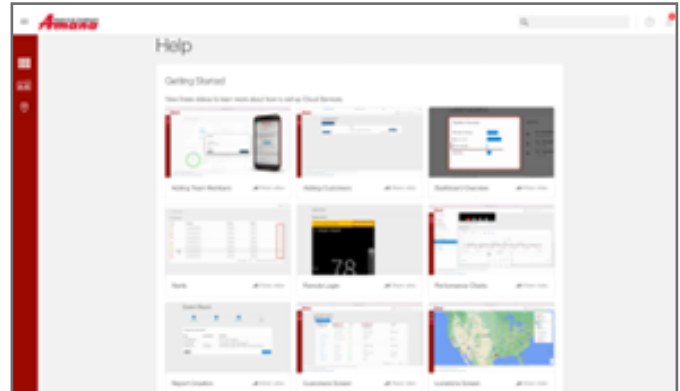
## How to access Amana Brand Cloud Services (Continued)

### Amana Brand Cloud Services License Options

The first year of Amana Brand Cloud Services is included with the purchase of qualifying equipment. For year two and beyond, dealers can choose from two Amana Brand Cloud Services license options:

- Annual License (\$60.00 USD)
- Lifetime License (\$400.00 USD)\*

\* (For the lifetime of the outdoor unit, and is transferable, at no cost, up to 3 homeowners total)



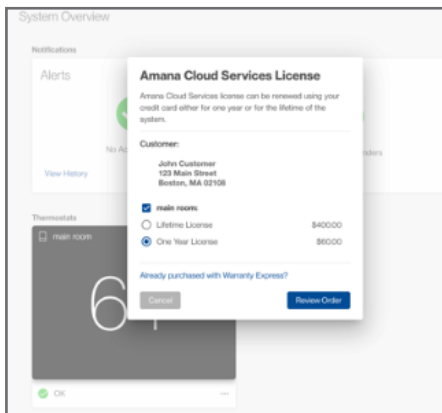
### Purchasing Process United States:

They can extend or renew their customers licenses for Amana Brand Cloud Services from within Cloud Services using a credit card. Additionally, they can purchase lifetime licenses via Warranty Express. One-year licenses can only be purchased through the Cloud Services web portal.

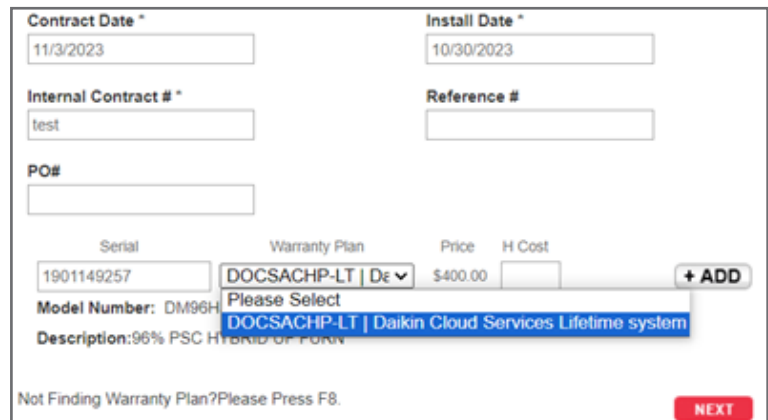
### Purchasing Process Canada:

Licenses for Amana Brand Cloud Services will be purchased via warranty express. \*

\*(Credit card processing for Canadian dealers will be introduced in a future platform update)



License purchase within Cloud Services



License purchase using warranty express



## How to access Amana Brand Cloud Services (Continued)



**Quality Install Process**

- Edit Thermostat Settings
- System Test
- Verify Charge
- Generate Reports

### Demo Instance for Distributors

To help distributor sales and training teams, Cloud Services demonstration (Demo) accounts are available. Demo accounts require at least one functioning system be connected to the demo account. These accounts enable your team to showcase the value of cloud services on sales calls and in local trainings, without the need for a connection to a specific contractor or their customers systems. For more information on demo accounts contact the Cloud Services team.

### Tech Support Tool for Distributors

Distribution technical support teams can leverage the power of Amana Brand Cloud Services with connected equipment to help dealers with installation/service issues, and in many cases, be able to provide the support required without a visit to the job site.

It is strongly encouraged to have the technical support leaders reinforce the need to activate Amana Brand Cloud Services on every install. This enables tech support to streamline the support process for communicating systems by addressing nuisance issues remotely and only making site visits to job sites that require their expertise.

A connected system will give them access to all the settings and system parameters, to identify many issues and allow them to remotely make the adjustments needed to keep our dealers customers comfortable and save them money each month by ensuring that their Amana Brand system is running at peak efficiency.



Vendors



Quick Reference Marketing Guide

Marketing Plan

CAMP Digital	<a href="http://www.campdigital.com">www.campdigital.com</a>
Technology-Driven Digital Marketing Solutions	Capacity Pro Dashboard, YouTube Ad Management, Google Analytics, Amazon Ad Management, SEO, Google Performance Max, Geo-Fencing
CI Web Group	<a href="http://www.ciwebgroup.com/amana">www.ciwebgroup.com/amana</a>
Digital Marketing and Website Support	Website, Hosting, Content, Cell, Scheduling, Chat, Text, Social, Local, SEO, PPC, Mobile
iMarket Solutions	<a href="http://www.imarketsolutions.com/daikin">www.imarketsolutions.com/daikin</a>
Custom Marketing Plan and Advertising	Branding, Rebranding, Detailed Market Analysis, Media Plan, Direct Mail Campaigns, Digital Solutions for Lead Generation
Lemon Seed Marketing	<a href="http://www.lemonseedmarketing.com">www.lemonseedmarketing.com</a>
Full-Service Marketing Agency	Quarterly Planning, KPI tracking, Campaign Management, Brand Creation, Digital Graphics, content creation, digital engagement, email design, audience management
Mediagistic	<a href="http://www.mediagistic.com">www.mediagistic.com</a>
Marketing Agency	Local Marketing, Channel Marketing, Digital Marketing, Media Production, Print Production, Creative Services, Internet Marketing, Direct Mail Marketing

Pricing Tools

Pricebook Digital	<a href="http://www.pricebook.digital">www.pricebook.digital</a>
Pricing Catalogue, Pricing Options	Pre-configured and Customized Pricebook, Easy-to-Use Application, Price Lists, Cloud-based software, managing equipment and systems data with deep roots in supply-chain delivery
SilverBullet Price Page	<a href="http://www.silverbullet.ac/DCT">www.silverbullet.ac/DCT</a>
Kitchen Table Selling Tool	Clear and Concise Pricing Options, Kitchen-Table Success, Highly Customizable, Cloud-Based, Unlimited Proposal, Personal Setup Coaches
The New Flat Rate	<a href="http://www.thenewflatrate.com/daikin">www.thenewflatrate.com/daikin</a>
Flat Rate Menu Pricing	Menu Pricing, Customizable and Personalized Pricebook, One-on-one Contractor Training, Sales increase without Pushing the Envelope, Options for Every Job

Fleet

General Motors Fleet	<a href="http://www.gmfleet.com">www.gmfleet.com</a>
Vehicle Fleet Discounts	Electric Vehicles, Trucks, Vans, SUVs, Crossovers, Cards, Chassis Cabs, LCF, Upfit Applications

Business Tools

Nexa Receptionists	<a href="http://www.nexa.com">www.nexa.com</a>
24/7 Virtual Receptionists	Appointment Booking, After-Hours Overflow, 24/7 Virtual Receptionists, Inbound/Outbound Calling
Payzer	<a href="http://go.payzer.com/amana">go.payzer.com/amana</a>
FSM/Financial Management	All-in-one Financial Tool, Field Service Management, Work Queue, Customer Account Management, Built-in Pricebook, Flat Rate Pricing, All-in-one Dashboard

Financing

Goodleap	<a href="http://www.goodleap.com/contractors/amana">www.goodleap.com/contractors/amana</a>
Consumer Financing	Point-of-Sale Solution, Higher Approval Rates, Fast Approval Times, Greater Loan Amounts, Flexible Payment Options, Soft Credit Pulls, Rebate processing in 7-10 days
Live Oak Bank	<a href="http://www.liveoakbank.com">www.liveoakbank.com</a>
Contractor Lending	Growth and Transition Financing, SBA Lending, Dealer-Focused, Personal Customer Service and Industry Experience
OPTIMUS Financing	<a href="http://www.amana.egja.org">www.amana.egja.org</a>
Consumer Leasing	Flexible Financing, Prime, Near-Prime, Sub-Prime, Multiple Solutions, Instant Approvals, No Pre-Payment Penalties, Pre-Qualify without impacting Credit



**PRO VENDORS**  
DAIKIN COMFORT TECHNOLOGIES NORTH AMERICA, INC.

Quick Reference Marketing Guide

**Technology Solutions**

Wrightsoft	<a href="http://www.wrightsoft.com">www.wrightsoft.com</a>
Load Calculation Software	Manual J, Manual S, Easy-To-Use Mobile Solutions, Comprehensive Design Solutions, On-Call Experts Support Team, ACCA-Certified Programs, Regular Software Updates, Drag-and-Drop Interface
XOi	<a href="http://www.xoi.io/daikin-program">www.xoi.io/daikin-program</a>
Technician Enablement Services	Dataplate Scanning, Automated Job Summaries, On-Demand Equipment Library, Branded workflows/manuals
AmPLY Energy	<a href="http://www.amply.energy">www.amply.energy</a>
Mobile LiDAR Load Calculation	3D Floor Plans, Manual J, "Virtual Installs", Works Offline, Hi-Res Images
Conduit Tech	<a href="http://www.conduittech.co">www.conduittech.co</a>
Mobile LiDAR Load Calculation	3D Floorplans, Manual J, Unitary and Ductless, In-Depth Trainings

**Training, Education and Certification**

Air Advice	<a href="http://www.airadviceforhomes.com">www.airadviceforhomes.com</a>
IAQ Training/Equipment	IAQ Education, IAQ Training/Certification, Technical Support Training, M5200 Monitor
Contractor University	<a href="http://www.mycontractoruniversity.com">www.mycontractoruniversity.com</a>
Leadership and Employee Training	Online Courses, Educational Workshops, Leadership Training, Company Planning, Management & Strategy, Material Handling, Installation & Field Labor Management, Ductless Business Model & Entering the Vertical
Interplay Learning	<a href="http://www.interplaylearning.com">www.interplaylearning.com</a>
VR/AR Training	AR/VR Training, Custom Courses, Innovative Education Solutions, Adaptive Certifications
National Comfort Institute	<a href="http://www.nationalcomfortinstitute.com/pro">www.nationalcomfortinstitute.com/pro</a>
Leadership and Employee Training	Performance-Based contracting, System Certification, Self-Directed Classes, Live Online Classes, Technical Training, Business/Sales Marketing Training, Onsite Training

**Merchandise and Promotions**

BI Worldwide	<a href="http://www.biworldwide.com">www.biworldwide.com</a>
Third Party Promotions	Rewards Marketplace, Sales Team Motivation, Employee Engagement, Channel Sales Solutions, Customer Loyalty
BMP Direct	<a href="http://www.daikinpromo.bmpstores.com">www.daikinpromo.bmpstores.com</a>
Centralized Branding Agency	Promotional Products, Apparel, Branded Giveaways, Online Store, Custom-Selected Products, Streamlined Distribution
Digital Blue Print Solutions	<a href="http://www.daikin.digitalblueprintsolutions.com">www.daikin.digitalblueprintsolutions.com</a>
Custom Graphics/Merchandise	Signs, Banners, Posters, Custom Graphics, Home Show Solutions, Vehicle Wraps

**Hiring Solutions**

Hire Dimensions	<a href="http://www.hiredimensions.com">www.hiredimensions.com</a>
Full-Service Hiring Agency	Applicant Sourcing and Screening, Applicant Tracking Software, Custom Job Ads, Fully Branded Careers Page, Integrated Referral Program

**Internals**

Warranty	<a href="http://www.warranty.goodmanmfg.com">www.warranty.goodmanmfg.com</a>
PTAC	<a href="http://www.amana-ptac.com">www.amana-ptac.com</a>
Parts and Accessories	<a href="http://www.propartshvac.com">www.propartshvac.com</a>
Quietflex	<a href="http://www.quietflex.com">www.quietflex.com</a>
HVAC Learning Campus	<a href="http://www.hvaclearningcampus.com">www.hvaclearningcampus.com</a>

Our continuing commitment to quality products may mean a change in specifications without notice.  
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PF-MKG Vendor RefGuide-A 02-25



## HVAC Learning Campus

At Daikin, the concept of ongoing education is highly important for the success of our dealers. Staying up to date and current with industry changes with technology helps set any business for success within our industry. Daikin has developed a phenomenal tool with outstanding field trainers to provide valuable, up to date continuing education.

*Our courses are designed for selling and repairing Daikin, Goodman® and Amana® brand HVAC equipment.*

Visit our website: [hvaclearningcampus.com/](https://hvaclearningcampus.com/) to learn more about the training schedule and programs offered.

For more information please contact:  
[hvaclearningcampus@daikincomfort.com](mailto:hvaclearningcampus@daikincomfort.com)

With ongoing training, your existing staff could be eligible for internal promotions and that next level promotion.

As a distributor, you can request workshops for your sales team and dealers to be conducted at any of your locations!

On HVAC Learningcampus.com - select the distributor section, go to training, workshop options and pick the course you would like to host.

Look for the orange button to schedule!

REQUEST THIS WORKSHOP

ACCELERATED  
HVAC SUCCESS



“Accelerated HVAC Success,” is the podcast that dives into the strategies and tools that propel success in the heating, ventilation, and air conditioning industry.

Listen and Subscribe Today!



## BENEFITS OF ONGOING TRAINING

### Stay Informed of Industry Changes

The HVAC industry is constantly evolving, and it's a solid business practice to keep employees up to date on the continual changes. Ensuring your business is complying with industry regulations, becoming aware of trends, and staying up to date with the latest skills and knowledge help to ensure the success of a company.

### Stay Current with the Latest Technological Developments

New technology is being introduced all the time. Regular training helps to ensure that your staff is familiar with the latest technology applicable to your business goals

### Stay Ahead of Competition

Be the employer of choice in your market. Keep advancing your team's skills and knowledge so your organization can continue to move forward and remain competitive.

### Identify and Reduce Weaknesses and Skill Gaps

With regular training, a business can more easily identify any skill gaps in their business and within the existing workforce. By identifying these gaps early, there is time to train staff so your company can operate more effectively.

### Maintain Knowledge and Skills

It's important that training programs are put in place for continued skill development. To retain knowledge, skills need to be practiced and refreshed on a regular basis so basic elements are not forgotten.

### Provide an Incentive to Learn

Once a business has committed to a long term career development pathway, employees will have more incentive to learn, participate more fully in the sessions and immediately put their new skills into practice.

### Attract New Talent

All businesses want to hire the best employees. With ongoing training support and better staff retention, a business that provides training may attract better talent from the onset.

### Increased Job Satisfaction and Internal Promotion Opportunities

Incorporating training that advances employees toward long term career goals can also promote greater job satisfaction. A more satisfied employee is likely to stay longer with an employer and be more productive.



# VR TRAINING



## Omni-Device Virtual Training with Interplay Learning

### Dealer Access to Custom Content

Interplay Learning created custom brand content for dealers available at no cost. To access these custom courses, please click on the brand link you need below and fill out the requested information. Please put the company name for tracking purposes.



### Interplay Contact Information

**Brett Freede**  
Account Director  
[bfreede@interplaylearning.com](mailto:bfreede@interplaylearning.com)  
**Customer Support**  
[support@interplaylearning.com](mailto:support@interplaylearning.com)

### Step 1: Find Brand Sign Up Links and QR Codes

#### Daikin

<https://daikin.interplaylearning.com/signup?gid=a59dc7c7-218e-4b35-be52-4971f0d3707c>



#### Goodman

<https://goodman.interplaylearning.com/signup?gid=cb6aa376-0220-4178-916e-a6344488acab>



#### Amana

<https://amana.interplaylearning.com/signup?gid=f37d2070-13d6-44d1-98dd-c1924facb174>



### Step 2: Follow these Steps to Create an Account



### Step 3: Log Into a Brand Site

#### Daikin:

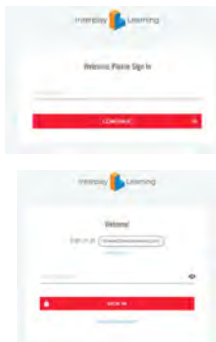
[Daikin.interplaylearning.com](https://Daikin.interplaylearning.com)

#### Goodman:

[Goodman.interplaylearning.com](https://Goodman.interplaylearning.com)

#### Amana:

[Amana.interplaylearning.com](https://Amana.interplaylearning.com)



### Step 4: Find the branded catalog you need:

- Click The Catalog
- Find the course you need
- Click on the Course
- Select ENROLL
- Select START



## NATE

### The Leader in HVACR Certification

As the largest non-profit certification organization for HVACR practices, and the only certification organization developed and supported by the entire HVACR industry, NATE is the true leader in certifying technician excellence. Our mission is to act as a partner for today's experienced HVACR technicians, helping them to demonstrate their ongoing ability to perform at the industry's highest standards.

### Certifying the Industry's Highest Standards

NATE's certification tests represent real world working knowledge of HVACR systems. Technicians can earn service installation or senior certification in one or more specialty areas

- Air Conditioning
- Air Distribution
- Heat Pumps
- Gas Heating
- Oil Heating
- Ground Source Heat Pumps
- Hydronics Gas
- Hydronics Oil
- Light Commercial Refrigeration
- Commercial Refrigeration
- Senior HVAC Efficiency Analyst

### The Value of Certification

As a contractor, you need every competitive advantage possible. By employing NATE-certified technicians, you're making a statement to your customers that you value quality and recognize best practices.

- Watch your profits rise. NATE technicians have higher billable efficiency and 12.9% fewer callbacks. \*
- Over \$100,000 a year\* — that's the value to contractor of hiring a NATE tech.
- Enhances your company's reputation.
- Consumers prefer a NATE certified technician.†
- Shows consumers that your technicians have attained verifiable skill levels and proficiencies.
- Homeowners are 24% more likely to be satisfied with their home comfort system when installed by a NATE-certified tech.†

To boost your sales and increase leads, specialist who employ NATE-certified technicians are eligible to participate in our Consumer Contractor Connection (C-3). This valuable search tool, located on our consumer site, [www.hvacradvice.com](http://www.hvacradvice.com), connects consumers with their nearest specialist that who employ NATE-certified technicians.



### Technicians: Certify Your Success

Technicians who have earned NATE certification have proven that they are the finest in the industry and proudly wear the NATE patch — a symbol recognized throughout the industry, and to growing numbers of consumers, as the mark of technician excellence. NATE certification offers techs a wealth of benefits:

- Proven HVACR skills and knowledge
- Considered more valuable to their employer.\*
- Generate more income.\*
- Preferred among customers.†
- Require fewer callbacks.\*
- Provide customers peace of mind.
- Are in greater demand.
- Earn average higher salaries.\*

### Certification Pays

Becoming a NATE-certified tech is one of the most important career moves a technician can make. Helping them get certified (or re-certified) is a sound business move on your part. Make certification a priority. It pays!

Special Offers for our loyalty customers

- » All Amana Advantage Specialist qualify for special pricing on NATE exams
  - » at participating Daikin distribution locations.
  - » Call or visit your nearest branch to inquire about this special offering.
  - » Learn more about NATE at [www.natex.org](http://www.natex.org) or call 877-420-6283.
- North American Technician Excellence  
2111 Wilson Blvd., Suite 510, Arlington, VA 22201

\* Service Roundtable Impact Study † Decision Analyst Study



## ACCA



### The ACCA Advantage

ACCA is the largest HVACR organization in the world, with members in all 50 states as well as more than a dozen foreign countries. We're a contractor-led organization that exists for one reason: helping our members succeed!

#### ACCA Members Receive:

- The technical resources and industry standards that guarantee quality HVACR design, installation, and maintenance.
- The training and education that dealers and technicians need to stay ahead of their competition in this fast paced industry.
- The business and marketing tools that successful dealers use to improve their company's bottom line.
- The outreach and advocacy efforts to federal and state governments that safeguard our industry and promote quality contracting.
- The peer networking programs that bring dealers together so they can share successes and failures, and learn from both.
- Visit [www.acca.org](http://www.acca.org) or call us at 703-575-4477 to join today!

### Attention Amana Advantage Specialist

The Amana brand is pleased to announce that Amana Advantage Specialist are eligible to use \$1,000 of your available accrual dollars to help pay for your annual ACCA membership dues.



## Commercial Fleet Program

### Vehicle Discounts

As a Amana Advantage Specialist, you have access to General Motors (GM) fleet vehicle discounts. You will need verification to be able to give to the GM Dealer (email or written doc), stating that you are an “Active Amana Advantage Specialist” or a communication to that effect. You would request this verification from YOUR Distributor. A simple email to the dealer from the Distributor stating this is sufficient. Please ensure the contract information of the Distributor and dealer is included in case there is a need to contact either party for verification.

You (Dealer) can also contact our Account Executive at GM, Jeff Pinkerton directly at 346-568-8627 or [jeff.pinkerton@gm.com](mailto:jeff.pinkerton@gm.com) for any additional questions.

### The vehicle discount is available at PartnerLink:

1. Set your internet browser to:  
[www.goodmanpartnerlink.com](http://www.goodmanpartnerlink.com)
2. At the bottom of the page select PartnerLink
3. To log in PartnerLink provide your User Name and Password.  
Username: amana  
Password: dealer
4. Select Promote Your Business in the menu
5. Select > Vendors  
then – General Motors (GM)  
Fleet Vehicle Discounts



## ASURE Extended Service Plan

### Add value by including an extended service plan with every installation.

As a Amana Advantage Specialist you understand that your customer expects to enjoy years of uninterrupted service from his home comfort system. By including an *ASURE* Extended Service Plan with every installation, you can provide your customer with peace of mind knowing that in the event of an equipment failure, the equipment is covered. For only pennies a day, your customer is protected from the unplanned cost of a service call and from the increasing cost of service over the life of the equipment.

#### Benefits to You

- Variety of affordable contract options to choose from
- Add-on sale creates additional profits
- Significantly lessens your in-house warranty reserve requirement
- Builds a strong, loyal customer base

These benefits INCREASE REVENUES and add LONG-TERM VALUE to your business! These benefits mean that your customer can count on staying cool in the summer and warm in the winter — an AFFORDABLE benefit that adds VALUE over the life of the product. Contact your local Daikin sales representative for more information on current extended service plans that are available for you to offer to your customers.

#### Parts Markup Allowance

Most Daikin brand parts replaced under the terms of the *ASURE* Plan are entitled to a markup allowance. For parts covered under the standard manufacturer's warranty, you will receive a markup allowance of 9.23% of the current suggested list price. A parts markup is not allowed on compressors, condenser coils, evaporator coils, heat exchangers or unit replacements. We systematically calculate the labor reimbursement and parts markup allowance. The labor reimbursement is based on the dealer's approved labor rate as of the service date of the claim. Reimbursements for labor, travel time, diagnostics and shipping of parts are all built into these service rate reimbursements.

#### Benefits to the Consumer

- No unexpected repair bills
- Prompt service provided by an Authorized *ASURE* Dealer
- All repairs performed with Daikin brand replacement parts
- No pre-authorization required
- No out-of-pocket deductible

## ASURE Extended Service Plan

### Instructions – Program Enrollment

Amana Advantage Specialist must complete an Authorized Service Agreement prior to selling an *ASURE* Service Plan. The form is available from your Daikin Distributor Sales Representative. Dealers are responsible for keeping their Authorized Service Agreements up to date with any changes relating to contact information. Failure to do so could result in delays in payment of claims due to incorrect address. New contact information should be sent on your company letterhead to the Daikin Warranty department as soon as the change occurs.

Send via email to: [warrantyclaims@daikincomfort.com](mailto:warrantyclaims@daikincomfort.com)



## ASURE Extended Service Plan (Continued)

### Special Instructions for Regulated States:

**Florida:** Dealers must be licensed by the Florida Department of Financial Services and appointed by AsureCare Corp. as a Service Warranty Representative, to be eligible to offer *ASURE* contracts on equipment installed in the State of Florida. The license and the appointment are each subject to a fee imposed by the Florida Department of Financial Services. See your Daikin Distributor Sales Representative for licensing, appointment, and enrollment details.

### Completing the ASURE Consumer Application

*ASURE* Dealer must purchase contract type(s) from an Authorized Amana brand Distributor for equipment that will be covered under an *ASURE* Extended Service Plan. Dealer will receive the consumer application to complete the contract sale once he has purchased the appropriate contract type(s).

All applications must be submitted within one year of the equipment installation date. See your Distributor Sales Representative to sign up for the extended service plan.

### Completing the ASURE Consumer Application

*ASURE* Dealer must purchase contract type(s) from an Authorized Amana brand Distributor for equipment that will be covered under an *ASURE* Extended Service Plan. Dealer will receive the consumer application to complete the contract sale once he has purchased the appropriate contract type(s). All applications must be submitted within one year of the equipment installation date. See your Distributor Sales Representative to sign up for the extended service plan.

Upon completion of the equipment installation and sale of the contract to the consumer, an *ASURE* Dealer:

1. Provides the homeowner with a copy of the completed contract.
2. Retains a copy of the completed contract for his records.
3. Forward the “*Asure*” copy to your Amana brand Distributor or Branch for registration.

### Instructions – Filling out the Application.

1. **Contract date:** The date of the sale of the extended service plan.
2. **Installation date:** The date of equipment installation. If new construction, the closing date may be used as the installation date.
3. **Homeowner information:** Name of property owner and installation address of equipment.
4. **Mail to information:** Complete this section if fulfillment contract should be mailed to a location different than the installation address.
5. **Product information:** For each piece of equipment covered, list the Model Number, Serial Number, Contract Type and Homeowner Cost.
6. **Total contract cost:** A required disclosure. This amount will appear on the consumer’s fulfillment contract.
7. **Authorized ASURE dealer:** Identifies the *ASURE* dealer completing the contract sale. Dealer attests that equipment is in proper working condition at the date of the contract sale.
8. **To be valid, the plan must contain a valid All Amana Advantage Specialist must be enrolled in Warranty Express to offer ASURE Extended Service Plan. Home owner signature. All Amana Advantage Specialist must be enrolled in Warranty Express to offer ASURE Extended Service Plan.**



**Amana Brand Marketing**



## Amana® brand trademark usage rights

### “Amana brand”

Goodman Global Holdings, Inc. is authorized to use “Amana brand” when referencing heating and cooling systems. The use of “Amana” without “brand” is a violation of our agreement with Maytag Worldwide, N.V. **Incorrect usage of the brand identification could result in loss of rights to use the Amana brand trade name.**

The registration mark must be used on the first instance per page where the name Amana is used. The word “brand” must follow. Use “Amana” as a proper adjective when describing a product. Not a noun. Not a verb.

### Examples of correct usage

1. The Amana brand ANX14 Air Conditioner is backed by an outstanding limited warranty\*
2. Your Amana brand AVXC20 Air Conditioner offers up to 24.5 SEER2 energy-efficiency performance.

### Examples of incorrect usage

1. The craftsmanship that goes into every Amana brand HVAC product is reflected in the outstanding limited warranty coverage.
2. An Amana brand AMEH8 Two-Stage, Multi-Speed Gas Furnace can bring comfort to you and your family.

### Amana® brand legal statement

The following legal statement must be included in all Amana brand marketing materials (exceptions: promotional, t-shirts, outdoor signs, fleet graphics, billboards):

**“Amana is a registered trademark of Maytag Corporation or its related companies and is used under license.”**

To preserve legibility do not go under 6 pt. in type size.

#### LEGAL STATEMENT IN POSTCARD SAMPLE

**www.amana-hac.com**  
Amana is a registered trademark of Maytag Corporation or its related companies and is used under license. All rights reserved.

**www.amana-hac.com**  
Amana is a registered trademark of Maytag Corporation or its related companies and is used under license. All rights reserved.

100% PRINT SIZE

#### LEGAL STATEMENT IN 3 COLUMN PRINT AD SAMPLE

Heating & Air Conditioning  
**Amana**

Take comfort.  
It's an **Amana** brand.

**Lower utility bills!**  
Install an energy-saving Amana brand air conditioner and you can lower your utility bill every month...year after year.

(Insert Dealer Info Here)

\* Complete warranty details available at [www.amana-hac.com](http://www.amana-hac.com)

Amana is a registered trademark of Maytag Corporation or its related companies and is used under license. All rights reserved.

100% PRINT SIZE

Amana is a registered trademark of Maytag Corporation or its related companies and is used under license. All rights reserved.



## Amana® brand logo



### Primary logo

The Amana brand logo, with the following text “Amana Heating & Air Conditioning”, is the primary logo. It may be used alone, such as on signage, product badging (labels), collateral-materials, presentations, and some packaging.



### Secondary logo

The primary logo in addition to the tagline “AMERICA’S BRAND FOR COMFORT” forms the secondary logo. It should always be used with the primary logo and be smaller (command less attention) than the primary.

The specific tagline “AMERICA’S BRAND FOR COMFORT” is not to be used on its own or reset in any other typeface. The relationship of the tagline’s size and position to the Amana brand logo must be adhered to. Absolutely no variations are permitted as it is integrated with the logotype in the electronic file.

#### EXAMPLE OF PROPER USE



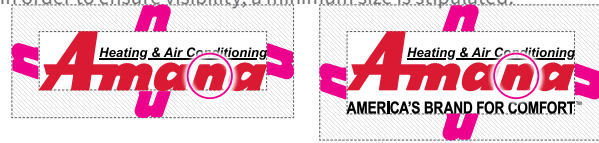
### Clear space

Please give the Amana brand logo some breathing room or clear space. This ensures that other graphic elements are not perceived as part of it. If possible, leave more than the minimum. This rule may be waived if there are spatial constraints.

THE HEIGHT OF THE LOWERCASE “N” IN THE LOGOTYPE DICTATES THE PERIMETER OF THE CLEAR SPACE.

### Minimum size

In order to ensure visibility, a minimum size is stipulated.



As a rule, the logo must not be below 1 inch wide.



### Color options — see pg.77 for color formulas

4-COLOR PROCESS, 2-COLOR SPOT, OR RGB/HEX VERSIONS



#### MONOCHROME VERSIONS



## Proper usage of the Amana® brand logo

### Color backgrounds

The legibility of the logo may be compromised when the background color is one of the corporate colors, a concentrated color, a photograph, or a pattern. Use the samples below as a guide.



### Modifying graphics

The Amana brand logo must always be used correctly. Using it in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image. Component elements may not be omitted, altered or used alone.

#### ALTERED



#### OMITTED ELEMENTS



#### CONDENSED OR EXTENDED



## Amana® Advantage Dealer logo

The Amana Advantage Specialist logo is an important part of the Amana brand and the Amana Advantage Dealer Program. It has been carefully designed to represent both the program and the brand, and should be accurately reproduced.

AMANA ADVANTAGE LOGO



### Clear space

Please give the Amana Advantage logo some breathing room or clear space. This ensures that other graphic elements are not perceived as part of it. If possible, leave more than the minimum. This rule may be waived if there are spatial constraints.

THE HEIGHT OF THE UPPERCASE "A" IN THE LOGOTYPE DICTATES THE PERIMETER OF THE CLEAR SPACE.



### Minimum size

In order to ensure visibility, a minimum size is stipulated. As a rule, the logo must not be below 1 inch tall.



### Color options

4-COLOR PROCESS, 2-COLOR SPOT, OR RGB/HEX VERSIONS



### MONOCHROME VERSIONS



**PLEASE NOTE:**

You must meet the requirements of the Amana Advantage Specialist Program before using this logo.



## Proper use

### Color backgrounds

The legibility of the logo may be compromised when the background color is one of the corporate colors, a concentrated color, a photograph, or a pattern. Use the samples below as a guide.



### Modifying graphics

The Amana® Advantage Specialist logo must always be used correctly. Using it in ways that contravene the rules make it much less distinctive, and can convey the wrong corporate image. Component elements may not be omitted, altered or used alone.

#### ALTERED



#### OMITTED ELEMENTS



#### CONDENSED OR EXTENDED



## Color palette

### Primary color palette

Only two colors are to be used within the Amana® brand logo: Amana Red and Black. These two primary colors must be used in all collateral produced in color.

Amana Red		
Color mode	Color formula	Application examples
<b>PMS (Pantone Matching System)</b>	Pantone 186	Promotionals (ex: t-shirts, cups, pens), signage (ex: vinyl signs/banners, vehicle graphics)
<b>CMYK</b>	<b>C:</b> 2% <b>M:</b> 100% <b>Y:</b> 85% <b>K:</b> 6%	large & small format print collateral (ex: brochures, flyers, ads, trade show, fleet graphics, billboards)
<b>HEX</b>	#c8102e	web, e-blasts, multimedia
<b>RGB</b>	<b>R:</b> 200 <b>G:</b> 16 <b>B:</b> 46	tv, web, e-blasts, multimedia

Amana Black		
Color mode	Color formula	Application examples
<b>PMS (Pantone Matching System)</b>	Pantone Process Black	Promotionals (ex: t-shirts, cups, pens), signage (ex: vinyl signs/banners, vehicle graphics)
<b>CMYK</b>	<b>C:</b> 0% <b>M:</b> 0% <b>Y:</b> 0% <b>K:</b> 100%	large & small format print collateral (ex: brochures, flyers, ads, trade show, fleet graphics, billboards)
<b>HEX</b>	#000000	web, e-blasts, multimedia
<b>RGB</b>	<b>R:</b> 0 <b>G:</b> 0 <b>B:</b> 0	tv, web, e-blasts, multimedia

### Secondary color palette

The secondary colors are complementary to Amana Red and Black, but are not recognizable identifiers for the Amana Brand. They should be used only if necessary and make up less than 10 percent of the palette in one piece.

Amana Blue		
Color mode	Color formula	Application examples
<b>PMS (Pantone Matching System)</b>	Pantone 2945	Promotionals (ex: t-shirts, cups, pens), signage (ex: vinyl signs/banners, vehicle graphics)
<b>CMYK</b>	<b>C:</b> 100% <b>M:</b> 53% <b>Y:</b> 2% <b>K:</b> 16%	large & small format print collateral (ex: brochures, flyers, ads, trade show, fleet graphics, billboards)
<b>HEX</b>	#004C97	web, e-blasts, multimedia
<b>RGB</b>	<b>R:</b> 0 <b>G:</b> 76 <b>B:</b> 151	tv, web, e-blasts, multimedia



## Fonts

### Primary font — Source Sans Pro

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton. It is currently available in six weights, from ExtraLight to Black, in upright and italic styles. The typeface has wide language support.

---

#### SOURCE SANS PRO

##### Source Sans Pro Light

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Source Sans Pro Light Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Source Sans Pro Semibold

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Source Sans Pro Semibold Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Source Sans Pro Black

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Source Sans Pro Black Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

### Secondary font — Arial and Arial Narrow

Should budget restraints prevent the use of the font DIN Pro an alternative is available — Arial and Arial Narrow.

---

#### ARIAL

##### Arial Regular

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Arial Bold

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Arial Regular Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Arial Bold Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

---

#### ARIAL NARROW

##### Arial Narrow Regular

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Arial Narrow Bold

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

##### Arial Narrow Regular Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...

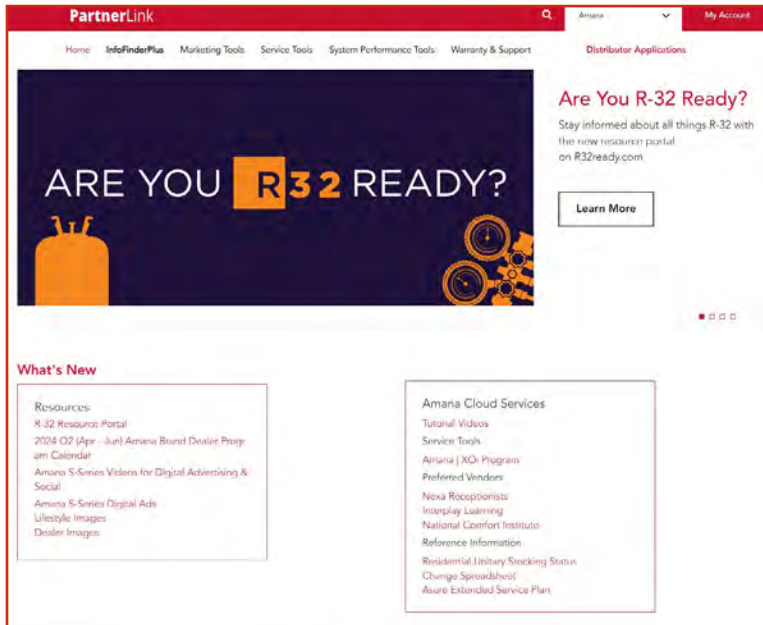
##### Arial Narrow Bold Italic

ABCDEFGH... abcdefgh... 1234567... !@#\$\$%^...



## Amana Brand Marketing Toolkit Partnerlink

Amana brand Partnerlink is designed with the contractor in mind. An easy access solution to doing business with Daikin Comfort Technologies. By using the log in information below, you will have business support tools and resources ready to go for your every need including Marketing Tools, Service Tools, ideas to promote your business and Warranty & Support access.



1. In your internet browser go to:  
[partnerlinkmarketing.goodmanmfg.com/](https://partnerlinkmarketing.goodmanmfg.com/)

2. To log in PartnerLink  
**Username:** amana  
**Password:** dealer

The Partnerlink home page gives you quick access to the current events with Daikin. Check out whats new for 2025:

Sliders are dedicated for new marketing assets such as new videos, social media post, or platforms for you to subscribe to! Get inspired with our new Amana S-Series images.

The What's New Section is a resource section for new items within the library – This will include new Vendors, the Amana Advantage Specialist news or even a new tool to use in.

Daikin is doing a lot in 2025 in the community – the latest stories will keep you up today with our initiatives nationwide. Including the Sustainability Series sponsored by Daikin on HGTV!

Miss the current promotion flyer or need information about a new product? The Program News and Program Marketing section gives you access to current rebates, and important information for your team.

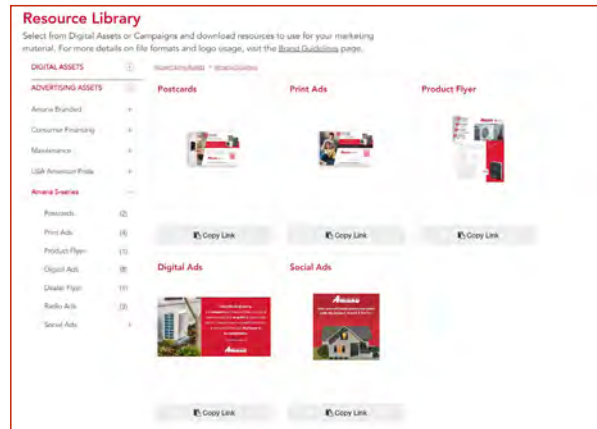
As we strengthen and grow relationships with other businesses in the industry – stay up to date with our press releases to see who we are working within 2025.



## Amana Brand Marketing Toolkit Partnerlink (Continued)

### Dealer Tools

On your home page the first menu to view will be the Dealer Tools section. This tool kit will give you the most asked or needed resources for an Amana Advantage Specialist. Links to our Amana Advantage Specialist resources such as the community and newsletter. New technology resources – Amana Brand Touch and Seer2. Then ways to help grow you as a business owner, your technicians, and your overall company. Think of this site as an all-in-one Tool Kit.



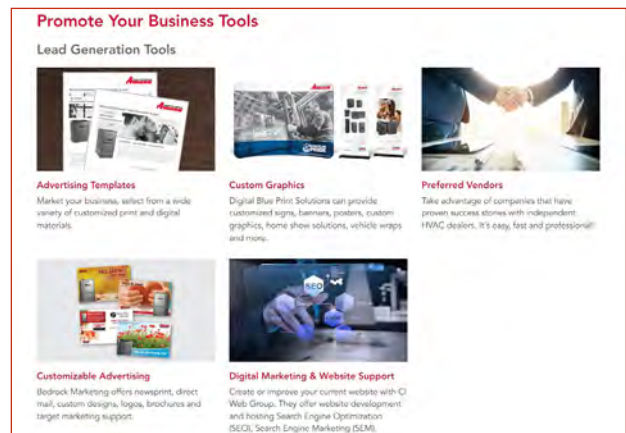
### Marketing Tools

The Marketing Tools section allows you to view and download print-ready graphics of Amana brand units and logos. Included in the library are high- and low-resolution photographs of our products and logos in color and black & white. These images work for both PC and Mac formats. Some are compressed to make downloading faster. If you have any problems, click on the Help link for information.

With the Amana brand, we want to work with you side by side to grow and promote your business. This section offers a variety of advertising media for your use, including radio ads, TV ads, and a variety of print ads, that have already been approved for you to use with Amana branding.

### Custom Banners, Signs & Posters










We have created pre-approved templates that dealers can use for their marketing and advertising efforts. These include, but are not limited to, digital ads, banners, billboards, postcards, yard signs, door hangers and vehicle wraps.



## Amana Brand Marketing Toolkit Partnerlink (Continued)

### Service Tools

The service tool kit allows you the contractor to have help at your fingertips. Not only out stuck on a call in the field but also gives you a link to our HVAC learning campus – an Amana brand operated training platform to help train your staff to offer the best experience to the homeowner.

 <p><b>Resources</b> Instructions guides, wiring diagrams, error codes, videos and more all in one place.</p>	 <p><b>Substitute Part Lookup</b></p>	 <p><b>Webinar Training</b> Live and recorded webinar offers information on new products, technical data, sales training and more. Use the monthly calendar to locate the webinar you need.</p>
 <p><b>Submittals</b> Submittal Data Forms are available for download in the updated System Configurator Tool.</p>	 <p><b>Service Bulletins</b> See technical service bulletin for updates to help technicians diagnose and repair a problem.</p>	 <p><b>Technical Publications</b> Find technical training documentation, specific to Goodman products, to help you and your team learn about application, installation and troubleshooting.</p>
 <p><b>Prop 65</b> Amana is committed to complying with its obligations under California Proposition 65. California Proposition 65 Warning Label California Proposition 65 Products List California Proposition 65 Parts List</p>	 <p><b>Amana   XOI Program</b> XOI's Amana Program saves techs countless hours on site, makes every install and fix consistent, and gets the work done right the first time.</p>	 <p><b>Interplay Learning</b> Interplay Learning has been building better training, better careers and better lives for our customers and their employees.</p>

### Warranty & Support

All the tools contractors need to support their business and manage warranties



#### Customer Support

Let us know how we can help. Find support contact options to give us a call, send an email or find us online.



#### Product Literature Library

Find a wide selection of consumer brochures and other print literature that support Amana brand products.



#### Limited Warranty

When it comes to limited warranties, we believe that we offer coverage like no other company in the HVAC industry.



#### Product Registration

Register your Goodman product with the serial numbers of the equipment you have purchased.



#### Product Serial Lookup

Find Amana product models and serial numbers in an extensive database.



#### Efficiency Standards

See the latest Regional efficiency standards and Energy Guide labels.

### Partnerlink

Partnerlink will now allow you to have easy access to warranty support and information that will help you provide the ultimate customer service to your homeowners.



## The Amana Brand Company Store

The Amana brand Company store – [www.daikincompanystore.com](http://www.daikincompanystore.com) provides you access to Amana brand literature, Branded promotional items, co-branded and Amana brand apparel, and point-of-sale materials for every need. All stores are eligible for accrual usage.



### Amana Brand Promotional Items

Your one-stop-shop for branded apparel, merchandise, and accessories.

<https://daikinpromo.bmpmerch.com/>

**Amana** Heating & Air Conditioning

Hide Filters | Items 1 to 12 of 73 total | Sort By: New

<p>ZIP TRUCKER</p> <p>\$12.00</p>	<p>AMANA - 7 PANEL PATCH CAP</p> <p>\$17.00</p>	<p>AMANA - FLEXFIT PERFORATED CAP</p> <p>As low as \$35.00</p>
<p>AMANA 8" TABLE SIGN</p> <p>As low as \$165.00</p>	<p>AMANA - PUB (TABLE W/ FOOTREST) CUSTOM</p> <p>\$295.00</p>	<p>AMANA - CUSTOM BAR STOOL CUSTOM</p> <p>\$193.75</p>
<p>AMANA - COLORSTAR FLOOR MAT - CUSTOM</p> <p>\$225.95</p>	<p>AMANA - 16" WALL CLOCK - CUSTOM</p> <p>\$47.95</p>	<p>AMANA - ROTATING DISPLAY STAND - CUSTOM</p> <p>\$301.50</p>
<p>AMANA - 16 CAN COOLER BAG</p> <p>\$17.00</p>	<p>AMANA - ISAMMOTHS 20 CAN COOLER - CUSTOM</p> <p>\$200.00</p>	<p>AMANA - CITRUS SPORT BAG</p> <p>As low as \$2.00</p>

**Amana** Heating & Air Conditioning

Hide Filters | Items 1 to 12 of 26 total | Sort By: New

Now Shopping by CATEGORY: APPAREL X

Clear All

Category: Apparel (2)

Office (7)

On The Go (18)

Showroom (5)

Style

<p>AMANA - FLEXFIT PERFORATED CAP</p> <p>As low as \$35.00</p>	<p>AMANA - SF-FLEX™ HOODIE</p> <p>As low as \$27.75</p>	<p>AMANA - DRIPWEAR LONG SLEEVE T-SHIRT</p> <p>As low as \$11.05</p>
<p>AMANA - CORE COTTON T-SHIRT</p> <p>As low as \$7.85</p>	<p>AMANA - LADIES HERITAGE BLEND V-NECK TEE</p> <p>As low as \$14.00</p>	<p>AMANA - NEW ERA® MEN'S HERITAGE BLEND CREW TEE</p> <p>As low as \$14.00</p>
<p>AMANA - NEW ERA® KNIT BEANIE</p> <p>As low as \$10.00</p>	<p>AMANA - THE NORTH FACE® MEN'S BREAK FABRIC - CUSTOM</p> <p>As low as \$25.00</p>	<p>AMANA - PORT AUTHORITY® LADIES CORE SOFT SHELLE VEST</p> <p>As low as \$36.25</p>
<p>AMANA - PORT AUTHORITY® MEN'S CORE SOFT SHELLE VEST</p> <p>As low as \$35.25</p>	<p>AMANA - LADIES PORT AUTHORITY® SHORT SLEEVE SHIRT</p> <p>As low as \$26.00</p>	<p>AMANA - MEN'S PORT AUTHORITY® SHORT SLEEVE SHIRT</p> <p>As low as \$26.00</p>



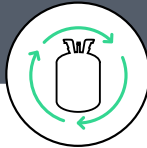
## Industry Changes





We Reclaim it,  
**You Claim it!**

Let's reclaim, reduce,  
and revolutionize  
together - take action  
and join the new  
*EcoClaim* Program!



**RECOVER.**



**RETURN.**



**RECEIVE.**



**REPEAT.**

Exchange your full recovery tanks at your local Daikin branch to  
**GET PAID\* AND GET RECOVERY CYLINDERS THAT ARE:**

**CLEAN | UNDER A VACUUM | INSPECTED AND COMPLIANT**



Cylinder Size	*MAX Gross cylinder weight @ 80% capacity (lbs.)	*MAX gross cylinder weight @ 70% capacity (lbs.)	*MINIMUM gross cylinder weight (lbs.)
	R-410A / R-22 / MIX	R-32 / R-454B / MIX A2L	R-410A / R-22 / MIX A2L
30 lb.	41	36	30
50 lb.	69	59	50
125 lb.	157	133	100

\* Restrictions apply. Some locations may not offer payment for full recovery tanks based on local laws/regulations. The returned tank weight should be within the mentioned weight limits. Daikin reserves the right to alter or discontinue the promotion without notice. Void where prohibited by law. Additional restrictions may apply.



## Inflation Reduction Act of 2022

The Inflation Reduction Act of 2022 (IRA) incentivizes homeowners across the United States to update their heating and cooling systems to select high-efficiency solutions. The IRA is designed to accelerate the adoption of all-electric HVAC equipment and lower utility bills for homes and businesses.

Within in the IRA, homeowners will have the ability to obtain assistance through three programs:

### 1. Energy Efficient Home Improvement Credit (25C)

Increases the tax credit value from 10% of installed costs to 30% for the highest efficiency tier products, up to a maximum of \$600 for qualified air conditioners and furnaces, and a maximum of \$2,000 for qualified heat pumps effective January 1, 2023. Offer ends December 31, 2025.

### 2. Home Efficiency Rebate Program

Depending on modeled energy savings, and IRS income requirements, homeowners may be able to receive rebates up to \$8,000 for the installation of a high efficiency equipment. Also, the update adds qualified home energy audits as eligible improvements for up to a \$150 tax credit.

### 3. Home Electrification & Appliance Rebate Program

Once states apply for funds and set up their programs consumers can begin to qualify for income-depending rebates of the following:

- Up to \$8,000 for all-electric ENERGY STAR heat pumps to eligible homeowners and other qualifying individuals.
  - Up to \$1,600 insulation, air sealing, and ventilation.
  - Up to \$4,000 for Electric Load Service Center.
  - Up to \$2,500 for Electric wiring.
- The maximum rebate is \$14,000 per household.

\*The Home Rebate Program and the High-Efficiency Electric Home Rebate Program cannot be combined

Daikin has taken the initiative to provide contractors with Inflation Reduction Act resources. These resources can be found on the HVAC Learning Campus.

Please direct homeowners to <https://www.amana-hac.com/>. If the homeowner has any other concerns regarding credits, tax questions, or claiming either rebate, they should consult their tax professional.

As a company, Daikin is dedicated to the effort of electrifying the marketplace through heat pump technology. Through the Inflation Reduction Act, unprecedented heat pump installation incentives are now available to support converting homes to

all-electric, high-efficiency solutions.

Disclaimer: This information does not, and should not be considered tax advice. All information is for general purposes only. Contact your tax professional for specific, applicable details.



## A Legacy of Comfort

Amana® brand heating and cooling systems are a part of the enduring legacy of one of America's most recognized and respected brands. Originating nine decades ago in Amana, Iowa, the brand is synonymous with long-lasting, premium quality products — from home appliances to heating and air conditioning equipment. Chances are, you and generations before you have enjoyed the dependable performance and longevity the Amana brand continues to deliver.