



**FOR IMMEDIATE RELEASE**

**For more information, contact:**

Kari Palutis, NORDYNE

Phone: 636-561-7583

Email: [palutisk@nordyne.com](mailto:palutisk@nordyne.com)

Photos available

Release available at [www.nordynenewscenter.com](http://www.nordynenewscenter.com)

## **TAPPAN TOUTS “GO GREEN, SAVE GREEN” FALL REBATE ON ENERGY-EFFICIENT ECOLOGIC PRODUCTS**

**St. Louis, September 3, 2009** — Tappan heating and cooling products are even tougher to beat thanks to the brand’s fall “Go Green, Save Green” incentive program on select Tappan ecoLogic products. The promotion runs from September 1, 2009, through November 30, 2009, and includes rebates up to \$1,300 or special low-interest financing for 36 months.

Tappan dealers can expect a positive consumer response to the program based on the brand’s spring promotion. The “Go Green, Save Green” 2009 spring rebate program experienced a 60 percent increase in consumer participation compared to the 2008 program – a positive sign for the industry. Many of the homeowners combined the manufacturer’s rebate with the federal tax credit, giving them an incredible deal on a highly efficient Tappan system.

Tappan high-efficiency units carry a 10-year limited parts warranty and a 10-year Quality Pledge to replace the entire unit if the compressor or heat exchanger fails.

The “Go Green, Save Green” incentive program is only available through participating Tappan dealers and distributors. To see which Tappan units carry the green ecoLogic seal, please visit [www.tappan.net](http://www.tappan.net).

### **About NORDYNE.**

A trusted name in the industry, NORDYNE has been designing and manufacturing reliable heating and cooling products for 90 years. The company focuses on creating genuine value for its customers through a unique combination of innovation, product performance and responsive support. NORDYNE uses proven technology to build tough residential Tappan systems. The company’s 24.5-SEER iQ Drive® air conditioner received the prestigious 2008 AHR Expo Product of the Year award. NORDYNE is headquartered in O’Fallon, Mo., with manufacturing plants located in the central United States. For more information about NORDYNE and its product offerings, please visit [www.nordyne.com](http://www.nordyne.com).

###

Trademark Tappan used under license.

