



LENNOX

INNOVATION NEVER FELT SO GOOD.™

Why should I buy a Lennox® product?

We're Glad You Asked!

Why should you choose Lennox over other brands of home comfort equipment? The answer comes down to four core principles—quality, heritage, innovation and trust. Fulfilling each of these principles on a day-to-day basis has made us the most preferred brand of heating and air conditioning products in North America.*

QUALITY



Lennox has long enjoyed a reputation for having the best products and services in the industry. This reputation was earned over time because of the high levels of quality in our product design and

manufacture, and the high levels of service provided by our independent dealers.

Adding to our reputation as a trusted household name is the fact that most Lennox products have earned the reputable Good Housekeeping Seal, which is one of the most widely recognized symbols of consumer quality assurance.

In 2002, Lennox was the first heating and cooling company named "Good Housekeeping Seal Marketer of the Year." This award recognizes companies that best represent the Good Housekeeping Institute standards of quality and reliability.

Lennox achieves manufacturing quality by striving for the highest possible level of reliability and durability with every product we build. Renowned for our state-of-the-art research and development laboratories, Lennox is certified as an official test site for both the American and Canadian Gas Associations. Our product lifecycle testing and field-testing procedures are also testament to the Lennox tradition of manufacturing excellence.

HERITAGE

In 1927, there were about 350 comfort equipment manufacturers in North America. By 1984, Lennox was the only one to survive under its original name. That says something, to come through all the drastic changes in the home comfort industry and still be in a position of leadership.

For more than 100 years, Lennox has helped keep homes and businesses comfortable. This stability means that we stand behind our product. You can rest assured that we will be there when you call on us, providing the innovative, high-quality products and services you need to feel comfortable at home.

TRUST

Choosing the right dealer for your heating, cooling and indoor air quality needs is every bit as important as choosing the right brand. We think you'll agree our dealers are a big reason you can count on quality customer service when you call.

**Independent consumer research: 2001 American Comfort Survey*

INNOVATION

Lennox products have always led the way in design and performance innovation. So when you see the Lennox label, you can count on exceptional performance and reliability. And when you see the Dave Lennox signature, you know you're getting the finest, most innovative heating, cooling and indoor air quality products available.

Our legacy of vision and innovation spans more than 100 years:

- 1895 – Dave Lennox builds and markets the world's first riveted-steel furnace.
- 1904 – Lennox pioneers the introduction of a forced-air furnace for residential heating.
- 1938 – Lennox develops the "Stowaway" furnace—the first forced-air furnace designed for attic and crawlspace installation.
- 1950 – Lennox develops the first perimeter-heating concept for homes.
- 1952 – Lennox is the first to establish a nationwide HVAC (heating, ventilation and air-conditioning) job-training program.
- 1953 – Lennox is the first to test-fire (start up and test) every furnace produced.
- 1953 – Lennox is the first to manufacture hammock-type air filters for furnaces.
- 1958 – Lennox is first to manufacture commercial systems (the PowerSaver® packaged unit) that use outside air for cooling through what is now known as an economizer.
- 1958 – Lennox is first to offer the modular concept of heating and cooling each floor in high-rise buildings.
- 1960 – Lennox develops and manufactures the Duracurve heat exchanger, reducing noise problems in gas furnaces.
- 1965 – Lennox introduces packaged multizone units for commercial heating and cooling.
- 1973 – Lennox increases air-conditioning efficiency with the development of a two-speed hermetic compressor.
- 1974 – Lennox is first to combine heat pump systems and fossil-fuel furnaces for high-efficiency, all-season residential and commercial air conditioning.
- 1978 – Lennox is first to provide electronically controlled variable-speed air handlers, allowing customized home comfort.
- 1982 – Lennox develops and manufactures the industry's first high-efficiency gas furnace.
- 1984 – Lennox introduces the first air conditioner to achieve an efficiency rating of 15.00 SEER.
- 1988 – Lennox is first to manufacture a split-system heat pump with scroll-compressor technology.
- 1990 – Lennox is the first HVAC manufacturer to earn the American Gas Association registration for the prestigious ISO 9000 European manufacturing guidelines.
- 1991 – Lennox is the first in the industry to implement dealer performance standards.
- 1994 – Lennox introduces the CompleteHeat® combination heating system, which functions as both a furnace and water heater.
- 1994 – Lennox is the first HVAC manufacturer to market gas fireplaces in North America.
- 2002 – Lennox introduces the first indoor air quality system to attack all classes of air contaminants.
- 2003 – Lennox introduces the first air conditioner to achieve an efficiency rating of 19.20 SEER.
- 2005 – Lennox breaks new ground in design and performance innovation with an all-new lineup of cooling products, including the first air conditioner with a 20+ efficiency rating.



HOME COMFORT SYSTEMS
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Visit us at www.lennox.com, or contact us at 1-800-9-LENNOX.