

Up To Date

Co-op Funds

Dealers must submit claims for qualifying co-op advertising by January 15. All dealer websites and 2026 advertising must use the new logo. The tagline is optional right now, but will be required soon.

Infinity System Discount

Get an up-front discount of \$200 per ton with every full Infinity System and touch control purchased in January and February.

R454B Jugs

Get a discount of up to \$400 on a jug of R454B when you buy a Carrier system in January and February.

CFAD National Meeting

Registration is now open for the CFAD National Meeting in Los Angeles.

Wall/Desk Calendar

There are still some 2026 wall / desk calendars available. Be sure to grab one before they're gone.



What's New on SiglerTV

Thank You
Ultra Low NOx (3 videos)
Infinity Updates

A screen shot from the "Thank you" video showing the team in San Jose

Digital Marketing in 2026 – Are You Ready?

In today's fast-paced digital world, businesses have more opportunities (and face more challenges) than ever before. For dealers, digital marketing isn't just another box to check; it's a crucial strategy for growth, visibility, and staying ahead of the competition. The urgency to embrace digital marketing has never been greater, and those who act now are poised to reap the rewards.

We all know customer habits have shifted dramatically in recent years, but, it's more than customers you need to worry about. Artificial intelligence is changing the way people search and your marketing presence needs to as well. Google has moved to semantic search which has led to the "zero click" threat. Paying for search terms is not as simple as it was in the past. Your website needs to be optimized for these changes. Ask your digital marketing company how your website is optimized for the zero click threat. More importantly, ask them if your website is optimized for large language models like ChatGPT and Gemini. Here are some recommended steps to be proactive and outpace your competitors.

- Audit Your Online Presence:** Sigler Wholesale Distributors can provide a professional and in-depth evaluation of your website, social media channels and online listings.
- Prioritize Local SEO:** Ensure your business appears in local search results. Optimize your Google My Business profile and proactively encourage customer reviews.
- Engage on Social Media:** Share relevant content, respond to customer inquiries, and highlight what makes your dealership unique. Searches often prioritize sites with DIY content.
- Leverage Paid Advertising:** Expand your reach with robust pay-per-click campaigns, Google Guaranteed, and fine-tuned streaming ads.

Digital marketing is no longer optional for dealers – it's essential. The urgency to engage, adapt, and innovate has never been higher. The Sigler Wholesale Distributors Marketing department is here to help, so please reach out today.

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Featured Products



In 1917, Walter Kidde founded the Walter Kidde Company, which produced the first integrated smoke detection and carbon dioxide extinguishing system for use on-board ships. This invention marked just one of many firsts that would help make the world a safer place to live and define a 100-year history of industry leadership.

Heading into a busy heating season, now is a great time to stock up on smoke and CO alarms. During the month of January, buy one, get one free on these hard-wired alarms or battery-powered leak detector:



Smart Combo Alarm, **21031042**

Smart Combo Alarm + IAQ, **21030843**

Water Leak + Freeze Detector, **21031205**



RectorSeal was founded in 1937 as a manufacturer of specialty chemical sealants. One of their first products, RectorSeal No. 5, became a staple of the plumbing industry and remains one of the most common pipe thread sealants in the U.S. today. Since then, they have continued to grow and now offer several great products for HVAC professionals.

An example of that is the RSH series of surge protectors. For total security, install the powerful RSH-120 Whole House Surge Protective Device at the main panel to defend the entire property. Alternatively, the RSH-50 is specifically designed to guard HVAC equipment from destructive electrical spikes. These devices utilize advanced safety features like thermally-fused components and long-lasting gas discharge tube technology to maintain the security and function of your homeowner's electrical equipment. All RSH models feature a limited lifetime warranty for maximum peace of mind.

Technical Tips

Q: How much R454B can safely be used in a home?

Let's first look at a ducted system in a 1000 square foot home with no zoning. Using the formulas in ASHRAE 15.2 to calculate the limits, we know that this home can safely handle more than 37 lbs of refrigerant. Given the factory charge of a condensing unit and whatever else may be needed for the lineset, you're going to be way below that amount. If you add zoning, be sure it is wired properly as it's the contractor's responsibility to ensure all the dampers open if a leak is detected.

Let's now move over to a multi-zone mini split or VRF system with a single fan coil serving a small room. These systems can't use the entire square

footage of the home to determine the refrigerant limit. Using ASHRAE 15.2 again, we might find that a room can only handle 7 lbs of refrigerant. Many of these types of systems use more refrigerant than this! Thankfully, with internal safety algorithms and an accessory shut off valve, the releasable charge on these systems may be less than the total charge.

It is the contractor's responsibility to calculate if a job is compliant. Sigler Wholesale Distributors has tools to help you make your determination and are available to help. Please reach out to your Territory Manager when in doubt on any system type or size.