



2025 DUCTLESS MINI-SPLIT PRODUCT LINE

### Friedrich Overview

### Friedrich Air Conditioning is committed to comfort, innovation, and quality without compromise

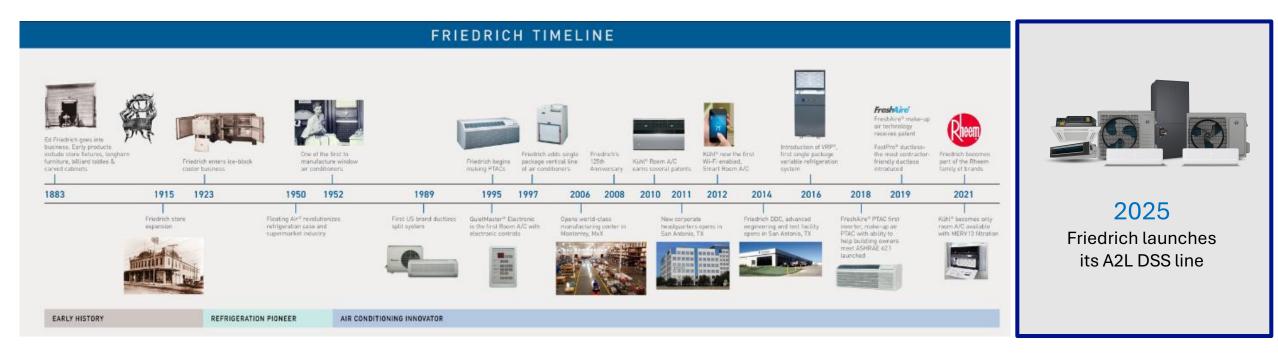
Founded in 1883, Friedrich Air Conditioning is a leading US manufacturer of premium room AC products designed for residential and commercial applications. Constructed of the highest-quality components, Friedrich products are built to exacting standards and are among the most sophisticated, energy efficient, and quietest available.





### Friedrich History

### 140+ year legacy of innovation



- Established in 1883 in San Antonio, Texas, and remains privately held
- Pioneer in commercial refrigeration and room air conditioning—founding ENERGY STAR® program partner
- First to market with: US-brand ductless split system, room AC heat pump, room AC electronic controls, Wi-Fi enabled smart room AC, single package vertical system with inverter compressor, and many more



### Why Friedrich Is the Future



**PROVEN RESULTS** 

Over 100 years of innovation and reliability ensure your success



**TOOLS FOR TODAY** 

Extensive breadth and depth of products and programs that let you tell your customers "Yes, we can!"



FAST. FORWARD.

Innovative products with leading-edge technology developed by a team that is driven to action and dedicated to sustainably bringing comfort any place, any where

### **PRODUCT AWARDS / Highlights**

#### **Awards**

- WINNER, Smart Home & Automation category in Climate Control, TWICE VIP Awards
- WINNER (under embargo), HVAC category, Good Housekeeping Renovation Awards

#### Coverage

Floating Air Ductless – Featured in HGTV national media tour

- 15 TV bookings
- Broadcast audience: 12M
- Estimated reach: 200M+
- Live run September 19<sup>th</sup>







### **DuCTLESS Mini-Split market outlook**

#### **Key Insight:**

- A significant portion of the mini-split (ductless) market is **not reported to AHRI**.
- Internal estimates suggest this unreported segment is **1.5x to 3x** larger than reported data.

#### **Market Implications:**

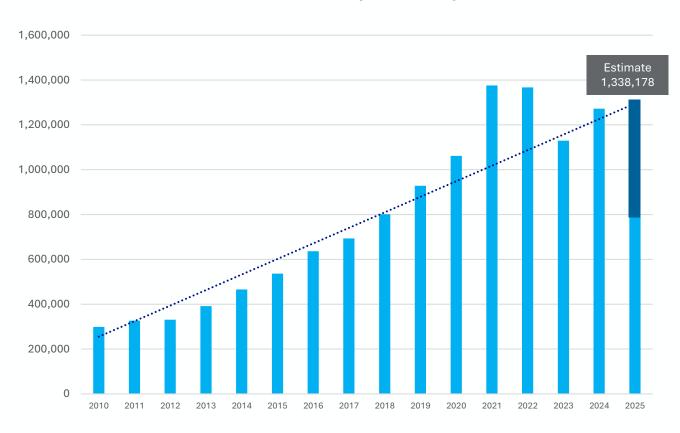
- Unitary system trends remain modest.
- Ductless systems present a high-growth opportunity:
  - Category expansion
  - Market share gains

#### **Strategic Consideration:**

• Prioritize ductless in growth planning to capitalize on underreported market potential.

## Relatively stable market continues to grow despite our best efforts to disrupt.

#### **US Ductless Mini-Split Industry**

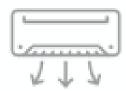




### Why are DUCTLESS Mini-Splits so market resilient?



- Continued focus on decarbonization and electrification
  - Cold climate products in our product DNA
- Product provides comfort as required
- Open opportunity for market share growth



- Applications of:
  - Residential
  - Home Office
  - Light Commercial
  - Add-on
  - Tiny Home
  - Food Truck



- Federal Tax Credits (IRA 25C): Up to \$2,000, available through Dec 31, 2025
- Affordability
- Ease of install



Quality and reliability (Failure rates below 1%)

**TAKEAWAY**: This is an ideal category for HVAC no matter the channel, opportunity exists to focus our efforts





#### MANUFACTURING HVAC

Based in Texas since 1883, manufacturing ACs since 1952



#### ESTABLISHED LEADER

Outperforms peers in brand reputation and satisfaction across products and industries\*



#### **POWERFUL BRAND LOYALTY**

96% of customers would recommend Friedrich (Net Promoter Score – NPS of 83 versus appliance comps of 10–30)



#### ANNUAL BRAND IMPRESSIONS

Strong digital footprint with YOY growth of 79% in organic Google search impressions and 18% growth in social media brand exposure

\*Based on 3<sup>rd</sup> party survey of room air conditioning customer ratings, Hanover Research brand study of HVAC in hospitality market, and Consumer Reports 2018 & 2020 Summer Surveys.



### What Sets Us Apart – Quality

Quality without compromise is more than a tagline—it drives all product strategies.





### Friedrich is dedicated to creating quality products with exclusive innovations in-house.

- All products have unique features, specs, and trade dress
- No OEM products at Friedrich
- FastPro® and QuietMaster® are just two of our exclusive, Friedrich-developed features that set our products apart
- All product design is North American focused with 100% of product management done at our headquarters in San Antonio, Texas



### What Sets Us Apart – Quality

Quality without compromise is more than a tagline—it drives all product strategies.

### All product engineering is done through our DDC and Monterrey production facilities

- Labs are licensed for UL self-certification
- Factory and supply chain follow ISO-9001 standards





possible video from acquisition video for slide 9



### Value Proposition





Product Features



## Organizational Support

#### **Distributor**



- SKU versatility across tiers for inventory management
- Multiple tiers with attractive features and benefits
- Low failure rate
- Optimized supply chain and support
- Competitive price point

#### Contractor



- Improved installation and serviceability (FastPro®)
- Matchup simplicity
- Multiple tiers with attractive features and benefits
- Low failure rate
- Applicable for Pro Partners
- Competitive price point



# Floating Air Product line-up







### CLASSIC® - ACHIEVER® - SELECT SERIES

- Wall-mounted: 9–36K
- 115V 9–12K: 208V/230V 18-36K
- R-32

- 18.0-21.0 SEER2
- 8.4–9.8 HSPF2
- -5°F HP Operation



#### CLASSIC PLUS® - ACHIEVER PLUS® - PRO SERIES

- Wall-mounted: 9–24K
- 115V 9-12K; 208V/230V 9-24K
- R-454B

- 21.0-25.0 SEER2
- 9.5–11.0 HSPF2
- -13°F HP Operation



#### PRESTIGE® - ULTRA® - PRO X SERIES

- Wall-mounted: 9–24K
- Cassette: 9-36K
- Concealed Ducted: 9–36K •
- R-454B

- 18.5-22.0 SEER2
- 9.0-10.5 HSPF2
- -22°F HP Operation
- 100% HP @ 5°F

- Wall-mounted: 7–24K
- Cassette: 9-24K
- Concealed Ducted: 9–24K
- Air Handler: 18–24K
- R-454B

- 17.5-23.0 SEER2
- 8.8-10.0 HSPF2
- -13°F HP Operation
- 100% HP @ 5°F





### What Sets Us Apart – FastPro®

#### **Modular Drain Assembly**

Easy to remove for cleaning

**Quick Access** 

Tangential blower and motor for easier repairs

#### **Clear Piping Access**

Simplifies maintenance tasks

#### **Wire Terminal Blocks**

Easy to access for servicing

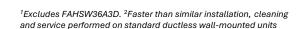
#### **Onboard Error Codes**

Ensure trouble-free operation

#### **Complete Coil Access**

For easy cleaning

### Friedrich to supply FastPro video/GIF











### What Sets Us Apart – Built-in Wi-Fi

# **Built-in Wi-Fi**Connectivity

- Available on wall-mounted and ceiling cassette models
- Easy-to-use ComfortPro mobile app
- Create customizable, seven-day schedule
- Control with smartphone or wireless remote
- Voice Command with Amazon Alexa and Google Home











### What Sets Us Apart – SKU Count

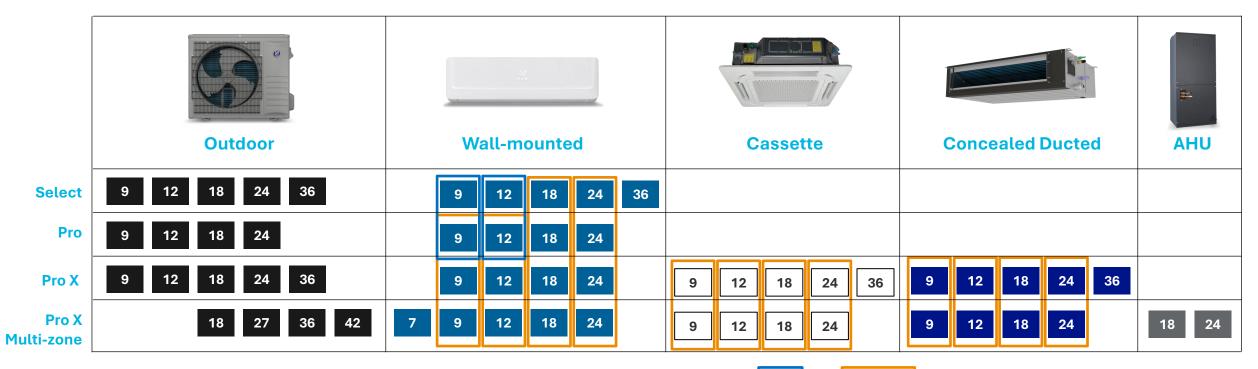
### Distributor-optimized SKU reduction for leading inventory management benefits:

Resulted in significant SKU reduction from prior series

2024 SKUs: 53

2025 SKUs: 41

#### **INDOOR OPTIONS**



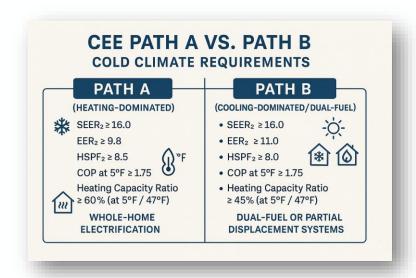
Boxes indicate single SKU used across multiple tiers in 115V and 208/230V





### Why floating air - Cold climate hp

- Available in Prestige Ultra Pro X
- Down to -22 (SZ), 100% @ 5°F\*
- Up to 23 SEER2
- Single and Multi-Zone outdoors available
- Built-in Troubleshooter
- Built-in Base pan heater
- Up to 262 ft max piping length (MZ)





### 90% of ODU models qualify

Floating Air Classic/Achiever/Select

FSHSR09B1C	CEE Tier 1 (Path A & B)
FSHSR12B1C	CEE Tier 1 (Path A)
FSHSR18B3D	CEE Tier 1 (Path A & B)
FSHSR24B3D	CEE Tier 1 (Path A)

Floating Air Classic Plus/Achiever Plus/Pro

FPHSR09A1C	CEE Tier 1 (Path A & B)
FPHSR12A1C	CEE Tier 1 (Path A & B)
FPHSR09A3D	CEE Tier 1 (Path A & B)
FPHSR12A3D	CEE Tier 1 (Path A & B)
FPHSR18A3D	CEE Tier 1 (Path A & B)
FPHSR24A3D	CEE Tier 1 (Path A & B)

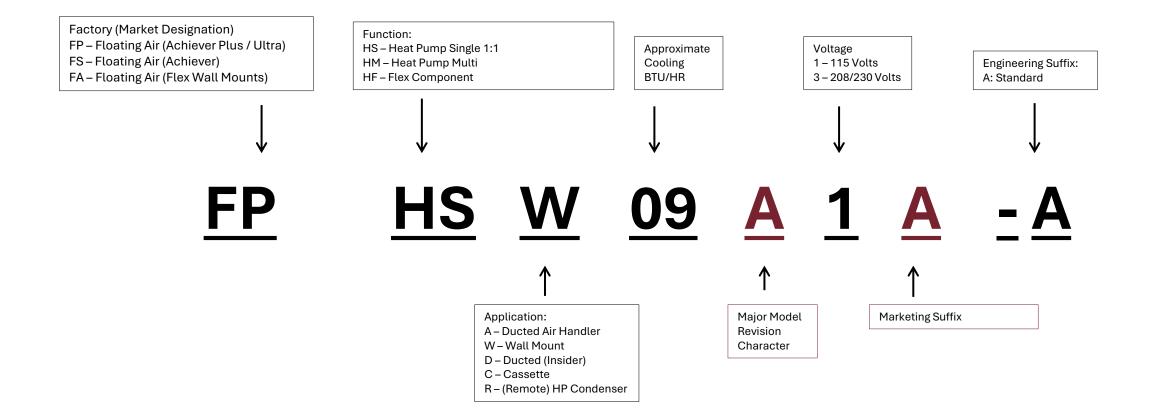
Floating Air Prestige/Ultra/Pro-X

FPHFR09A3D	CEE Tier 1 (Path A & B)
FPHFR12A3D	CEE Tier 1 (Path A & B)
FPHFR18A3D	CEE Tier 1 (Path A & B)
FPHFR24A3D	CEE Tier 1 (Path A & B)
FPHFR36A3D	CEE Tier 1 (Path A & B)
FPHMR18A3	
D	CEE Tier 1 (Path A & B)
FPHMR27A3	
D	CEE Tier 1 (Path A & B)
FPHMR36A3	
D	CEE Tier 1 (Path A & B)
FPHMR42A3	
D	CEE Tier 1 (Path A & B)

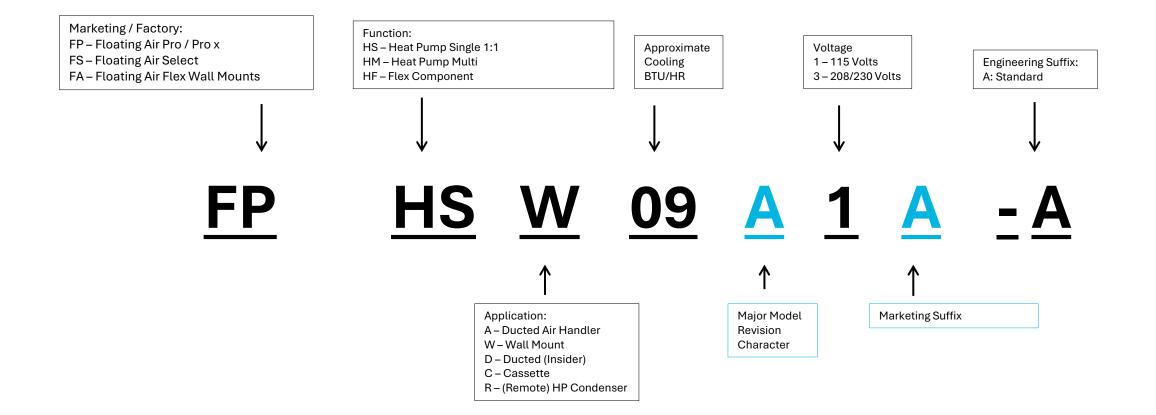
\* 86% @5F for FPHMR42A3D



### 2025 Ductless Nomenclature – Ruud

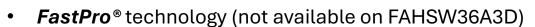


### 2025 Ductless Nomenclature – Friedrich



### Select Series Wall-mounted

Indoor Model	FAHSW09A1C	FAHSW12A1C	FAHFW18A3D	FAHFW24A3D	FAHSW36A3D
Outdoor Model	FSHSR09B1C	FSHSR12B1C	FSHSR18B3D	FSHSR24B3D	FSHSR36B3D
SEER2	20	18	21	19.5	20
HSPF2	9	8.5	9.8	8.5	8.4
EER2	12.5	10.2	12.0	10.6	9.5



- Easiest to maintenance
- Easiest to repair
- Built-in Wi-Fi
- Built-in base pan heater
- -5°F low ambient heating
- 115V and 208/230V models available

















Wall-mounted



9 & 18 kBTU models only

> LOW **GWP**

> > R-32



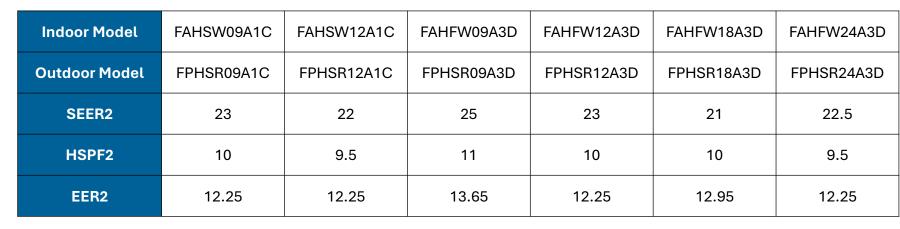
5-118°F



### **Pro Series Wall-mounted**



### **Cold Climate**









All models

R-454B

5-118°F







All models Eligible for federal -13-75°F tax credits

- FastPro® technology
  - Easiest to maintenance
  - Easiest to repair
- ENERGY STAR® and ENERGY STAR® Cold Climate
- High efficiency
- Built-in base pan heater
- -13°F low ambient (~40% capacity)
- Built-in Wi-Fi











3

24



Wall-mounted









### Pro X Series Wall-mounted



### **Cold Climate**









R-454B

5-125°F







All models Eligible for federal -22-75°F tax credits

- Indoor Model FAHFW09A3D FAHFW12A3D FAHFW18A3D FAHFW24A3D **Outdoor Model** FPHFR09A3D FPHFR12A3D FPHFR18A3D FPHFR24A3D 22 22 21 SEER2 21 HSPF2 10.5 10.5 10 10 EER2 12.0 12.0 12.0 12.0
- FastPro® technology
  - Easiest to maintenance
  - Easiest to repair
- ENERGY STAR® and ENERGY STAR® Cold Climate
- High efficiency
- Built-in Wi-Fi
- Built-in base pan heater
- Low ambient heating down to -22°F
  - 100% at 5°F
  - 80% at -5°F
  - ~70% at -13°F















Wall-mounted







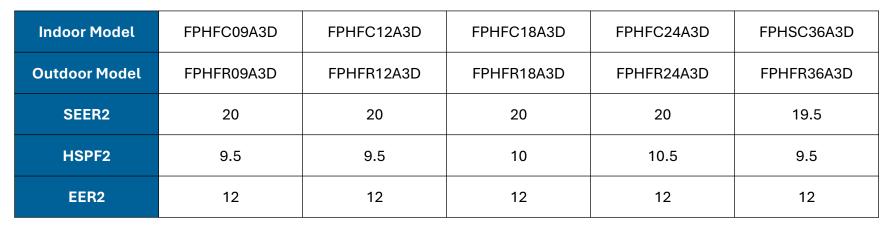




### Pro X Series Ceiling Cassette



### **Cold Climate**









All models

R-454B

5-125°F







All models Eligible for federal -22-75°F tax credits

- Built-in Wi-Fi
- **ENERGY STAR® and ENERGY STAR® Cold Climate**
- Built-in base pan heater
- Low ambient heating down to -22°F
  - 100% at 5°F
  - 80% at -5°F
  - ~70% at -13°F





Outdoor

36



Cassette

12

18

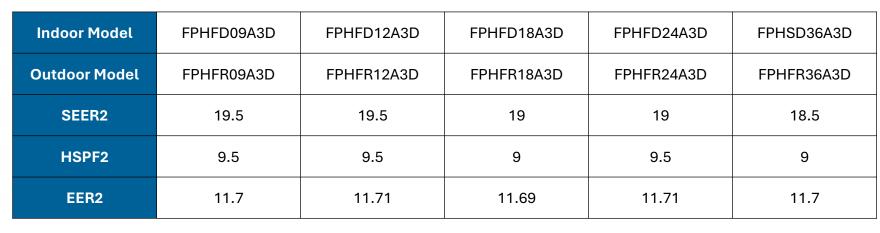
24



### Pro X Series The Insider® Concealed Ducted



### **Cold Climate**









All models

R-454B

5-125°F







All models Eligible for federal -22-75°F tax credits

- Built-in base pan heat
- Low ambient heating down to -22°F
  - 100% at 5°F
  - 80% at -5°F
  - ~70% at -13°F
- .4 W.G. Static pressure
- Built-in drain / lift pump
- Automatic static pressure detection
- Max. pipe length up to 165'







Concealed

Outdoor

12

18

24

(

9

12

18

8

24



### Pro X Series Air Handler



### **Cold Climate**

Indoor Model FPHFA18A3D		FPHFA24A3D	
Outdoor Model FPHFR18A3D		FPHFR24A3D	
SEER2 Up to 19.0		Up to 19.0	
HSPF2 Up to 9.4		Up to 9.4	







All models

R-454B

5-125°F







All models Eligible for federal -13-75°F tax credits

- ENERGY STAR® and ENERGY STAR® Cold Climate
- High efficiency
- Low ambient heating down to -13°F
  - 100% at 5°F
  - 80% at -5°F
  - ~70% at -13°F















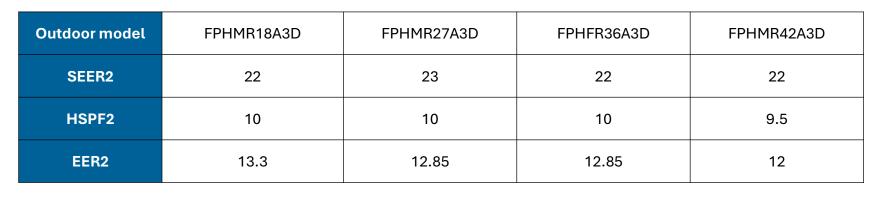




### Pro X Series Multi-zone Outdoor



### **Cold Climate**









All models

R-454B

5-125°F







All models Eligible for federal -13-75°F tax credits

- High-efficiency inverter
- Up to 23 SEER2
- Built-in troubleshooter
- Built-in base pan heater
  - 100% @ 5°F
  - ~40% @ -13°F
- Up to 262' max. pipe length
- Flexible installation











Outdoor

Wall-mounted

Cassette

Concealed

**AHU** 

Pro X Multi-zone

18



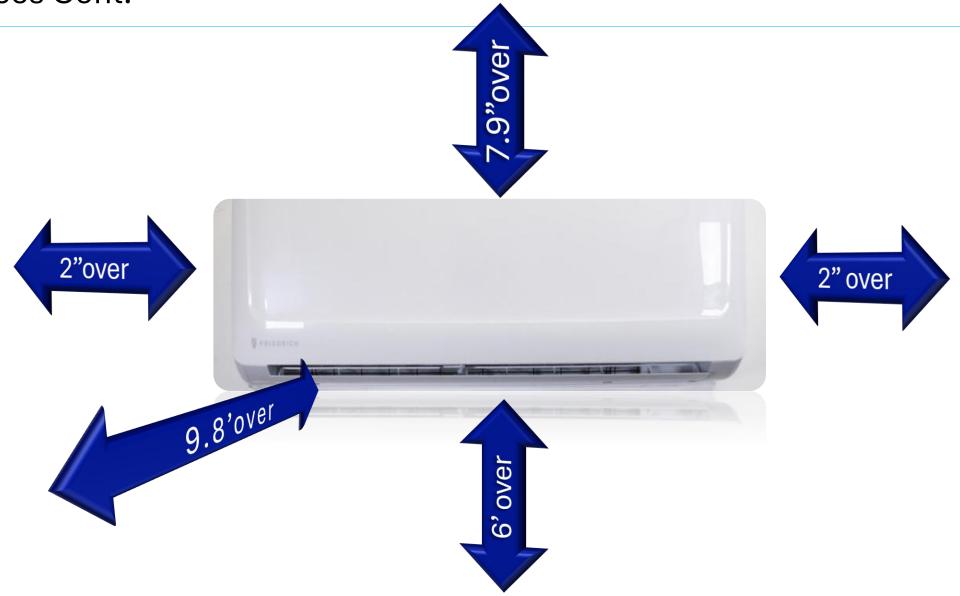






2025 MINI SPLIT LINE APPLICATION AND BEST PRACTICES

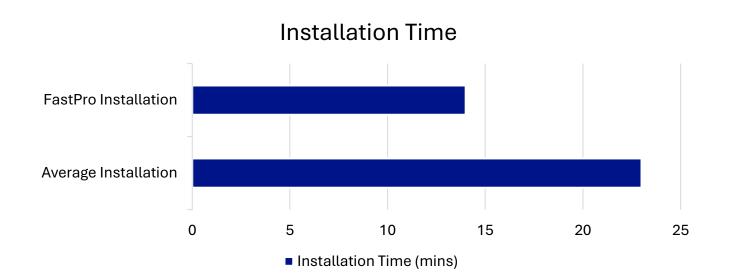
### Clearances Cont.

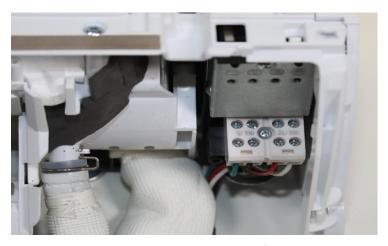




### FastPro™ Easy Installation







More space to wire



Easier access to pipe



## FastPro™ Easy Service





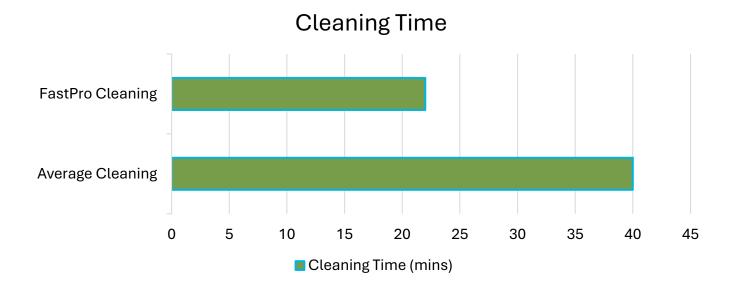




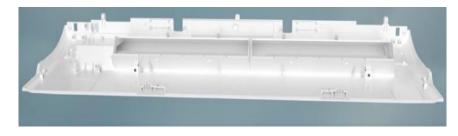








# Removable & Washable Filter Screens, Panels, and Components









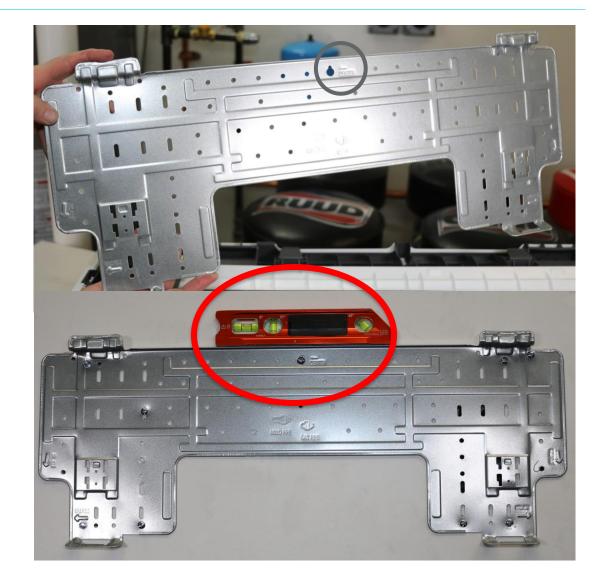
## Wall Plate Rough-In





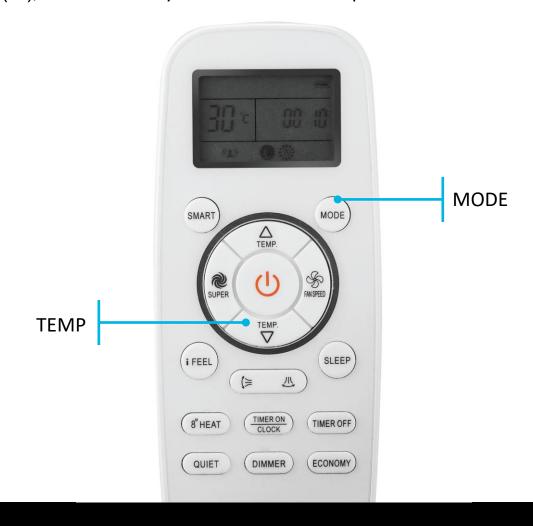
### **General Wall Mount & Console Installation**

- Determine the correct location for mounting the wall bracket.
- Use the center opening to install a set screw that will hold the bracket in place.
- Ensure the bracket is level.
- Secure the bracket to the wall at the four marked locations with arrows.
- Additional screws or anchors can be added as necessary for extra support.

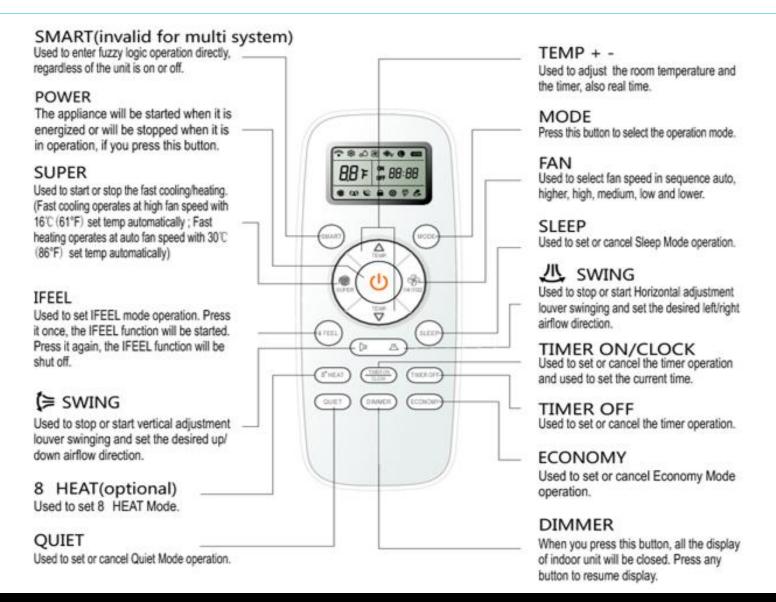


### Changing Default Units: °C to °F

- Remote control comes default set to Celsius (°C).
- To change the units to Fahrenheit (°F), simultaneously hold Mode and Temp own for 3 seconds

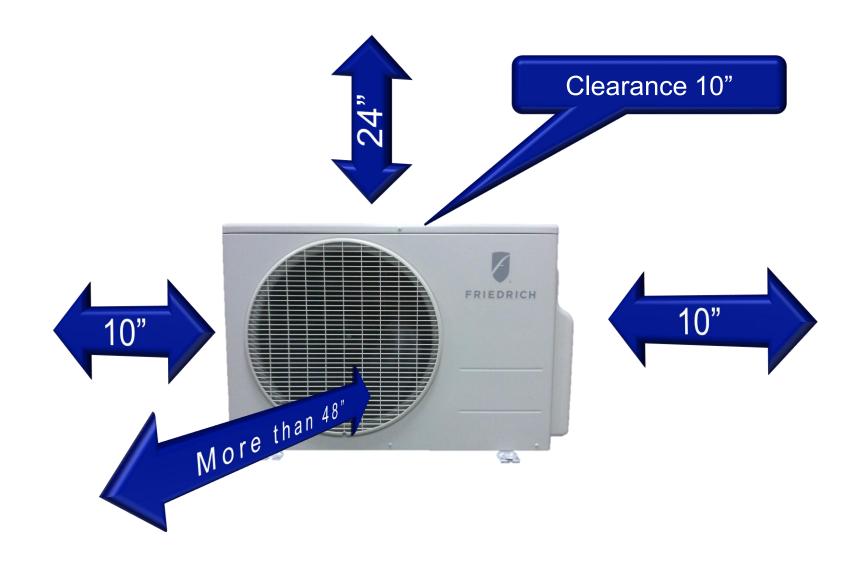


### **Remote Control**





### Clearances





### Line Sets & Wiring

#### **Line Set**

- Both lines insulated
- Closed cell insulation

#### **Power/ Communication Wire**

- 600V Rated, 14 Gauge, 4 Wires.
- 3 Conductors, 1 Ground.
- Stranded (THHN).
- Armored if required by local code.
- Shielded is preferable, but a must if running close or near other electronics
  - Near Neon signs
  - In plenums
  - Near TV's or Radio's
  - Near Fluorescent Lights (Ballasts)













### Wiring - Power & Communication Connections

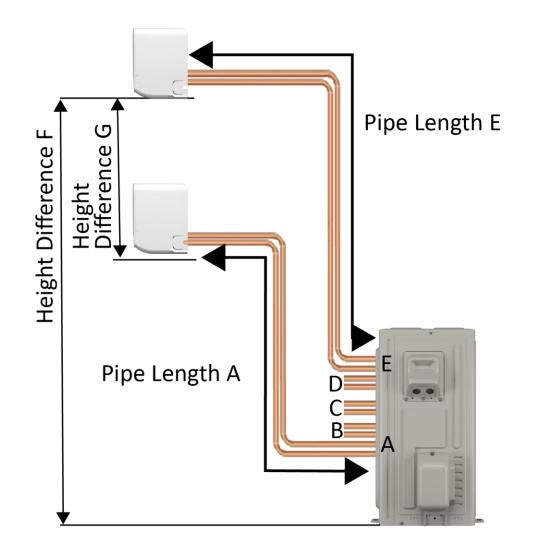
- The outdoor unit provides power to all indoor units.
- Do not use an alternate power source for the indoor units.
- Using a different power source may cause erratic or unpredictable system behavior.
- Ensure proper grounding of line voltage at both the ODU and IDUs.



### Refrigerant Piping – Length & Vertical Separation

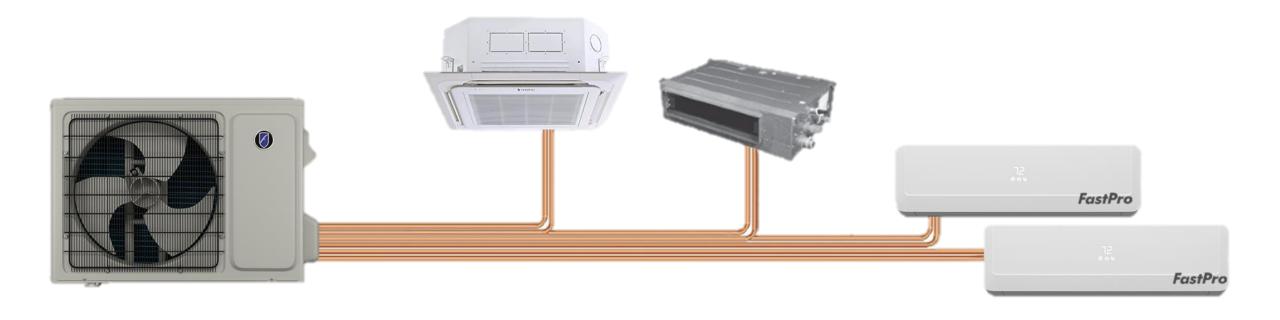
- Ensure refrigerant line set meets all the following requirements
  - Pipe size
  - Max pipe length
  - Max pipe height
  - Min pipe length
- Follow all procedures discussed in the refrigerant piping portion of this course

Item	Model	18k	24k	36k	42k
Piping To Each Indoor Unit (A/B/C/D/E)	Ft.	≤82	≤65	≤65	≤65
Total Length of Piping Between All Units	Ft.	A+B≤ 164	A+B=C≤ 197	A+B+C+D ≤246	A+B+C+D+E ≤262
Max Height Difference Between Indoor Unit & Outdoor Unit (F)	Ft.	≤49			
Max Height Difference Between Indoor Units (G)	Ft.			≤25	



## Refrigerant Piping – Multi-Zone Cont.

- Multi-zone piping requirements
- Refrigerant piping and electrical must be home runs from indoor unit to outdoor unit



Confidential - Not for Distribution Outside of Friedrich









2025 BREEZE PRODUCT LINE

### **THE Universal Heat Pump**

Breeze™ is the easiest way to upgrade from traditional ducted unitary HVAC equipment to an efficient, state-of-the-art, inverter heat pump system.

The unique design integrates into existing ductwork and is even universally compatible with existing air handlers, gas or electric furnaces, and most 24v thermostats or BMS.











Images are representations actual product may differ



# Friedrich® Breeze™ Fast Features¹

#### Cooling & Heating Efficiencies Up To:

Premier – 19.0 SEER2 / 11.7 EER2 / 10 HSPF2

Select – 18.0 SEER2 / 10.0 EER2 / 9.0 HSPF2

Nominal Sizes: 2 to 4 Tons (Premier), 2 to 5 Tons (Select)

Sound Rating: As low as 35 dB(A)

Compressor Type: Rotary Inverter

ENERGY STAR\* Certified: Yes (Premier only)

ENERGY STAR\* Certified Cold Climate: Yes (excl. Select 3 & 5T)

**Operating Range:** 

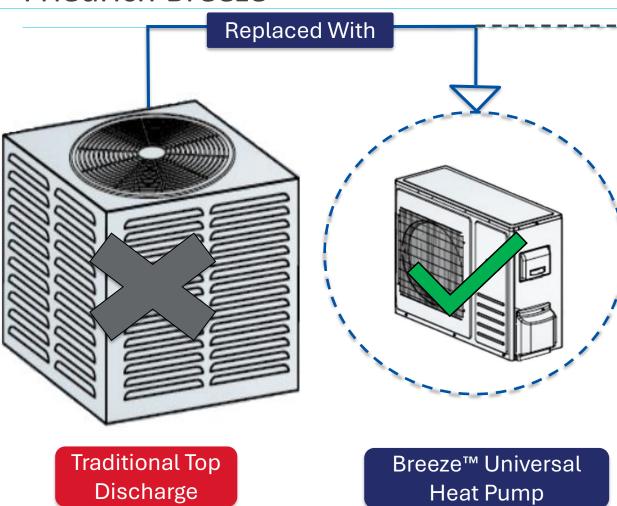
Premier – Cooling: 5–125°F Heating: -22–75°F

Select – Cooling: 5–115°F Heating: -4–75°F

Refrigerant Type: R-454B



### Friedrich Breeze™



### **Universal Application**

- Any brand (Match coil capacity)
- Non-Communicating
- Modulating outdoor
- No AHRI certification
- Economic incentives limited to Energy savings

### OR

# Matched System (Friedrich Air Handler)

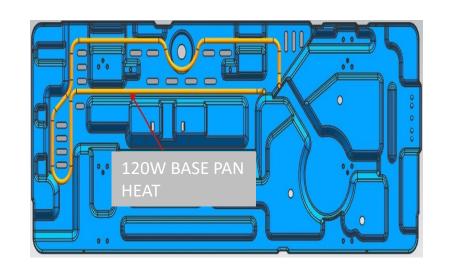
- Communicating
- Variable speed AHU
- Modulating outdoor
- Rebates
  - E-STAR rebates
  - 25c rebates
  - Municipal Rebates





### **Breeze UHP**

### Built-in Base Pan Heat, Crankcase Heat & Diagnostic Checker Module.

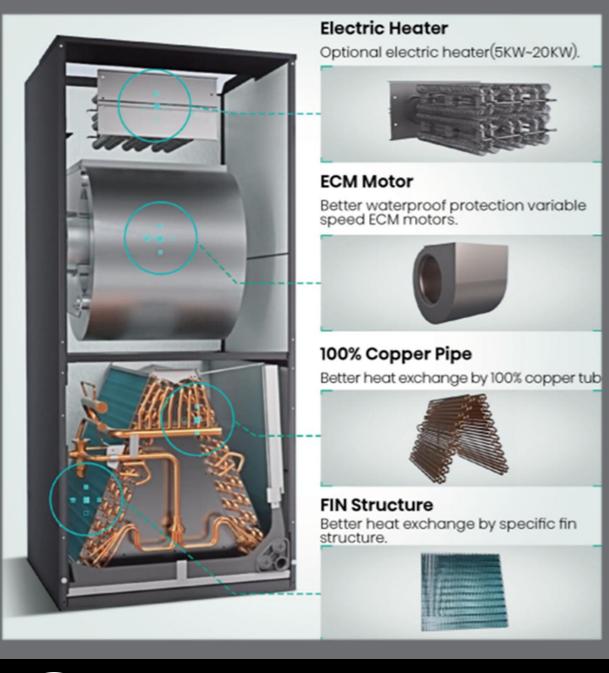




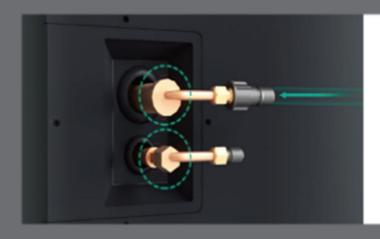






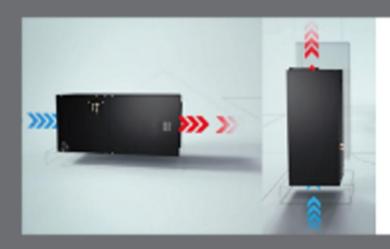


### **Indoor Air Handler**



#### **Leakage Detection**

Before installing the machine, use tool and press the part as the picture shown left to release the nitrogen from the evaporator coil. If no nitrogen release, the unit with leakage problem.



#### Multi Positioning Installation

Multi positioning installation is able to fit in different type of projects and room structures.

### Accommodate Long Line Sets

Breeze's high-performance compressor is capable of accommodating line sets spanning impressive distances of up to Premier 246 feet / Select 131 feet and height differentials of up to 98 feet ensuring that Breeze can effectively serve even the most sprawling layouts and multi-story structures with ease.



### FRIEDRICH BREEZE™ Select



2 Ton WFPU17Y243D 18 SEER2



3 Ton WFPU17Y363D 17.5 SEER2



4 Ton WFPU17Y483D 18 SEER2



5 Ton
WFPU17Y603D
17 SEER2







OFRIEDRICH

4 Ton

**WFH48Y223D** 

**18 SEER2** 





- Compatible with 24v thermostats and Thermosmart SWTR1B
- Precision inverter
- 3rd party coils (will be in process)
- Up to 18 SEER2
- Heating down to -4f
- Built-in Base Pan Heater
- Heater Kits available 5KWA-20KWA



### FRIEDRICH BREEZE™ Premier



















4 Ton

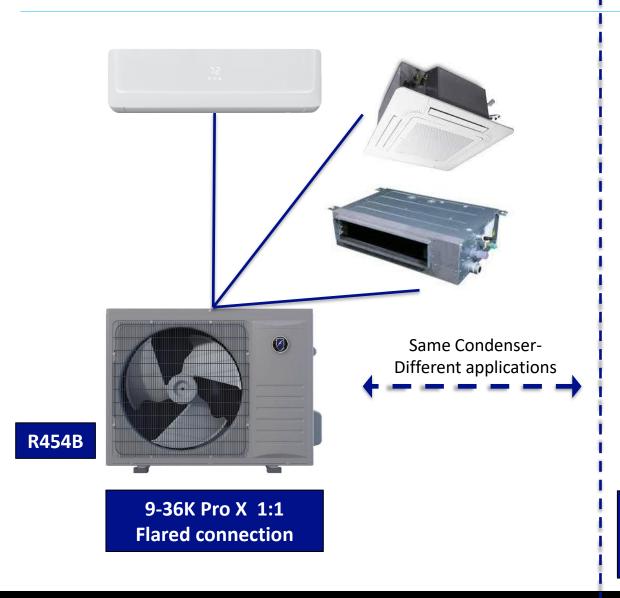
- 2-4T meeting Path A of CEE 25C
- Energy Star and Energy Star Cold Climate
- **19 SEER2**
- Compatible with 24V Thermostat and Thermosmart SRTB1



- Precision inverter
- 3rd party coils (will be in process)
- Heater Kits available 5KW-20KW
- Works with any 24V thermostat



### Pro X – Breeze Premier





24-48K 12V AHU AL



3<sup>rd</sup> Party application
 Flared to Sweat Connector
 24V Terminal



R454B

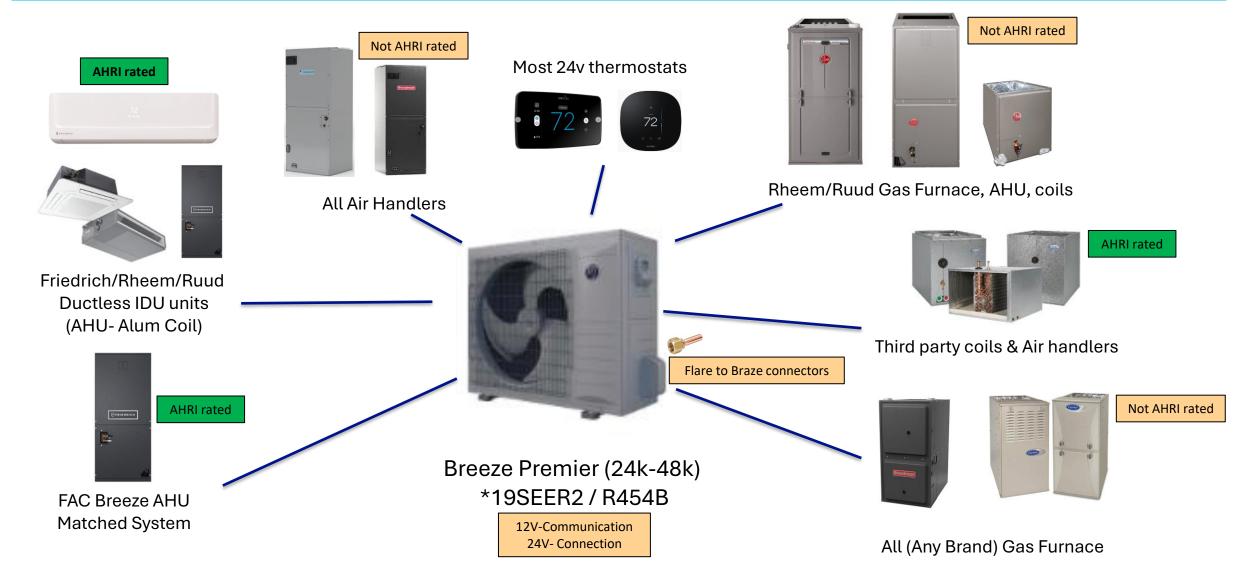
24-48K Breeze Premier
AHU 1:1
Flared connection



51

### Pro X – Breeze Premier

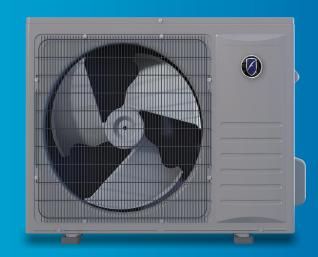






# BREZE

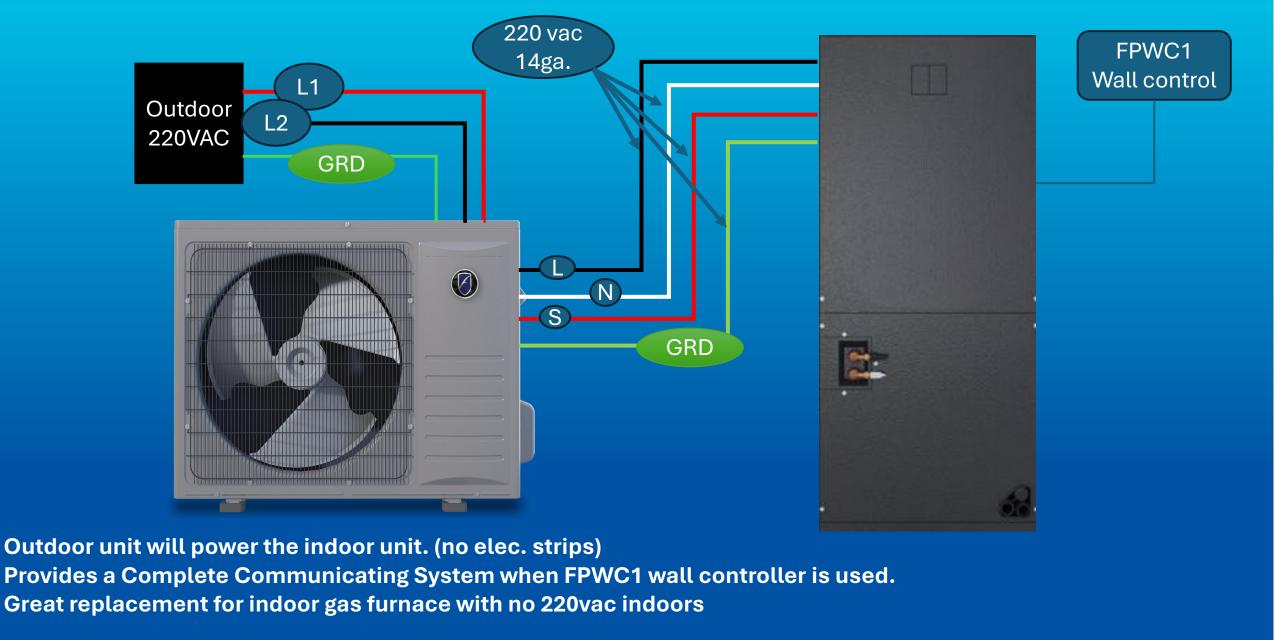
THE UNIVERSAL HEAT PUMP



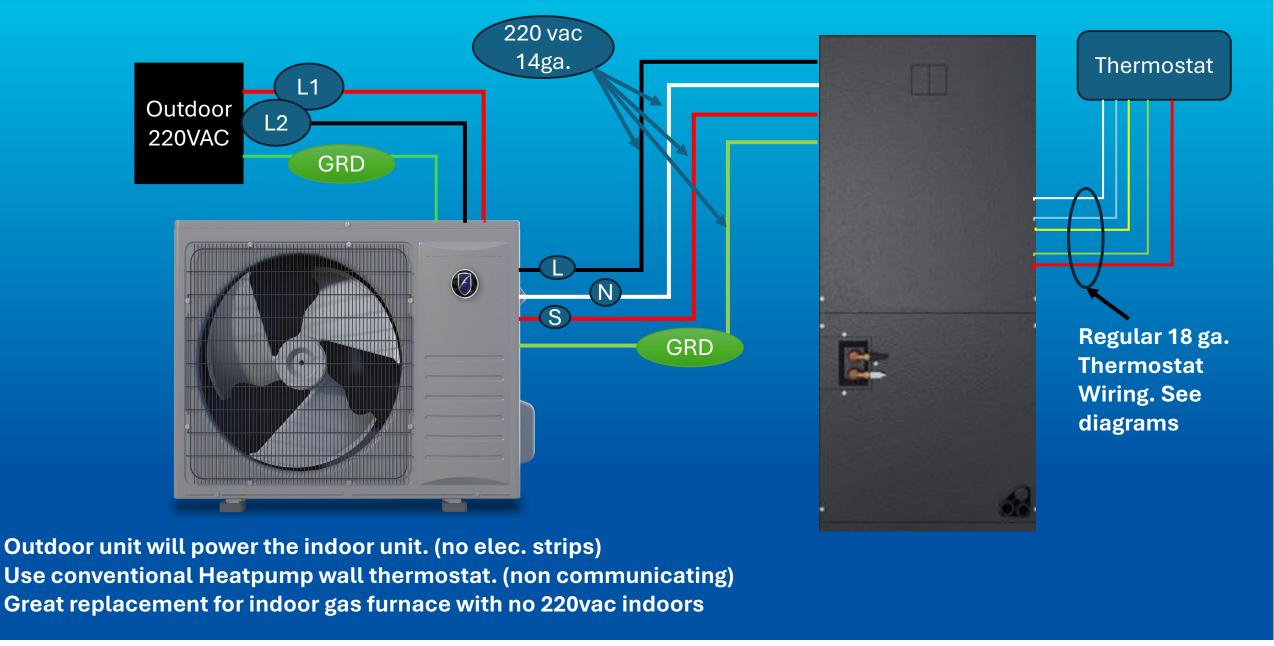
Control Wiring Diagrams
A2L Models



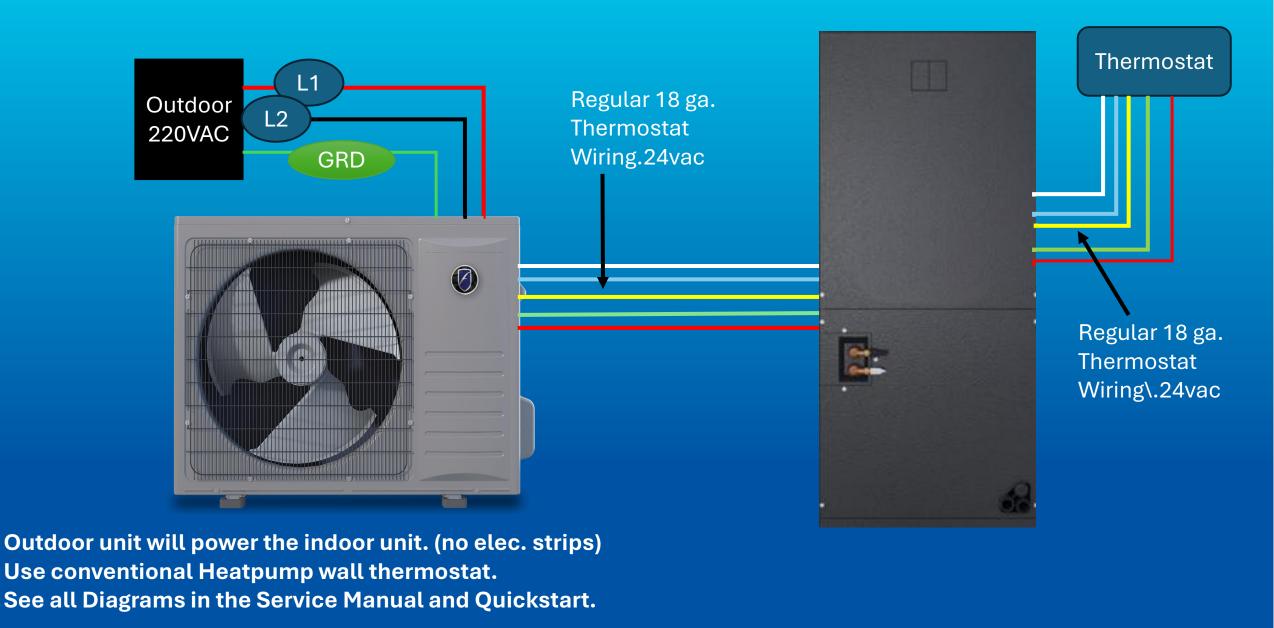




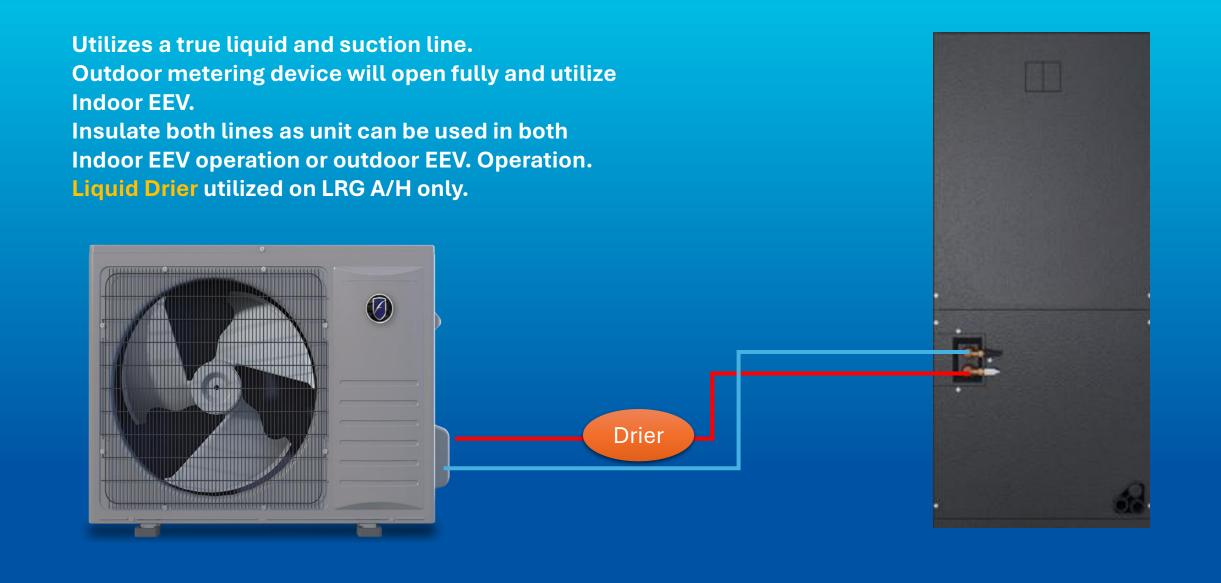
High and Low Voltage Wiring Breeze Premier



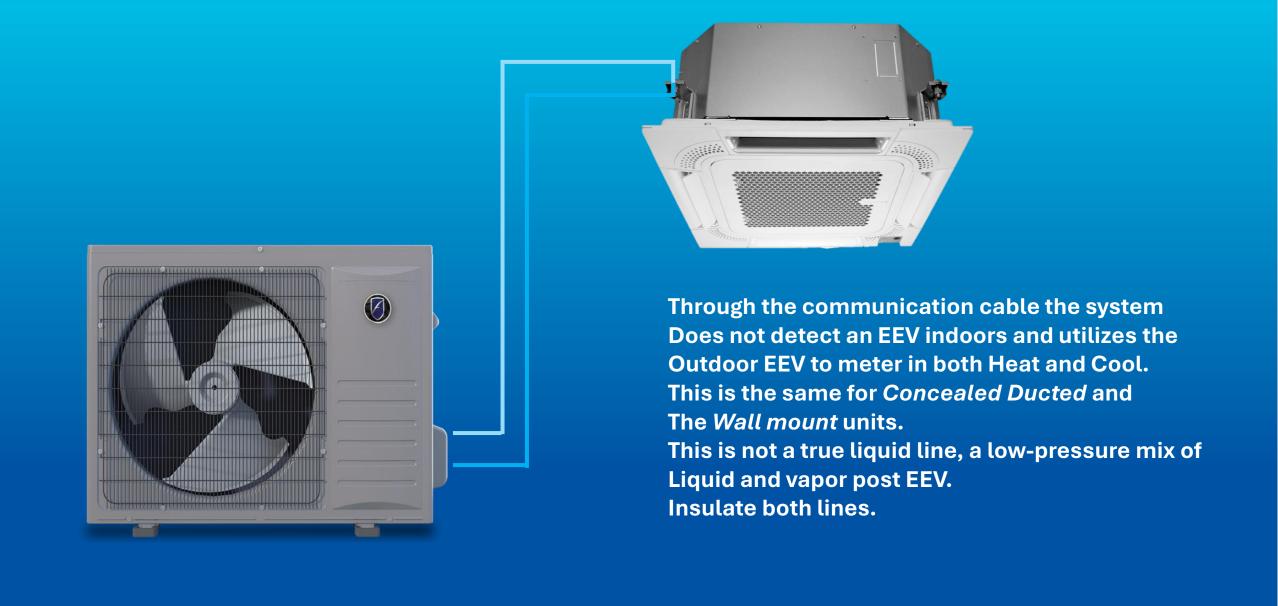
High and Low Voltage Wiring Breeze Premier



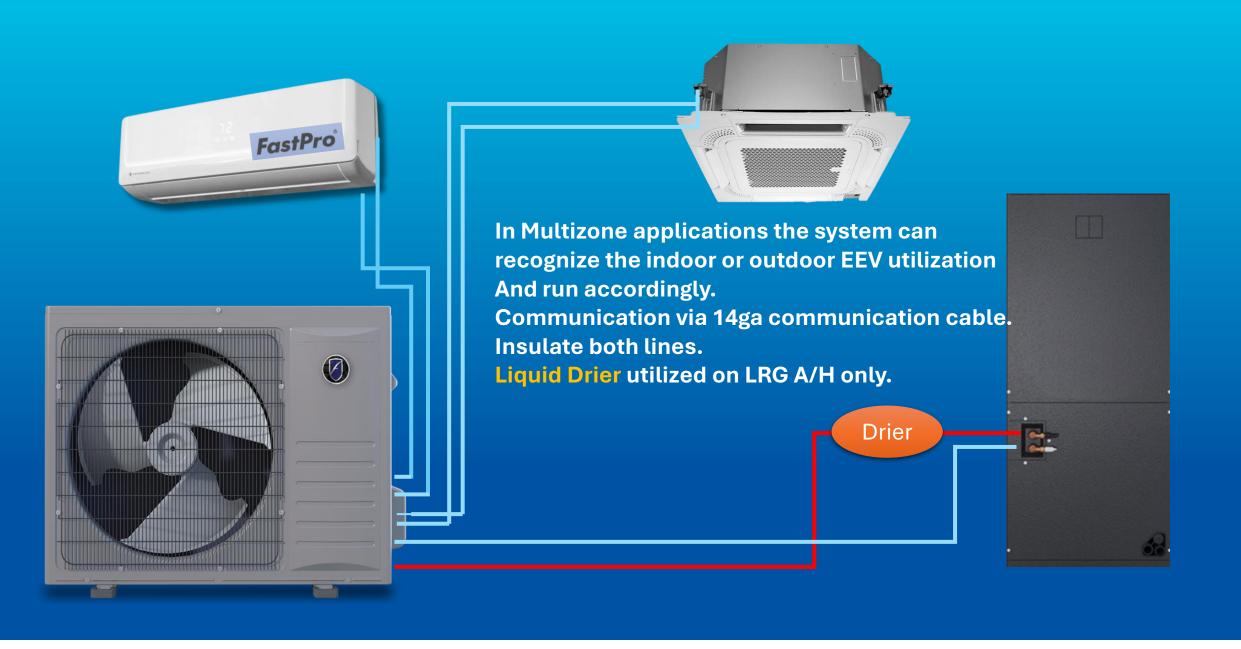
### Non-Breeze A/H Non-communicating Breeze Premier



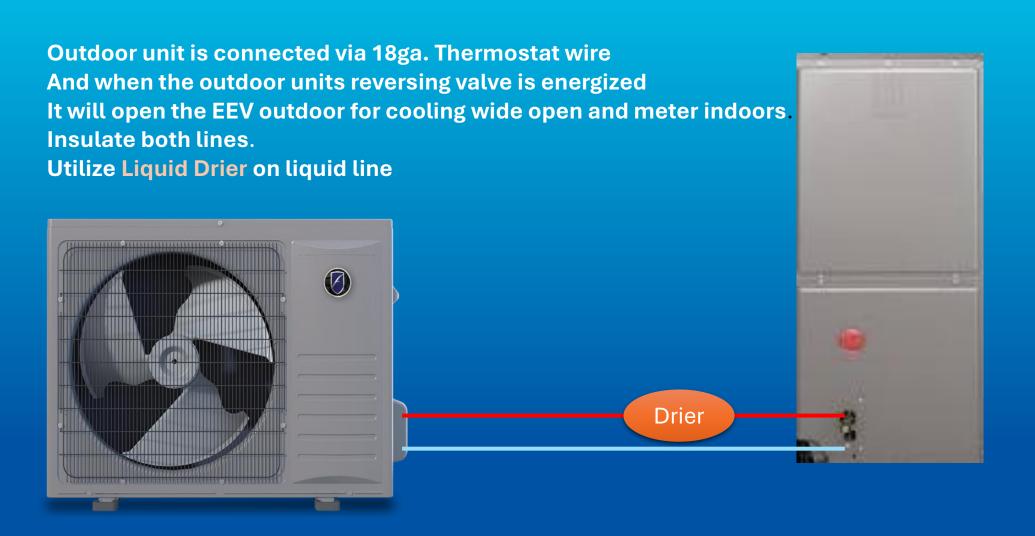
Refrigerant Diagram - Full Size A/H Breeze Premire



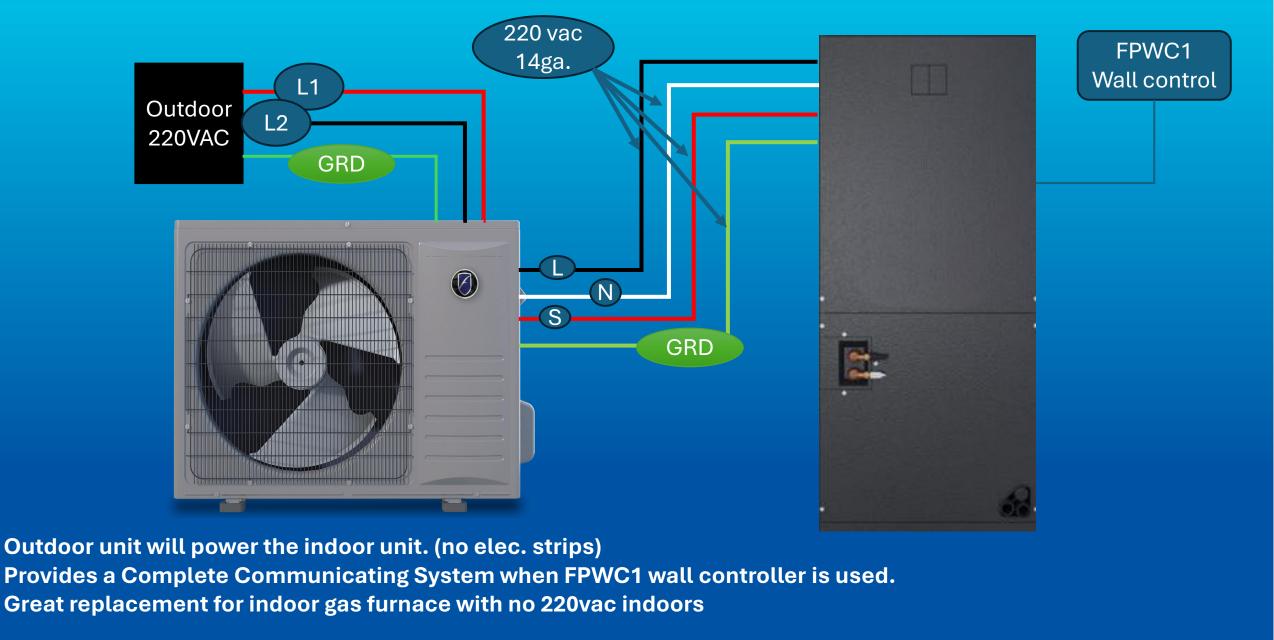
## Refrigeration Diagram for Cassett and Ducted Pro X



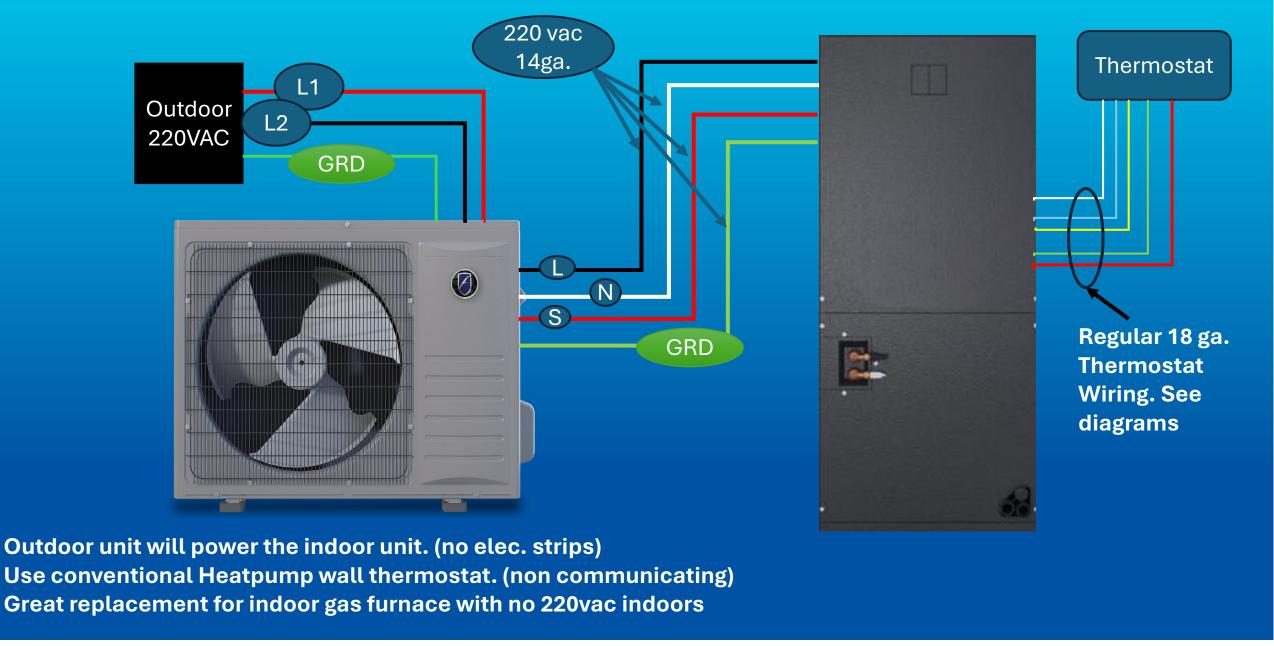
Refrigeration Diagram for Multizone with full A/H



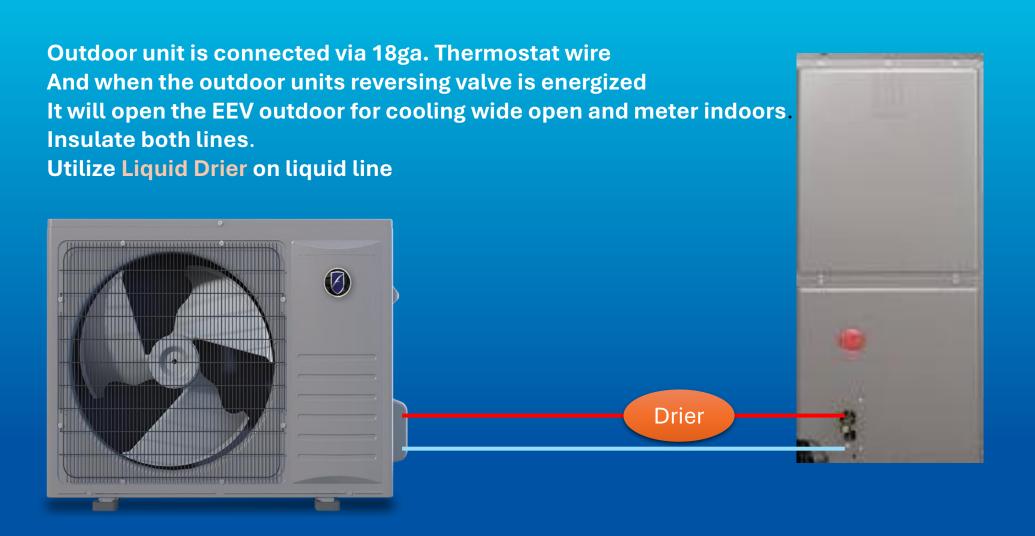
# Non-Breeze A/H Refrigeration Diagram



High and Low Voltage Wiring Breeze Premier



High and Low Voltage Wiring Breeze Premier



# Non-Breeze A/H Refrigeration Diagram



# **FRIEDRICH**



MARKETING AND SUPPORT

### Warranty

It's easier than ever for homeowners to secure their peace of mind with our online warranty verification and registration tool—RegisterMyUnit.com. Contractors are also able to register units on behalf of their customers for added convenience.



RegisterMyUnit.com



### **Standard**





### Registered







### Market Support











### **Digital**

- Landing Pages
- Sales Tool Kit (images, videos, creative assets)
- Digital 360-spins & Augmented Reality

#### Literature

 Brochures, Submittals, IOMs, Service Manuals, & other documents \*

### **POP & Displays**

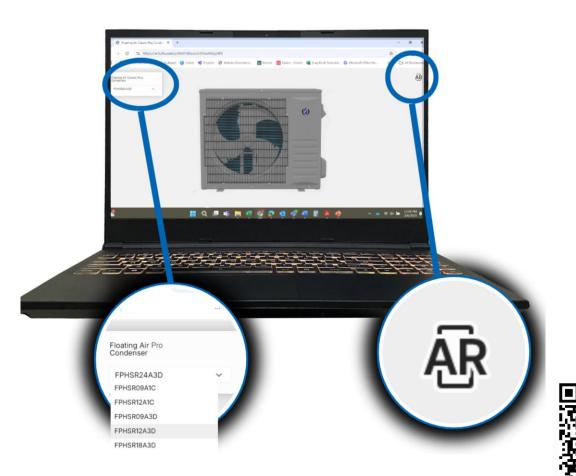
- Countermat & Inserts \*\*
- Pull-up Banner Stands \*
- Tabletop display
- Showroom display stand \*\*

#### Sales Tools

- Distributor Flyer \*\*
- Cross-Reference Guide & System Matches



### Market Support (Interactive 360 Spins & AR)











**Select Condensers** 





### Sales & Distribution

### Fully utilized supply chain and sales support structure

# Sales and support team with shared customer focus

- Friedrich ACD and FAC Sales Teams
- Split HP Sales Support Team
- FAC RTMs and TAC Group

### Multiple stocking DCs

- Mini-splits will be shipped from five locations
  - Ontario, CA coming soon
  - Lewisville TX initiated at launch
  - Grand Prairie, TX coming soon
  - Dayton, NJ current
  - Rheem Canada coming soon





### **Training**

### Training Decks

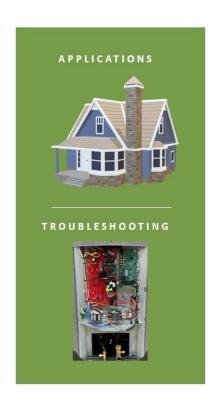
- Sales
- Product Overview
- Application Design
- Installation
- Service
- Maintenance
- A2L Refrigerant Handling











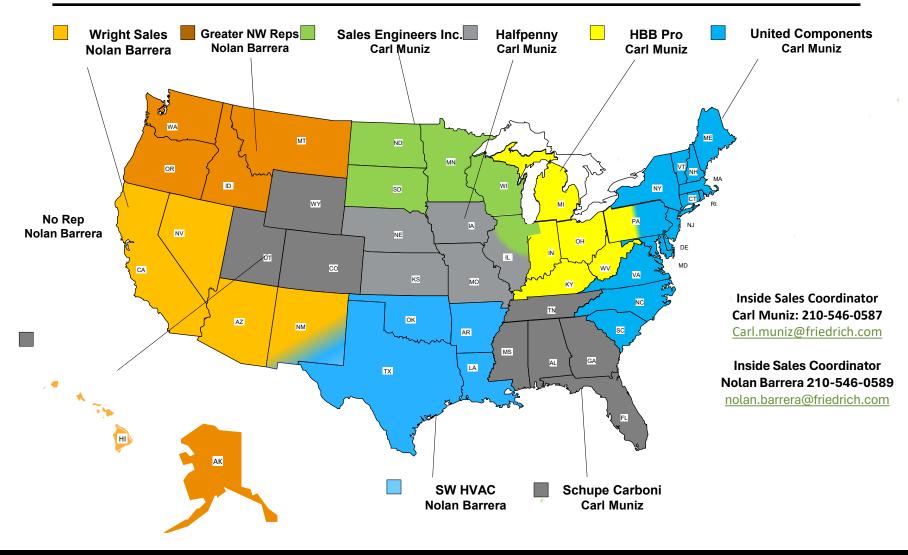
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Digital and in-field training assets





# **Commercial Division Rep Territory Map**





### **SPLIT HP SALES SUPPORT TEAM**

Newly developed team dedicated to supporting mini-split and universal HP product



Brad Niehaus - National Manager brad.Niehaus@friedrich.com 812.893.1161



Marc Lopez - Southwest marc.lopez@friedrich.com 210.400.2045



Chris Palmer - Southeast chris.palmer@friedrich.com 941.518.4943



Jason Matthews - Northeast jason.Matthews@friedrich.com 908.884.3407



### **Support Is Available**

# . <u>WWW.FRIEDRICH.COM</u>

- Look under the **Professional** category for all product documentation: Brochures, Product Profiles, IOM, Service manuals along with our Interactive Parts Viewer.
- Technical Support Toll-free hotline: 1-877-599-5665 ext.4 then option 2
- Technical Support Center email: <u>tac@friedrich.com</u>
- Customer Returns email: <u>FRDclaim@friedrich.com</u>
- Interactive Parts Viewer: FRIEDRICH INTERACTIVE PARTS VIEWER







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