

Daikin Opens Storefront Showroom Featuring Latest HVAC Innovations

LONG ISLAND, N.Y, December 23, 2019 – For decades, businesses have utilized showrooms to help consumers see the latest audiovisual equipment, lighting fixtures, kitchen designs or flooring products. But, when it came to experiencing state-of-the-art options for heating, ventilation and air conditioning (HVAC), a storefront was hard to find.

Until now.

A new style of showroom, The Daikin Comfort Design Center, just opened its doors to industry professionals, small businesses and homeowners who can now experience, learn and discuss the latest HVAC products and innovations that could save remodeling and energy costs, while improving indoor comfort. Daikin seeks to transform HVAC and the way people think about it. It's a concept built to lead change in the regional market by demonstrating and experiencing our unique, premium products and indoor comfort solutions.



The Daikin Comfort Design Center, at 817 Sunrise Highway in Lynbrook, N.Y., aims to help end users facing those challenges. Inside the showroom, they will experience new heating and air conditioning technologies, controls and air quality solutions. Daikin calls it a “lifestyle improvement center,” a place featuring real-life experience about achieving better indoor comfort.

“In just 30 short years, our earth will be supporting 9 billion people and will face significant climate change challenges, increased energy demand and increased atmospheric pollution. Global growth will drive demand for air conditioning systems by a factor of three, with the total number of buildings on earth expected to double today’s volume. Today, we have the opportunity to tackle these problems... but only if all stakeholders – whether from government, industry, or other parts of society – work together,” said Marc Bellanger, Director of Marketing for Daikin North America LLC.

At a local level, New York is also challenged with lofty goals and big challenges as it moves from heating with fossil fuels to renewable sourced electrification with the NY 80/50 initiative and the recent announcement of a gas moratorium. Daikin is ideally positioned to work directly with New York to tackle these challenges by leveraging our latest inverter driven heat pump technology coupled with our advanced control systems.

“Long Island is an ideal location for this unique showroom. In Suffolk and Nassau counties, the majority of its 1.2 million households rely on antiquated and inefficient HVAC systems. Many of these older homes have poor ductwork and outdated HVAC controls that can diminish energy efficiencies and make retrofits costly,” said John Fraser-Mifsud, Division Vice President for Daikin North America LLC.

Adjacent to this space, Daikin plans to open a training center that will include flagship products, where local HVAC professional contractors can train on the latest technology.

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“We designed the showroom to illustrate how a variety of HVAC challenges in the home can be solved in a cost effective and less intrusive way,” explains Marc Bellanger. “The Daikin Comfort Design Center aims to educate and inform homeowners, demonstrating how better indoor comfort can improve quality of life. Unfortunately, too many homeowners have lived with poor comfort, noise and inefficiency for most of their lives and simply don’t know any different.”

The Daikin Comfort Design Center welcomes independent Daikin HVAC contractors, as well as other industry professionals and businesses, who can schedule an appointment and bring their clients along for a consultation.

“Through a series of community outreach activities, we will collaborate to make the Daikin difference. Some of the activities are still being developed while others are already scheduled,” said Taka Inoue, Executive Vice President and President of Daikin North America LLC. “We are working very closely with the local utilities and policy makers to move away from carbon producing fossil fuels, such as oil and gas, to leverage more environmentally favorable heat pump technology. Training sessions and key events have been initiated to support regional initiatives, such as a recent PSEG event where Daikin shared product and rebate information with 400 guests,” he continued.

The idea for a showroom sprung from a lack of awareness among the community about heat pumps, inverter systems and partial load solutions that can improve efficiencies and performance.

The showroom concept came from the realization that most stakeholders often remain unaware of their options when it comes to improving indoor comfort. Many times, new HVAC systems are still noisy, too large and impede boundary lots. Most of those systems are non-inverter types, unless mini splits are used. Yet, inverter technology can solve many issues, such as limited space, noise and performance.

“In Suffolk and Nassau counties, it’s not uncommon to see window-type air conditioners dangling from buildings; in fact, this region is home to an estimated 6 million of these units,” explains John Fraser-Mifsud. “Here, basements often have heating systems fired by oil and gas boilers.”

“There are many pain-points for everyone involved in the HVAC decision that we can address via the showroom,” says Fraser-Mifsud. “Poor zoning capabilities, aging systems that cost more money for upkeep, inadequate controls that limit customization and expensive fuels used to heat homes. An all-too common issue in the Northeast is ineffective heating and cooling delivered to the second floor, where poorly designed, inaccessible ductwork is generally too small and too expensive to upgrade during a retrofit.”

Inside the showroom, visitors learn how to replace a window unit with a ductless system, reclaiming precious window space and curb appeal, while reducing noise and energy use. They can see how Daikin’s *VRV Life* technology is designed to resolve zoning issues, poor heating and cooling in certain rooms and lot size limitations, while eliminating oil fuel deliveries forever. Or they can experience how to leverage multi-split systems using a wide range of indoor and control options all connected to one, quiet outdoor unit.

“Our goal is to educate and provide homeowner awareness,” Fraser-Mifsud says. “If we can nudge the conversation so that it now includes things like inverter and variable speed technologies, effective zoning and consistent control over humidity, temperature and airflow, then we can help people achieve better indoor comfort and improve lifestyles.”



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Future plans for the Daikin Comfort Design Center include opening up the facility for community members to enjoy for non-HVAC related events, such as classes for cooking and health, or for local business and college use.

For more about the Lynbrook Daikin Comfort Design Center, visit www.daikinlynbrook.com.

For more about Daikin, visit www.daikincomfort.com.

Additional Information

Before purchasing this appliance, read important information about its estimated annual energy consumption, yearly operating cost, or energy efficiency rating that is available from your retailer.

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About Daikin

Daikin Industries, Ltd. (DIL) is a Fortune 1,000 company with more than 70,000 employees worldwide and is the world's number 1 air conditioning company. Daikin North America LLC (DNA) is a subsidiary of DIL. DNA and its affiliates manufacture heating and cooling systems for residential, commercial and industrial use and are sold via independent HVAC contractors. DIL manufacturing operations include facilities at Houston, TX and Fayetteville, TN. For additional information, visit www.northamerica-daikin.com.