

From:
"APR Supply Co." <info@aprsupply.com>

Email Subject Line:
APR July Newsletter - What's Happening Now

Email Body:

In this issue we talk about smartphone technology in the trades, warning signs for mold, the upcoming buying shows, HVAC surge protectors, business-development resources, luxury bathroom trends, and more.

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APR Supply Co.

WHAT'S HAPPENING NOW

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APR Supply Co. Editorials- Vol. 3 - The Evolving Landscape

Smartphone Technology's Impact on HVAC and Plumbing Sectors

For most American consumers, the smartphone has become a constant companion these days. And let's face it, for most contractors it could be considered among the most essential tools of the trade and one that could lead them lost or borderline helpless without.

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Video Spotlight- The Annual APR Supply Co. Buying Show!

Have you been to one of our annual APR Supply Co. Buying Show's yet? If you are new to the big event or just looking for a reminder of what all the hoopla is about, check out this short video that explains everything you need to know!

[*Watch Here.*](#)



10 Warning Signs of Mold Plumbers Can Look Out For

Some of the possible indicators of a mold (the majority of plumbers have probably come across quite a few of these): Standing water Growth on building materials Strange color

There are many indicators' plumbers can proactively look out for while on the job that may point to a potential mold issue, however, they are not all used to make an absolute determination.

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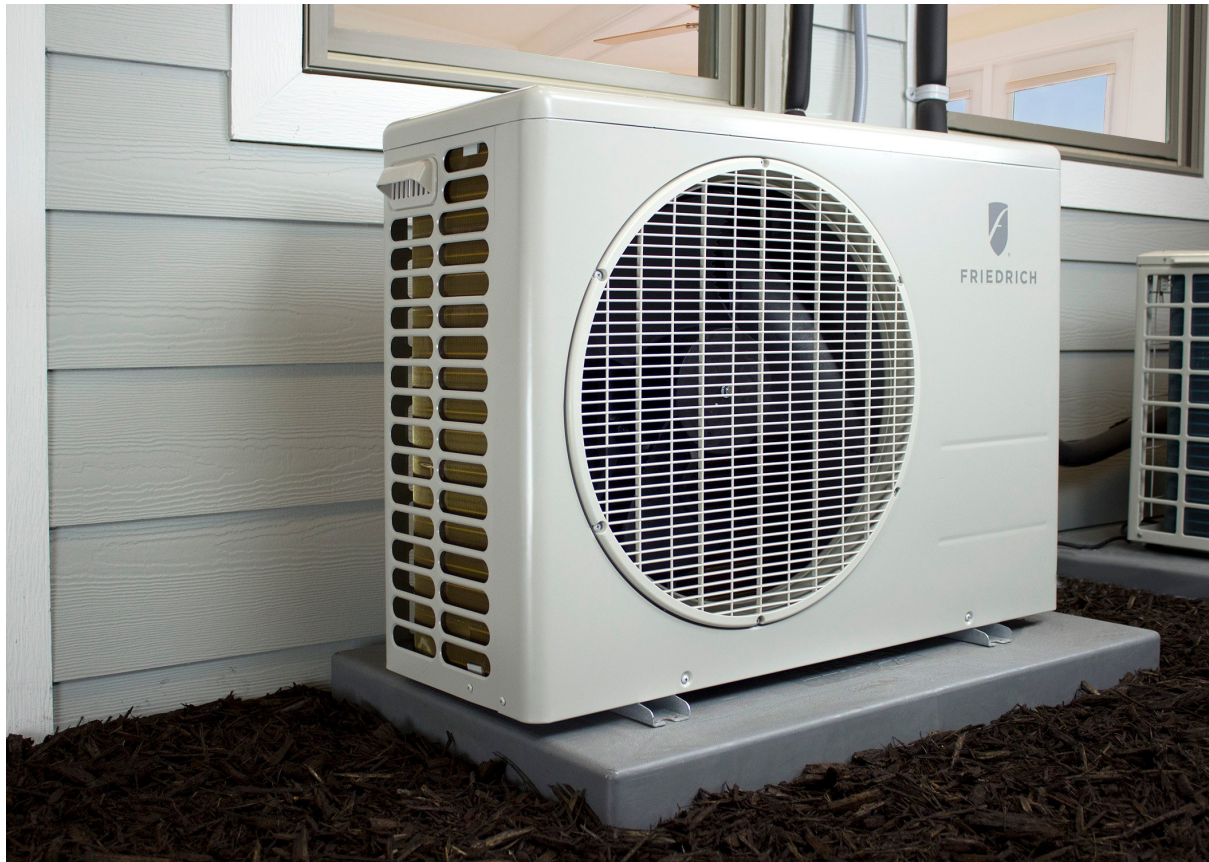
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Rectorseal- 3 Myths When Choosing the Right HVAC Surge Protector

To make an educated decision when selecting a surge protector for your HVAC system, it is important to dispel some common myths. With so many choices on the market, it can be difficult to cut through the noise and figure out what product is right for you.

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Friedrich Pro Tips - Putting the Wire to the Test

Ductless installation involves the use of many materials. But, what's just as important as our Ductless Line Set? The Power and Communication Cable! There are some important steps that you need to take when choosing the correct wire for your Friedrich Ductless Minisplit.

[Read More.](#)

A banner for Rosso Recruiting. It features four hexagonal images: a man in a blue shirt and tie, a man in a hard hat and safety vest, a man in a hard hat and safety vest, and a man and woman looking at a tablet. To the right is the Rosso Recruiting logo, which includes a red bull icon and the text "ROSSO RECRUITING". Below the logo is the text "Providing trade, technical, and business talent acquisition services". At the bottom right is a red button with the text "Book a Free Consultation".



7 Steps to Instilling Business Development in Service Techs

Field service technicians are one of the greatest business-development resources at any commercial service company. Some firms have trained their technicians on selling, but most service managers agree that techs could do more to boost their business-development efforts.

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4 Of The Biggest Luxury Bathroom Trends Dominating 2023

When is a bathroom no longer just a bathroom? It turns out, it's when it's in a luxury home, with affluent homeowners no longer satisfied with simply having a practical space in which to wash, shower and get ready for the day. Instead, they're transforming their bathrooms into personal sanctuaries that are as much a place to relax and unwind as they are to deal with essential day-to-day practicalities of life, and the aesthetics and mood are considered just as vital as major features like the bath, toilet and shower when it comes to creating the desired end result.

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