

# Hi-Velocity – the fast route to a quality conditioned environment

ESSEX-based Cooling & Heating Sales Ltd (CHS) is looking to make its expertise as a one-stop hvac solution provider available to a wider customer base by targeting the specification market.

CHS was formed by Joe Flanagan in 2001 after a career in distribution spanning time at HRP, WF, Thermofrost Cryo and Williams Environmental. The company offers a wide range of equipment including unitary ac, vrf, de-stratification fans, heat pump chillers, air handling units, cellar coolers and ducting. These include products from such well-known names as Carrier, J & E Hall, Acson, Fujitsu, Calorex and Hitachi.

## Full service

Seeing themselves as a specialist distributor, CHS can offer a full service – supply only, or a full service to include site surveys, design and supply. And the company is keen not to get too involved in the historically low margin 'box-shifting' unitary ac end of the market. "We do offer split systems but that's not what we mainly do," says Joe Flanagan. "We can compete with other suppliers on price but we do not want to get involved in a Dutch auction."

With its wide range of equipment and system solutions, it is the specification market which is proving to be far more attractive. CHS sees interest for the consultant in its Hitachi air conditioning range and, in particular, its Hi-Velocity mini duct ac system.

From its base in leafy Doddinghurst, near Brentwood, CHS acts as the sole UK distributor for the Canadian manufactured mini duct system which has proven to be very popular for industrial, commercial and domestic applications on the other side of the Atlantic.

This system is said to provide unobtrusive heating and cooling with even temperatures and no draughts or hot or cold spots.

CHS can prepare specification, design and tender documents. The company's full design service includes customised load calculations, and a material list and component layout unique to the project.

CHS also offers CPD courses on the principles of the Hi-Velocity system, covering such topics as Bernoulli's Theorem and the Venturi effect, air distribution within a space, application and principles of the Hi-Velocity design, photo catalytic oxidation and germicidal

principles of the HEPS air treatment.

The company also provides full training for potential Hi-Velocity installers. "In fact, we insist on it," says Joe Flanagan, "and we also carry out the first commissioning."




**Joe Flanagan: targeting the specifier**

## Sales boost


To boost sales in this area, CHS recently appointed Christian Weavers, someone with large experience of the specifier and contracting markets from his time at Toshiba and Denco.

"We aim to supply the most suitable equipment to create the most comfortable environment possible, and to solve problems associated with heating and cooling systems," says Joe Flanagan. "If there is more than one solution, we will offer a choice to suit budget, taste or physical constraints."


**CHS**  
**0800 731 6352**



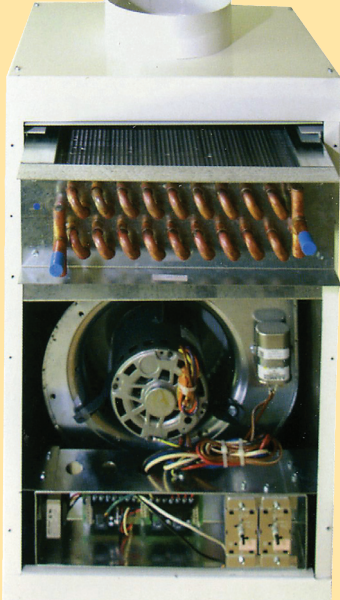
**THE Hi-Velocity mini duct system, which has been sold by CHS since 2006, provides an**



**alternative to traditional cooling and heating systems.**



**The 3in or 2in pre-cut soft-core sound attenuated flexible ducting features plug and play fittings to enables quick and easy installation.**



**The air handler can be supplied with heating and cooling modules supplied by DX, chilled water, heat pump, geothermal, hot water heater, boiler or electric sources. Heating capacities are up to 33kW and cooling capacities up to 20kW.**

**The Hi Velocity system uses discrete air outlets which can be supplied in many different colours and finishes, and in metal, plastic and wood.**

**The air handler incorporates an energy efficient inverter fan motor and can have up to eight time and temperature control zones per air handler.**

**It has two filters as standard, but also has the option of the patented air purification system. The High Efficiency Purification System (HEPS) is a three in one air-cleaning unit, which can be added to the Hi-Velocity system.**

**If required, fresh air can be introduced to the return airside, mixed with the conditioned air and distributed through the Hi-Velocity system.**

## Hi-Velocity: the inside story