



The Proper Mindset

A big issue when it comes to selling, designing and installing cooling products is to have the proper approach and mindset. We do not seek to scare or try to convince you that you need cooling on every install or that your components are guaranteed to die in a fiery crash if you don't buy cooling products. In our opinion, while scare tactics work in some cases, any success will be short-lived.

We are the first to admit that cooling is not for every project. When asked for recommendations we always take a more conservative approach because we feel that cooling is essentially modular in design and application. You certainly can easily design a cooling system with overkill in mind and that will without question remove any doubt that it will be adequate. This is valuable if you have the budget so you do not have to revisit cooling later but we also recognize that budgets can be tight these days. When we make our recommendations we will usually provide that conservative approach but then provide ways to easily upgrade the system if necessary. This approach is important because who knows what equipment will be in that cabinet in 5 years and if more cooling may be required. With our products and recommendations, we may recommend a passive grill now but when that system grows, you can use that same passive grill and hole that you already cut and now put a fan in or behind it. Cooling is not an absolute as there are too many variables and many companies have learned that developing cooling products is not as easy as one may think. While other's have copied us and attempted to copy us, it eventually comes to light that those that just dabble in cooling are not specialists and do not have the proper fans or products for every application.

Another proper mindset is just to understand that the most important factor is air movement. In most residential applications, it is just necessary to have some level of airflow not only in a cabinet but around each heat producing component. We see some dealers more concerned with CFM's than proper airflow patterns - so focus more on how air will move instead of how much. You will find that most damage that occurs is because a component may have been in a vented cabinet but it sat within a heat pocket and cooked itself.