



Friedrich 360°+1

Innovations in Customer-driven Design

Imagine a product that has been thoughtfully designed for you from every angle—inside, outside and everything in between. This is what we mean by 360°. But we don't stop there. The "+1" represents our commitment to designing products that exceed expectations. Our approach is holistic, considering the requirements of engineers, the concerns of contractors, the preferences of field technicians, and the comfort of building owners and building occupants—ensuring that every product we design is a perfect fit for everyone who interacts with it.

Driven by Customer Insights

We strive to create solutions that address real customer pain points. Our commitment to customer understanding and active feedback ensures we remain a market leader by delivering innovative solutions that improve the overall experience of engineers, distributors and technicians. Two key initiatives drive this commitment: the Product Excellence Panel (PEP) and Voice of Customer (VOC).

PRODUCT EXCELLENCE PANELS: Diving into Customer Needs

The PEP is an intensive, multi-day event where internal stakeholders and external participants collaborate on new products. The ultimate goal is to gain a 360-degree understanding of known and unknown customer challenges and translate them into innovative and practical solutions.



Market Analysis:

Examining industry offerings to identify strengths and weaknesses.

Feature Ideation:

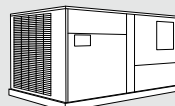
Brainstorming and prioritizing new features to address customer needs.

Authentication:

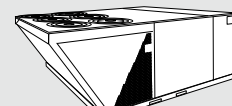
Verifying our understanding through prototyping and iteration, ensuring we address the right needs.

AVAILABLE IN:

FRIEDRICH Commercial Air



Renaissance™ Commercial Packaged Units
[Explore products](#) →



Resolute™ Commercial Packaged Units
[Explore products](#) →

Voice of Customer: Deep Listening

Beyond the PEP, VOC captures broader customer feedback through open-ended discussions with various stakeholders, including consulting engineers, to identify ways to improve all products directly from professionals who work with or specify HVAC equipment on a daily basis. This continuous process helps us to achieve the following:

- Find various stakeholders' hidden needs and preferences
- Uncover areas for improvement
- Develop products that resonate with customers

By actively listening to our customers and asking probing questions, we obtain valuable insights into their requirements, preferences and pain points. These insights serve as a rich source of information, enabling us to create more innovative, human-centric products and tools that improve our customers' lives.



REAL-WORLD EXAMPLES

Our commitment to customer insight translates into tangible benefits because our process includes a field validation phase to ensure customer input has been applied in the best way. Here are just a few examples of how we successfully took direct feedback and integrated those ideas into product designs:

Slide-out assemblies

such as Qwik-clean drain pan, blower assembly and Velocifin® heat exchanger



These simplify maintenance and provide easier access to components as assemblies through a slide-out design and minimal screws. On Renaissance™ units, the drain pan with built-in overflow switch slides out after just four screws.

Standard footprint makes for easier installation



This is a key differentiator of Renaissance commercial packaged units—especially in the 15 to 25-ton capacities with two return air configuration options to choose from. **It reduces the time and labor of replacing a unit and decreases costs** by eliminating the need for a curb adapter.

Prop rods on unit doors for convenient servicing



A small but significant improvement that was suggested during field feedback, these rods **hold the unit's panels open and out of the technician's way during service and maintenance.**

Learn more about Friedrich Commercial Air at Friedrich.com/Commercial

CONTACT US

For additional information, contact your local Friedrich sales representative.



FRIEDRICH Commercial Air

© 2024 Rheem Manufacturing Company. Friedrich trademarks are owned by Friedrich Air Conditioning LLC. Rheem and other trademarks are owned by Rheem Manufacturing Company. In keeping with its policy of continuous progress & program improvement, Rheem reserves the right to make changes without notice.