

TRUE START® IGNITERS



TRUE  **START**®

2011 Initial Stocking Program

DIVERSITECH 

TrueStart Features



Made in USA

TrueStart™ hot surface igniters are proudly manufactured in Auburn, Indiana.



In Branch Merchandising

Free in store merchandiser holds up to 18 igniters. The merchandiser's flexibility allows for it to be free standing or detached and placed on a counter top, the floor, or shelf. Also included is an attention grabbing graphic panel.



Merchandisable Packaging

TrueStart™ hot surface Igniter packaging is designed to be innovative and vibrant, presenting an original look that is different from most wholesale packaging. It contains easy to read text and a 100% scale size matching guide for direct replacement igniters.



Innovative Igniter Materials

Most TrueStart™ universal igniters are made from silicon nitride. All of the direct replacement igniters and one of the universal igniters are made of the standard silicon carbide.



Universal Plug Electrical Connection Kit

TrueStart™ hot surface igniters feature a unique universal electrical plug kit. This plug kit includes the most common crimp terminals and connector housings to fit the majority of OEM furnaces. (selected models)

Additional Information:

Silicon nitride is a very durable ceramic that is high fracture and temperature resistant with long life expectancy. It can be a direct replacement for hundreds of OEM components with just one igniter. In addition to superior wear resistance, the universal hot surface igniter provides a more thermal shock and chemical resistant exterior that is adaptive with room and elevated temperatures. Silicon carbide is a naturally high temperature resistant metal that has been used in heating equipment for years. It is a good quality ceramic hot surface igniter that is adaptive with gas and liquid, can be flat or spiral, with a one to two year life expectancy. The direct replacement igniters are for specific OEM igniters.



100% Tested

TrueStart™ hot surface igniters have been 100% tested and approved. TrueStart™ hot surface igniters are completely reliable out of the box.



CSA Certified

Certified by CSA for use in electrical equipment.



Universal Bracket Kit

TrueStart™ Universal hot surface igniters feature a universal bracket kit that can be used to fit most all OEM furnaces.



Extended Warranty

The extended warranty on silicon carbide igniters is 18 months and the warranty for silicon nitride igniters is 3 years.



Powerful Merchandising

In-store merchandiser holds 18 igniters and drives sales. Can be used as a stand alone floor display or use just the tray on a shelf or counter.



New TrueStart Hot Surface Igniters from DiversiTech include easy to merchandise packaging that really stands out. Color coded packaging and a full size igniter comparison makes it easy for your customers to find the right TrueStart igniter fast.

2011 Initial Stocking Program

Program Dates July 15, 2011 – October 31, 2011
 Stock up now and save!

Option 1 - \$2,000 order of TrueStart igniters

- -10% discount on initial order
- Includes free in-store merchandiser (MKT-POP-HSI)
- Free freight
- Use promo code HSI1

Option 2 - \$1,000 order of TrueStart igniters

- Includes free in-store merchandiser (MKT-POP-HSI)
- Free freight
- Use promo code HSI2

Catalog No.	Description	UOM	Order Multiple	List Price
IGN-001	TrueStart Hot Surface Igniter, Universal, Silicon Carbide	EA	6	\$54.00
IGN-1F	TrueStart Hot Surface Igniter, Universal, Flat, Silicon Nitride	EA	6	\$88.00
IGN-1R	TrueStart Hot Surface Igniter, Universal, Round, Silicon Nitride	EA	6	\$76.00
IGN-2	Wolverine Hot Surface Igniter by TrueStart, Universal, Silicon Nitride	EA	6	\$82.00
IGN-401	TrueStart Hot Surface Igniter, Direct Replacement, Silicon Carbide	EA	6	\$54.00
IGN-402	TrueStart Hot Surface Igniter, Direct Replacement, Silicon Carbide	EA	6	\$54.00
IGN-403	TrueStart Hot Surface Igniter, Direct Replacement, Silicon Carbide	EA	6	\$54.00
IGN-409	TrueStart Hot Surface Igniter, Direct Replacement, Silicon Carbide	EA	6	\$54.00
MKT-POP-HSI	Merchandiser Product Display	EA	1	FREE with qualifying purchase

