FläktGroup®
SEMCO®

PEPE LUXURY CARS
NEW ROCHELLE, NEW YORK
CASE STUDY

THE BEST OR NOTHING
PEPE LUXURY CARS

Mercedes-Benz's slogan "The Best or Nothing" reflects the standard for building its dealership, Pepe Luxury Cars, owned by the Pepe Auto Group, in New Rochelle, New York.

The Pepe Automotive Group owns several luxury car dealerships in the New York City Metro area; during the construction of their newest store for Mercedes-Benz, they encountered a problem. Mercedes is aiming for an "Autohaus, industrial" look for its new franchise stores. To this end the architect had specified an open ceiling with exposed spiral duct. This was done for both functionality and aesthetics; however Mercedes-Benz and the general manager for the new dealership did not like the way this particular spiral duct was going to look.

"THE PEPE AUTOMOTIVE GROUP IS VERY HAPPY WITH THE END RESULT, AND I'D RECOMMEND SEMCO TO ANYONE. PLUS, THEY STAND BEHIND THEIR PRODUCTS WITH **PROMPT, PROFESSIONAL CUSTOMER SERVICE.**"

— MIKE KELLY, AMB AIR CONDITIONING

Instead of installing a hung ceiling to cover the specified duct, which would have been a diversion from the intended look, Mike Kelly of AMB Air Conditioning in Hawthorne, New York suggested a better, winning solution. Mr. Kelly recommended to Pepe Auto Group and Mercedes, DecoCoat PC™, a powder coated duct system by FläktGroup® SEMCO®.

Mr. Kelly of ABM Air Conditioning, a long-time customer of FläktGroup SEMCO, provided the decision makers with two samples of DecoCoat PC™, one with the powder coating in Mercedes Silver and the other in typical hand painted style for comparison. According to Roger Coday, Product Manager at FläktGroup SEMCO, it was not even comparable. "DecoCoat PC™ had a much cleaner looking surface," Coday said, "which the client preferred by a wide margin."

FläktGroup SEMCO is one among a select few manufacturers that offer powder-coated duct to the HVAC industry. The results have proven to be quite successful by providing best-in-class functionality and cutting edge, contemporary aesthetics as well as unmatched durability. FläktGroup SEMCO's reputation for quality products and service also sold ABM Air Conditioning on the choice.

According to Mr. Kelley, "The Pepe Automotive Group is very happy with the end result, and I'd recommend FläktGroup SEMCO to anyone. Plus, they stand behind their products with prompt, professional customer service."

After the ductwork order was completed, FläktGroup SEMCO's packaging methods also ensured safe shipment and installation of the powder-coated materials. Each duct section was wrapped in thin foam, then bubble wrap, then packed in a shipping carton. When the ductwork reached the job site, installers were able to reveal just enough of the ends to install the pieces, then left the ductwork covered and protected, while construction of the building was finished. When everything was completed, the ductwork was unwrapped, in perfect condition. The best or nothing.

- Polyester finish - durably finished, ready to hang duct
- Single Wall or Dual Wall construction
- Matched accessories
- Multiple surface finishes
- Environmentally friendly – zero VOCs
- UV resistant coating
- Durable, mar resistant surfaces
- Excellent corrosion resistance
- Excellent humidity resistance
- Custom color matching available

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Excellence in Solutions.

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