

CASE STUDY

CSRK2026
Rev 03

EMCO British Columbia EMCO Kamloops Interactive Showroom Display

Scope of the Job:

EMCO Kamloops created an interactive showroom display to make the normally hidden Ubbink Air Ventilation system visible, understandable, and engaging. Rather than using a standard wall display, they built a realistic residential-style installation with transparent plexiglass ceiling panels, allowing customers to see the system exactly as it would appear inside a home. Positioned at the back of the HVAC showroom, the display naturally draws customers through the department and sparks conversations about indoor air quality, balanced ventilation, and modern mechanical systems. What is usually concealed above ceilings and behind drywall has become a key visual attraction and discussion point. The display delivers value in several ways: it boosts customer engagement, improves product education, supports stronger sales conversations, gives contractors confidence by showing real installation methods, and strengthens Centrotherm's premium brand image.

Overall, the project successfully turned an invisible mechanical product into a hands-on educational experience. Instead of presenting separate components, the display shows the full system; from diffuser to manifold to HRV, helping customers not just hear about the product, but truly experience it.



Product Used:

Semi-Rigid Duct, Distribution Boxes, Click-Seal Rings, Haelix Rondo Valve 125mm with flange, AE34C Floor Grille Adaptor, Floor Grille, and 90-degree Bends.

Installer Info:

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Rob Kwiczak
EMCO British Colombia

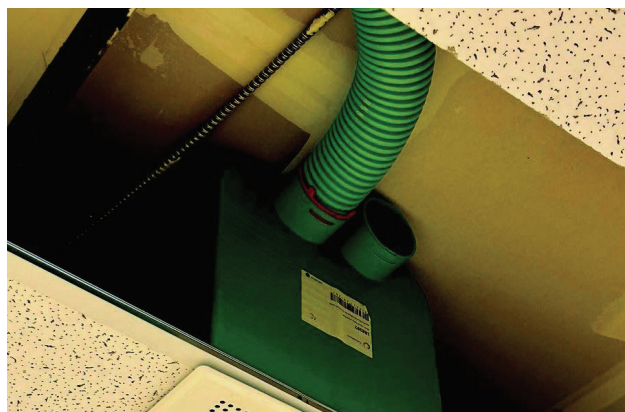
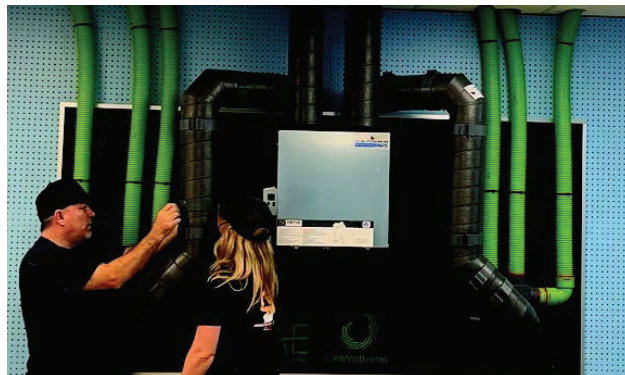
“I could get a full 2,000 square foot house **done in a day and a half opposed to a whole week”**

– Rob Kwiczak, “@rnj_mechanical”

I’ve done quite a few projects with Centrotherm’s Air Excellent system, from new construction to retrofit work in homes, garages, and other residential applications, and it’s been a great experience. One of the biggest advantages for me has always been the planning side of it. The airflow is engineered, and that makes a huge difference, not just for the installation itself, but also with inspectors. In new home construction especially, inspectors really liked that there was a report at the end with the exact measurements. After doing a few systems, I got to the point where I really trusted the design and measurements, because 99% of the time the airflow was right on and there was very little adjustment needed at commissioning.

From an installation standpoint, the system is much faster than a traditional HRV installation. At first, I thought the corrugated semi-rigid ducting might be harder to work through joist spaces and around corners, but it actually flowed much smoother than I expected. The home-run style layout worked especially well in basement mechanical rooms and tighter spaces, and the distribution box setup reduced the need for extra fittings and made the whole system easier to organize. In a lot of homes with 2x6 exterior walls and 2x4 interior walls, conventional systems can be difficult to route cleanly, but with Air Excellent it just went up the walls, dropped where it needed to, and the job was done.

Overall, the install time was dramatically reduced. I could do a full 2,000-square-foot house in about a day and a half instead of spending the better part of a week on installation and then additional days on commissioning. I also had great experience working with the Centrotherm team. The turnaround time for drawings was fantastic. I could send in plans and usually have what I needed back within a couple of days, which made quoting much faster and easier. Because the layout and pricing were tied to the drawings, it simplified the whole process from design to install.



“Air Excellent has been a product I’ve had a lot of confidence in.”

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