



PEPE LUXURY CARS

NEW ROCHELLE, NEW YORK

CASE STUDY

THE BEST OR NOTHING

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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.



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— 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 SEMCO.

Mr. Kelly of ABM Air Conditioning, a long-time customer of 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 SEMCO, it was not even comparable. “DecoCoat PC™ had a much cleaner looking surface,” Coday said, “which the client preferred by a wide margin.”

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. 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 SEMCO to anyone. Plus, they stand behind their products

with prompt, professional customer service.”

After the ductwork order was completed, 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



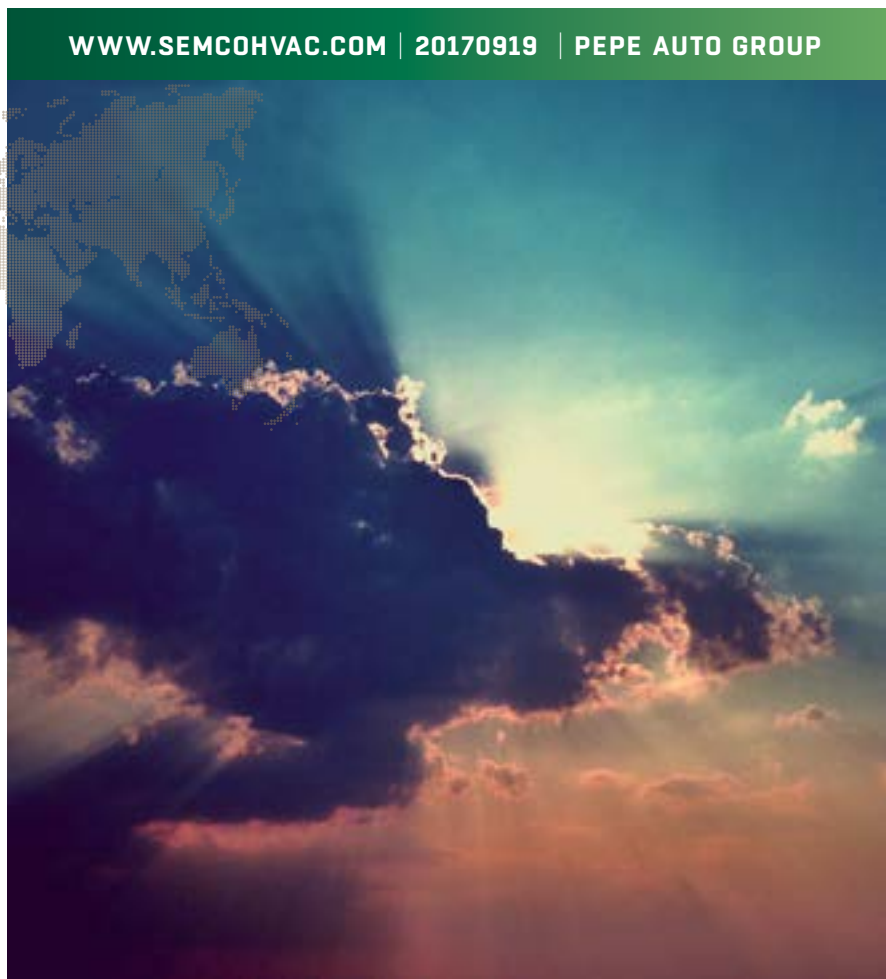
WE BRING AIR TO LIFE

SEMCO is a global leader in air management. We specialize in the design and manufacture of a wide range of air climate and air movement solutions. Our collective experience is unrivaled.

Our constant aim is to provide systems that precisely deliver the best indoor air quality and performance, as well as maximize energy efficiency.

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