

# ECONOVA

Powering Today,  
Preserving Tomorrow



# Why Econova



## **Brand**

Proudly Australian owned - Leader in Energy Innovation



## **Product**

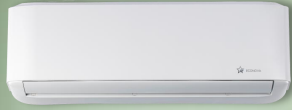
Innovative, Efficient and Environmentally friendly  
Designed for Australian Families



## **Relationships**

Dedicated Sales, Marketing, Technical and Service Team





ECONOVNA

# EcoComfort

Mini VRF Air Conditioning

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# Consumer Insights



# What does the Consumer want



“Energy Efficiency, lower energy bills with optimised performance”

“Quiet Performance, low air flow mode reducing noise while maintaining comfort”

“Zoned Comfort, individual temperature control in different rooms, maximising comfort”

“Reliability, trustworthy brand, Australian owned and designed backed by certified installers”



“Flexible Installation, non-intrusive and adaptable with one outdoor unit and multiple indoor options”

“Ease of Use, mobile apps, remote control, integration with home automation”

“Environmentally Responsible, eco-conscious using future proofed R32 for a lower global warming impact”

# What are the Consumer pain points



## Top 3 Pain points



### Pain point 1: It costs too much to operate

Rising Electricity bills caused by increasing electricity rates

Aging or inefficient equipment consumes more energy

Lack of regular maintenance leads to efficiency loss



### Pain point 2: Too hard to use and can't control my comfort

Uneven temperatures throughout the home

Lack of smart controls or remote access

Frequent hot/cold swings due to poor airflow



### Pain point 3: Complex design and installation

The system requires careful planning and precise measurements

Higher upfront labour and installation costs

Regulatory pressures with refrigerant standards

# Premium Comfort & High Efficiency



From **Consumer Pain points** to the **perfect Heating & Cooling solution**

Pain Points	Our Solutions		
It costs <b>too much</b> to operate	Technology and Performance		DC Inverter Technology Wide Operating Range Enhanced Corrosion Resistance Compressor Freeze Guard Self-Cleaning Technology Wide Voltage Range
Too <b>hard to use</b> and can't <b>control my comfort</b>	Future Ready		Smart Control Ready Google Home Eco-Conscious R32
	Smart Zoning		Individual Room Control Enhanced Airflow
Complex design and installation	Installer-Friendly		Connect 3 to 7 indoor units Compact Outdoor Unit Longer Piping capability Smaller Pipe requirements Customised Branch Boxes Minimal Clearance Installation

# Product Introduction



# The EcoComfort Series

  
EcoComfort



# Efficiency you can Feel



## Complete Control

### Convenience at your Fingertips

Wi-Fi connectivity and smart app control, managing the air conditioner has never been easier. Adjust temperature, set schedules, and monitor energy usage all from a smartphone, even with your voice!

### Individual Room Control

Smart zoning and intuitive controls to personalise the comfort for every room

### Comfort without Limits

Experience ultimate flexibility weather heating or cooling with a wide operating range



## Intelligent Design

### DC Inverter Technology

Delivers quiet, energy efficient climate control by adjusting compressor and fan speeds to match demand, while reducing energy usage

### Minimal Clearance Installation

Designed to be mounted as close as 3cm from the ceiling, offering a sleek, space saving look that's perfect for low ceilings

### Easy, Flexible Installation

Designed with versatility in mind, allowing connection of 3-7 indoor units to a single outdoor unit providing a customised configuration

EcoComfort Mini VRF series offers a total home heating and cooling solution tailored to your individual needs

Premium Design



# Flexible Installation



ECO-ACV9-S



ECO-ACW36G



ECO-ACW45G



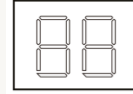
ECO-ACW56W



ECO-AW78G

**1 Outdoor unit, 4 Indoor unit options**

# Premium Touchpoints



Hidden White LED Display

Gentle Radius Curve

Easy Access Panel

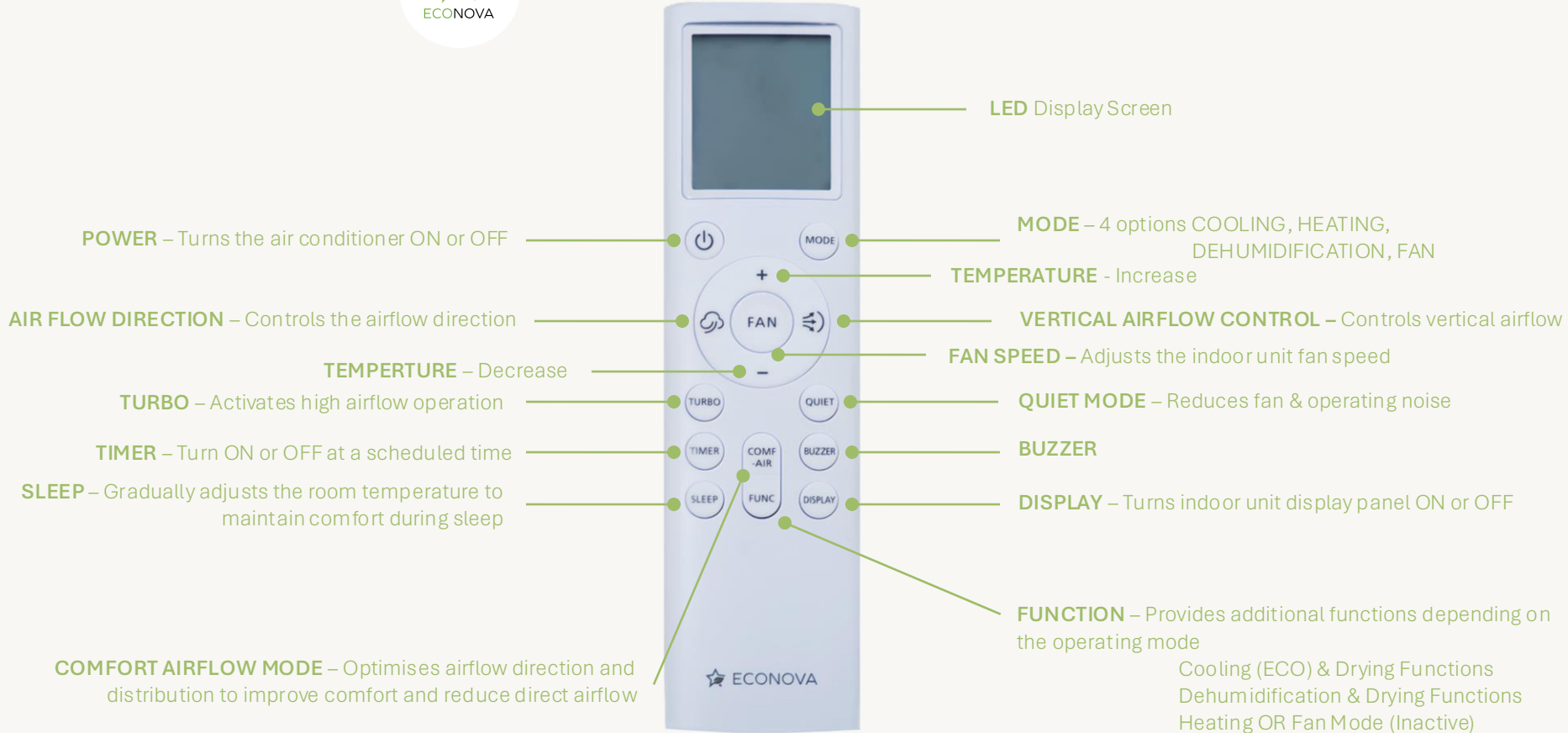
Premium Matt White Finish

Upper and Lower Louvers

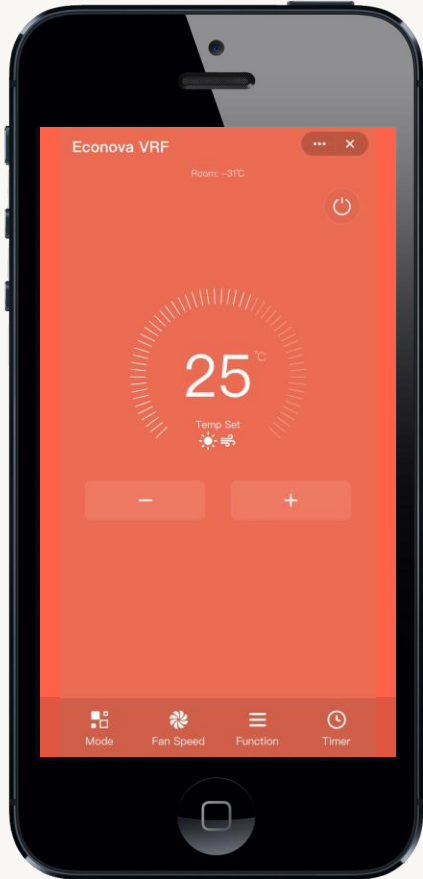
Matt Grey Silk Screen Logo



# Full Function Remote



# ECONOVA Home Smart App



**ROOM** – Current Room Temperature

**POWER** – Turns the air conditioner ON or OFF

**SET TEMPERATURE** – Shows desired room temperature

**TEMPERATURE** – Increase OR Decrease

**MODE** – 4 options COLD, HOT, DRY, WIND

**FAN SPEED** – Adjusts the indoor unit fan speed

**FUNCTION** – 6 settings

**TIMER** – Select ON or OFF at a scheduled time

# ECONOVA Home Smart App



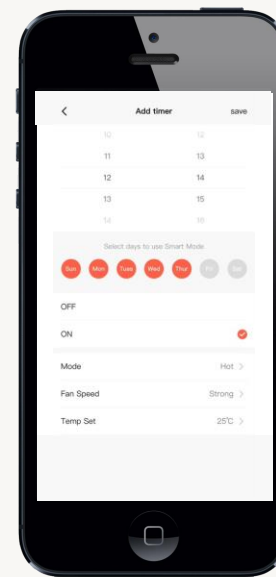
**MODE**  
4 Options



**FAN SPEED**  
5 Options

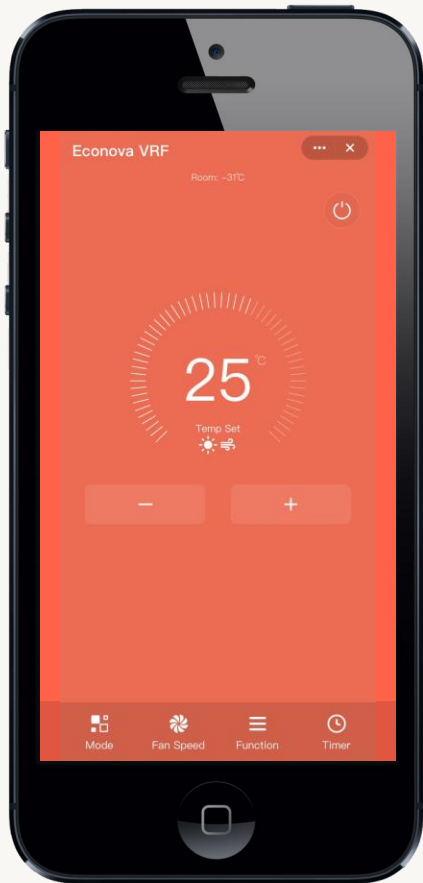


**FUNCTION**  
6 Options



**TIMER**  
Schedule ON/OFF, DAY, MODE,  
FAN SPEED, TEMPERATURE

# Voice control anytime, anywhere



Hey Google, turn living room heat to 25°C

Hey Google, turn bedroom cooling to 18°C

Hey Google, change fan speed to 3



# Product Deepdive



FEATURED INNOVATION

# Individual Room Control

## Every Room. Just Right

Take control of your home's climate with smart zoning and intuitive controls, you can personalise comfort for every room while improving energy efficiency.

- Smart Zoning
- Individual Room Control
- Intuitive Controls
- Connect 3-7 Indoor units



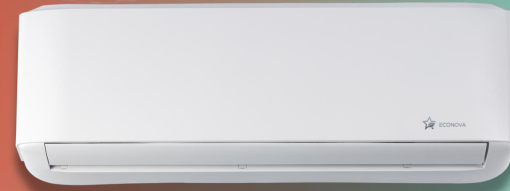
FEATURED INNOVATION

# Wide Operating Range

## Comfort without limits

Experience ultimate flexibility with our wide operating range, -10 °C to 50°C in cooling mode and -15°C to 24°C in heating mode this ensures consistent performance in extreme conditions.

Reliable Cooling and Heating  
Perfect for any Environment  
Energy Efficient  
Peace of Mind



FEATURED INNOVATION

# Enhanced Airflow

## Cool Comfort, Everywhere

Our advanced airflow technology ensures that cool or warm air reaches every corner of your room. No more uneven temperatures just consistent comfort throughout your room.

- Faster Cooling and Heating
- Even Distribution
- Extended Reach
- Optimised Efficiency
- Ultimate Comfort
- Perfect for Large Spaces



FEATURED INNOVATION

# Self Cleaning

## Fresh Air Always

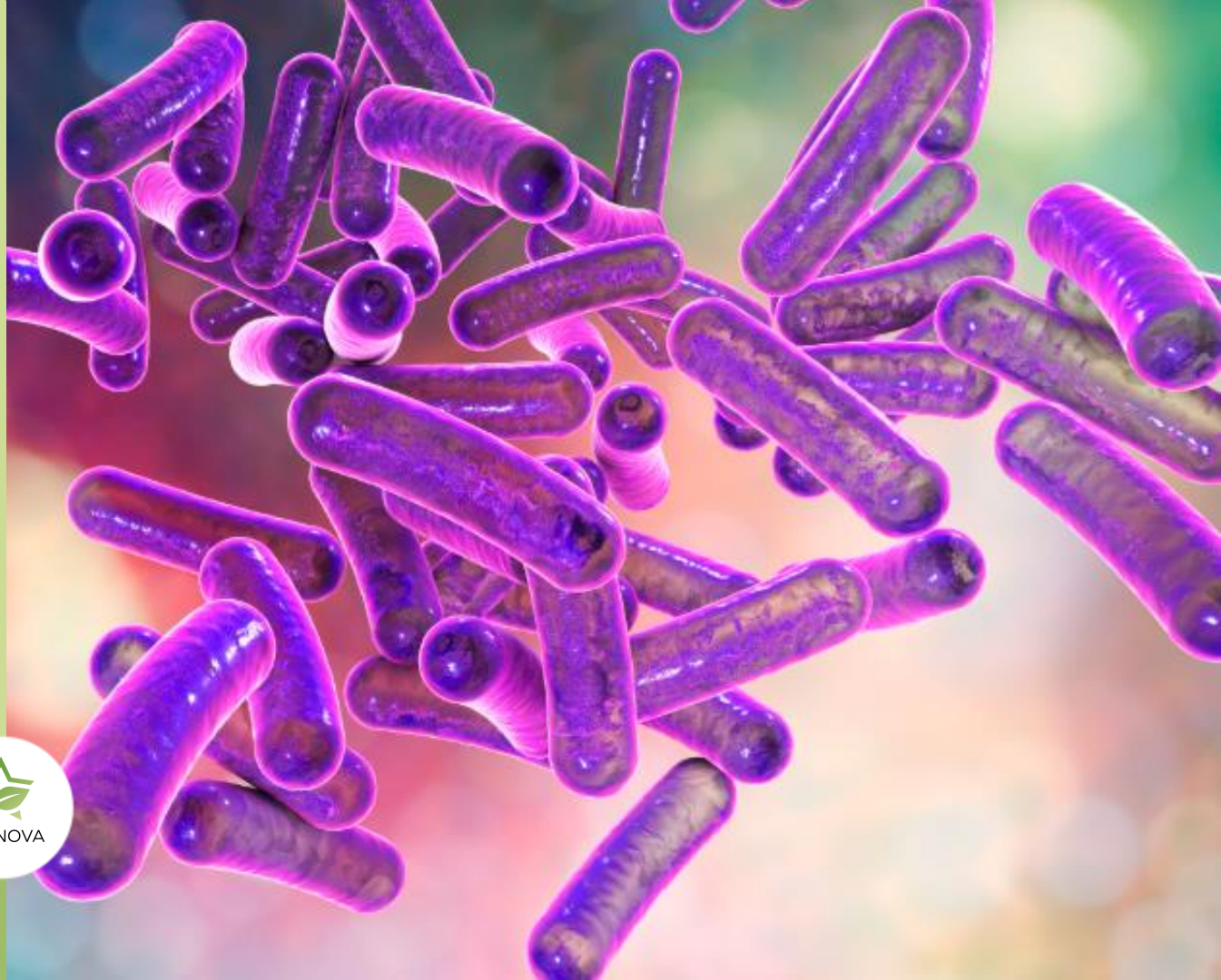
Say goodbye to dust and bacteria. Our smart Self-Cleaning technology will automatically cleanse the air conditioners interior from dust and debris at 57°C ensuring hygienic airflow and peak performance.

Cleaner Air

Low Maintenance

Longer Lifespan

Healthier Environment



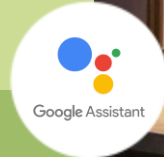
FEATURED INNOVATION

# Smart Control

## Convenience at your Fingertips

Take control of your comfort anytime, anywhere. With Wi-Fi connectivity and smart app control, managing your air conditioner has never been easier. Adjust temperature, set schedules, and monitor energy usage all from your smartphone.

- Remote Access
- Smart Scheduling
- Energy Monitoring
- Voice Control Ready



FEATURED INNOVATION

# DC Inverter

## Power meets Precision

Enjoy unmatched efficiency and reliability with our advanced GMCC inverter compressor. It automatically adjusts fan speeds to maintain your desired temperature while saving energy.

- Energy Savings
- Consistent Comfort
- Quiet Operation
- Durability you can Trust



FEATURED INNOVATION

# Gold Fin

## Built to Last

Gold fin is an advanced anti-corrosion coating applied to the heat exchanger of the air conditioner. It is designed to deliver long-lasting performance and superior durability.

- Enhanced Corrosion Resistance
- Longer Lifespan
- Improved Heat Transfer
- Hygienic and Reliable
- Eco-Friendly and Cost-Effective



FEATURED INNOVATION

# Wide Voltage

## Stable Performance

Our Wide Voltage range system is built for real world conditions, delivering steady, efficient performance even when the power supply isn't. Our system keeps the cooling and heating steady, the components protected and your comfort uninterrupted.

Wide Operating Range (187V-264V)

Protection against fluctuations

Reliable Performance

Enhanced Component Safety



FEATURED INNOVATION

# Freeze Guard

## Protecting Performance

Our Compressor Freeze Guard Heater is a powerful safeguard engineered for the cold weather. By preventing refrigerant migration and keeping compressor oil at optimal temperature, Freeze Guard ensures smooth, quiet start ups and protects critical components.

- Prevents Oil Freezing

- Ensures Reliable Start-Ups

- Protects against Cold Weather Damage

- Extends Compressor Lifespan



FEATURED INNOVATION

# R32 Refrigerant

**Better for your Home, Better for the Planet**

Our system uses R32 refrigerant which delivers powerful performance while reducing environment impact. R32 is the refrigerant of choice for energy efficiency, sustainability and long term compliance.

- Low Global Warming Potential
- Zero Ozone Depletion
- Higher Energy Efficiency
- Stronger Cooling Power
- Designed for Future regulations



FEATURED INNOVATION

# Quiet Branch Box

## Quiet Power. Perfect Zones

Engineered to distribute refrigerant smoothly and efficiently, the low noise branch box becomes the silent command center of your system, delivering whisper quiet operation, superior comfort, and flexible multi-zone performance. Perfect for bedrooms and home offices.

Ultra-Quiet Refrigerant Distribution

Independent Zone Control

Efficient Refrigerant Management

Reduced Installation Complexity



FEATURED INNOVATION

# Minimal Clearance

## Space Saving Comfort

Our indoor units are designed to be mounted as close as 3cm from the ceiling, this offers a sleek, space saving look that's perfect for low ceilings or tight wall spaces.

- Super Slim Clearance
- Space saving Wall Integration
- Enhanced Airflow Performance
- Modern, Minimalist Aesthetic
- Flexible Installation for Retrofits



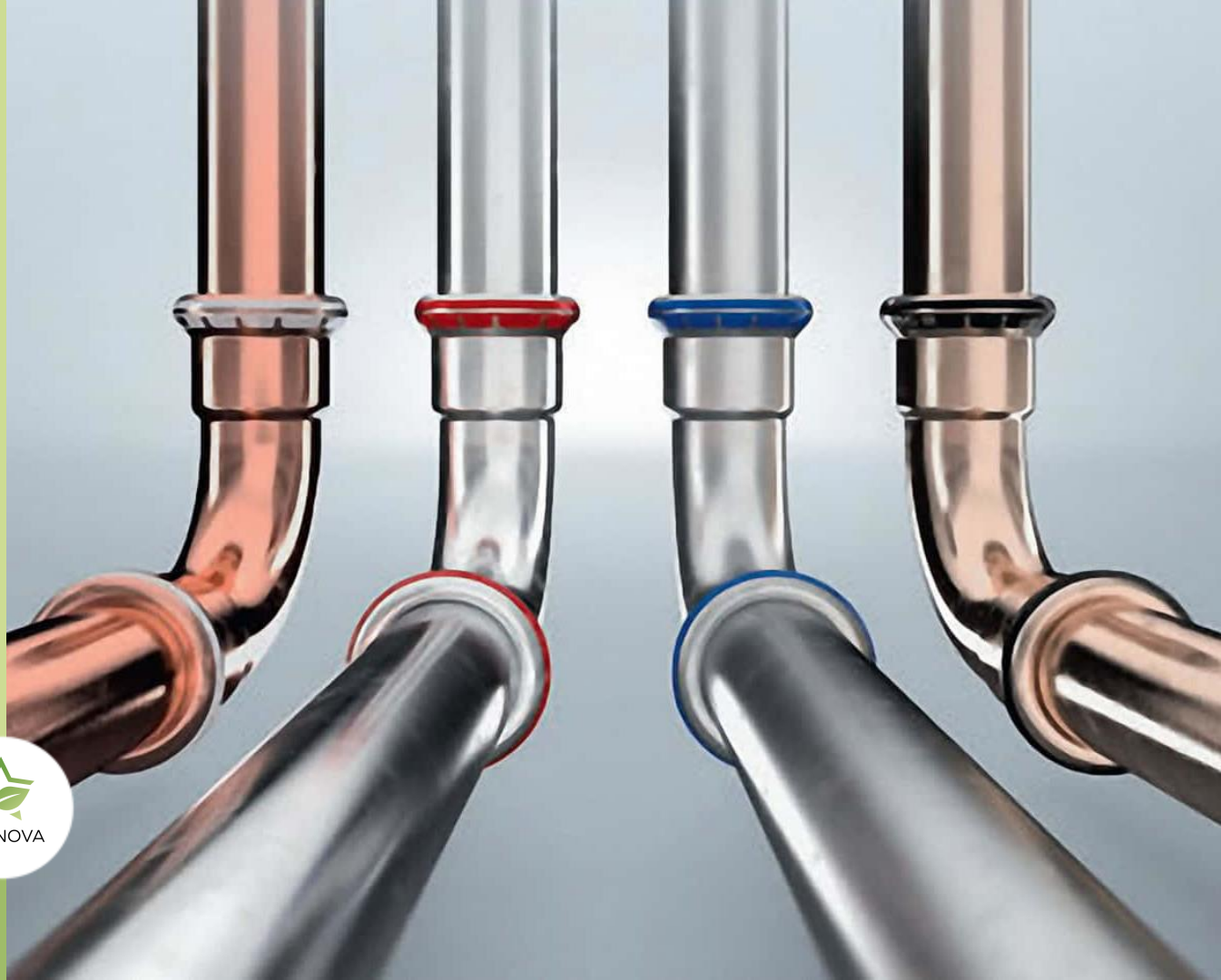
FEATURED INNOVATION

# Longer Piping

## Freedom to Design

Designed for modern architecture and complex building layouts, our system allows long refrigerant runs and generous height separation between outdoor and indoor units.

- High Vertical Separation
- Greater Flexibility in outdoor unit placement
- Simplified Installation
- Reliable Operation



FEATURED INNOVATION

# Easy Installation

Our system comes equipped with a bonus Quickie Kit – The game changing installation solution designed with plumbers in mind. The Quickie kit streamlines setup with pre-configured componets, simplified connections, and all the essential fittings included right out of the box.

**Valued at \$300**



ECONOVA

# Specifications



# Indoor Units Specification



Wall Mounted Split System			ECO-ACW36G	ECO-ACW45G	ECO-ACW56G	ECO-ACW78G
Power supply		V-Ph-Hz	220-240-1-50/60Hz			
Cooling	Capacity	kW	3.6	4.5	5.6	7.8
	Power input	W	30	35	35	60
Heating	Capacity	kW	4.2	5.2	6.5	8.4
	Power input	W	30	35	35	60
Operation Temperature Range		°C	16-32 °C			
Air Flow Rate (Low/Med/High)		m3/h	441/496/551	580/696/820	580/696/820	824/960/1113
Sound pressure Level (at 1m) (Low/Med/High)		dB(A)	33/37/38	35/38/40	35/38/40	36/39/41
Unit	Net Dimensions (WxHxD)	mm	840x205x285	960x225x315	960x225x315	1055x245x336
	Packing Dimensions (WxHxD)	mm	920x255x345	1050x305x395	1050x305x395	1170x330x420
	Net/Gross Weight	kg	9.4/10.8	10.8/12.2	10.8/12.2	14.6/16.6
Pipe Connections	Liquid	mm	Ø6.35			
	Gas	mm	Ø12.7	Ø12.7	Ø12.7	Ø15.88
Refrigerant Type			R32			
Throttle	Type		Electronic expansion valve			
Design Pressure (H/L)	MPa		3.0/0.3			
Controller			Wireless Remote Control			
Wi-Fi			Google Assistant			

# Outdoor Unit Specification



Outdoor Unit Model			ECO-ACV9-S
Power supply		V-Ph-Hz	220-240-1-50/60Hz
Cooling	Capacity	kW	23.4
	Power input	kW	5.7
Heating	Capacity	kW	25.7
	Power input	kW	6.28
Maximum Input Current		A	32
Recommended Circuit Breaker		A	40
No. of Indoor Units - Maximum quantity			7
Ambient Temperature Range (Cooling/Heating)		°C	-10-50/-15-24
Sound pressure Level		dB(A)	62
Unit	Net Dimensions (WxHxD)	mm	1074x1430x413
	Packing Dimensions (WxHxD)	mm	1185x1600x470
	Net/Gross Weight	kg	122/138
Refrigerant Type			R32
Pipe Connections	Liquid	mm	Ø9.52
	Gas	mm	Ø19.05
	Max Length	m	200
	Max Height	m	50
Refrigerant Type			R32



# Marketing Story



# Communication Concept



## ECONOVA introduces EcoComfort: “Efficiency You can Feel”

In a world that never stops moving, comfort shouldn't slow you down, **it should empower you**. That belief is at the heart of **EcoComfort**, a next generation air-conditioning experience designed not just to cool or heat a space, but to elevate the way you live.

EcoComfort isn't just engineered. It's crafted with intelligence, adaptability, and a future focused vision that transforms your everyday environment into something effortlessly comfortable.

At its core, EcoComfort is about creating smarter, more adaptive homes. It's climate control that works around your life, not the other way round.

### Technology & Performance: Comfort Powered by Innovation

EcoComfort systems use advanced inverter technology and precision airflow design to deliver stable temperatures, whisper quiet operation, and exceptional energy efficiency – no matter the season.

### Future Ready: Built for Tomorrow, Today

Built with sustainable refrigerants, evolving smart-home compatibility, and high efficiency architecture, EcoComfort is engineered to meet tomorrow's standards while providing long-term value today.

### Smart Zoning: Comfort Where You Need It Most

Life happens room by room and EcoComfort adapts to that. With intelligent zoning, it delivers personalised comfort to every space, ensuring you never waste energy where you don't need it, while enjoying the ideal temperature where you do.

### Flexible Installation: Designed to Fit Your Space

Homes come in all shapes and sizes and EcoComfort is built to fit them all. Slim profiles, extended piping capability, and adaptable configurations, EcoComfort fits seamlessly into tight spaces, multi-level homes, and modern architectural layouts.

EcoComfort is not just an upgrade to home comfort, it's a new benchmark for intelligent, efficient climate control. **Its comfort made smarter. Efficiency you can feel.**

# Key Marketing Message



## EcoComfort

*“Efficiency You Can Feel”*

### Technology and Performance

Comfort Powered By Innovation

- DC Inverter Technology
- Wide Operating Range
- Enhanced Corrosion Resistance
- Compressor Freeze Guard
- Self-Cleaning Technology
- Wide Voltage Range



#### **It's comfort you can feel. Efficiency you can trust.**

Whether it's the peak of summer or the edge of winter, EcoComfort keeps your environment perfectly balanced, intuitively, consistently, and intelligently.

### Future Ready

Built for Tomorrow, Today

- Smart Control Ready
- Integrates with Google Home
- Works with Google Assistant
- Eco-Conscious R32



#### **With EcoComfort, your comfort investment is protected.**

Future-proofed for evolving regulations (R32), smarter buildings (Google Home), and greener living.

### Smart Zoning

Comfort Where You Need It Most

- Individual Room Control
- Enhanced Airflow



#### **You're in Control.**

Each zone responds to your lifestyle, ensuring you never waste energy where you don't need it- while enjoying the ideal temperature where you do.

**Smart comfort, Smart savings,  
Smart living.**

### Flexible Installation

Designed To Fit Your Space

- Connect 3 to 7 indoor units
- Compact Outdoor Unit
- Longer Piping Capability
- Small Pipe Requirements
- Customised Branch Boxes
- Minimal Clearance Installation



#### **Built to fit them All.**

Whether you're renovating, building new, or upgrading existing equipment, EcoComfort installs seamlessly, bringing big performance to even the smallest footprint.

# EcoComfort Mini VRF





- ✓ Convenience at Your Fingertips – Wi-Fi connectivity and smart app controls, managing your air conditioner has never been easier
- ✓ Fresh Air Always – Smart Self-Cleaning technology that automatically sterilises the air-conditioner at 57°C removing all dust and bacteria

## ECO-ACW36G

Dimensions (W x H x D): 840mm x 205mm x 285mm

3.6kW Cooling | 4.2kW Heating Indoor Unit

- Enhanced Airflow
- Wi-Fi Control
- Works with Google
- Ideal for Medium rooms
- Approved for Victorian Energy Upgrades



RRP \$499



- ✓ Convenience at Your Fingertips – Wi-Fi connectivity and smart app controls, managing your air conditioner has never been easier
- ✓ Fresh Air Always – Smart Self-Cleaning technology that automatically sterilises the air-conditioner at 57°C removing all dust and bacteria

## ECO-ACW45G

Dimensions (W x H x D): 960mm x 225mm x 315mm

4.5kW Cooling | 5.2kW Heating Indoor Unit

- Enhanced Airflow
- Wi-Fi Control
- Works with Google
- Ideal for Medium rooms
- Approved for Victorian Energy Upgrades



Google Assistant

RRP \$549



- ✓ Convenience at Your Fingertips – Wi-Fi connectivity and smart app controls, managing your air conditioner has never been easier
- ✓ Fresh Air Always – Smart Self-Cleaning technology that automatically sterilises the air-conditioner at 57°C removing all dust and bacteria

## ECO-ACW56G

Dimensions (W x H x D): 960mm x 225mm x 315mm

5.6kW Cooling | 6.5kW Heating Indoor Unit

- Enhanced Airflow
- Wi-Fi Control
- Works with Google
- Ideal for Medium/Large rooms
- Approved for Victorian Energy Upgrades



Google Assistant

RRP \$599



- ✓ Convenience at Your Fingertips – Wi-Fi connectivity and smart app controls, managing your air conditioner has never been easier
- ✓ Fresh Air Always – Smart Self-Cleaning technology that automatically sterilises the air-conditioner at 57°C removing all dust and bacteria

## ECO-ACW78G

Dimensions (W x H x D): 1055mm x 245mm x 336mm

7.8kW Cooling | 8.4kW Heating Indoor Unit

- Enhanced Airflow
- Wi-Fi Control
- Works with Google
- Ideal for Large rooms
- Approved for Victorian Energy Upgrades



RRP \$699



- ✓ Unmatched Efficiency and Reliability – Powered by our advanced GMCC inverter compressor
- ✓ Designed to fit your Space – Connect Upto 7 indoor units to a single outdoor unit allowing for multiple configurations

## ECO-ACV9-S

Dimensions (W x H x D): 1074mm x 1430mm x 413mm

23.4kW Cooling | 25.7kW Heating Outdoor Unit

- DC Inverter Technology
- Enhanced Corrosion Resistance
- R32 Refrigerant
- Ideal for Upto 7 indoor units
- Approved for Victorian Energy Upgrades



RRP \$2849

# 360° Launch Package



## Communication Strategy & Assets

- Media Strategy
- TV: Instant Makeover
- Radio
- Digital & Press Kit

6



ATL



PR & EVENTS

1

## Media Engagement kit

- Press release
- Media event
- Fact sheet
- Creative Paper
- Home Shows

5



DIGITAL

## Full 360° Content

- Landing page/Banner
- Enriched digital Content
- Social Media Content
- CRM & SEO activities
- Video Content



BTL

## Consumer Communication

- Effect Pictures
- Lifestyles
- Catalogue
- Leaflet
- VEEU one pager
- Email Marketing

2

4



TRADE

## Educational Kit

- Product Introduction
- Training
- Trade video
- Ratings & Reviews
- Store Expos

3



IN-STORE

## Complete POS Kit

- POS – QR Code
- Display Stand

# Icons



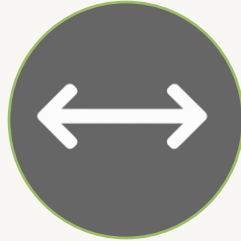
Wi-Fi Control



Smart Zoning



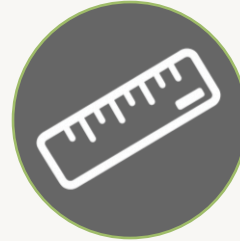
Airflow



Wide Range



Self Cleaning



Minimal  
Clearance



DC Inverter



Gold Fin



R32  
Refrigerant



Freeze Guard

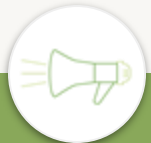


Indoor Units



Easy Install

# “Efficiency you can feel” Campaign



**Awareness**

Econova is the trusted brand when it comes to Performance, Efficiency and Sustainability

**Build Emotional Connection**



**Consideration**

Why Econova is the right choice for your Home heating and cooling

**Value/Features in a lifestyle context**



**Purchase**

Ensure a smooth & seamless purchase experience

**Turn Interest into purchase**



**Delivery**

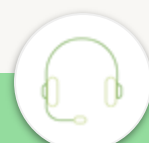
Implement user-friendly onboarding tools for a “WOW” experience

**CRM – Build long term brand trust and advocacy. Stay emotionally connected with our customers**



**Engagement**

Stay connected gather feedback on how the customer is using our product



**Support**

Even when things go wrong show Econova cares and is customer centric



**Loyalty**

Customers become brand ambassadors, recommending Econova

**Loyalty Program**

Share “Efficiency you feel” stories or refer friends to receive an exclusive reward

**Upgrade Offers**

Trade in your old water system for a HWHP

**Econova Community**

Customers exchange tips and product experience stories

**Expectation**

**Opportunities**

**Socials**

Interactive content (polls, videos, reels) to spark curiosity & create emotional connection

**Events & Exhibitions**

High engagement & Targeted exposure for our product

**PR**

Build credibility with media coverage & influencer mentions

**Website & Product Pages**

Lifestyle story telling + home comfort lifestyle images, Free eBook

**Case Studies**

Provide social proof, Educate & Inform how our solution works

**Paid Content**

SEO, Keywords, Banners

**Retail Activation**

Premium displays, Brochure, Training & Demonstration

**Preferred Installers**

Trusted installer base offering a premium experience

**Partnerships & Promotions**

Focus on energy savings at home not just price

**Welcome Pack & Warranty Registration**

Send email welcome message “Efficiency you can feel” starts now. QR warranty registration, Installer Experience train installers to show features

**Tutorials**

Upload videos to Website & YouTube

**Consumer Survey**

Understand product usage & satisfaction, service & installation

**Product Anniversary**

Call customer to offer a service call

**E-marketing/ Social**

Maintenance tips, Seasonal usage tips, upsell accessories

**Customer Care & Easy Repair Scheduling**

7 days a week call centre, 24/7 easy booking online

**Q&A**

Self-check guide, videos

**Follow up Call/Email**

In 24 hours check service experience & thank you for trusting Econova

“Efficiency you can feel”

  
EcoComfort



# Benchmarking



# How do We Compare.....



	MIDEA	RINNAI	AUX	ECONOVA
EST VEECs CZ   MZ	101   111	101   111	107   117	108   118
Indoor Unit Options	8	8	7	6
Number of Indoor units	6	6	6	7
Wi-Fi				
Google Assistant				With Voice
Individual Room Control				
Wide Operating Range C   H	-5°C to 55°C   -15°C to 27°C	-5°C to 55°C   -15°C to 27°C	-15°C to 55°C   -20°C to 24°C	-10°C to 50°C   -15°C to 24°C
Refrigerant Type	R410A	R410A	R410A	R32
Outdoor Unit kW	Cooling 20   Heating 23.4	Cooling 20   Heating 23.5	Cooling 20   Heating 24.1	Cooling 23.4   Heating 25.7
Minimal Clearance cm	3	3	3	3
Warranty	7 Years	7 Years	7 Years	7 Years

# Pricing



# Wholesale Pricelist



		EcoComfort Sell Prices (ex GST)			
Product		<5 units	5-9 units	10+ units	Container Price
	ECO-ACW36G	\$359	\$349	\$339	\$329
	ECO -ACW45G				
	ECO-ACW56G	\$425	\$413	\$401	\$389
	ECO-ACW78G	\$491	\$476	\$462	\$449

# Wholesale Pricelist



Product	EcoComfort Sell Prices (ex GST)			
	<5 units	5-9 units	10+ units	Container Price
 ECO-ACV9-S	\$2,075	\$2,015	\$1,956	\$1,899
ECO-BBH-05	\$288	\$275	\$263	\$250
ECO-BBH-07	\$385	\$369	\$352	\$335
ECO-BBH-09	\$449	\$429	\$410	\$390

Bundle Offer

**BUNDLE  
DEALS**



# Bundle and Save



## EcoComfort-3 Bundle

1X ECO-ACV9-S, 1x ECO-BBH-05, 1X ECO-QK-VRF, 1X ECO-ACW78G, 2x ECO-ACW36G

**\$3,428 ex GST**

## EcoComfort-4 Bundle

1x ECO-AC9-S, 1x ECO-BBH-05, 1X ECO-QK-VRF, 1X ECO-ACW78G, 3X ECO-ACW56G

**\$3,884 ex GST**

## EcoComfort-5 Bundle

1x ECO-AC9-S, 1x ECO-BBH-05, 1X ECO-QK-VRF, 1X ECO-ACW78G, 4X ECO-ACW36G

**\$4,126 ex GST**

## EcoComfort-7 Bundle

1X ECO-AC9-S, 1X ECO-BBH-09, 1X ECO-QK-VRF, 1X ECO-ACW-56G, 2X ECO-ACW78G,  
4X ECO-ACW36G

**\$4,892 ex GST**

Thank You

