

DURO DYNE[®] **Duro-Line[™]** STEEL LINE SETS

THE **BETTER** LINE SET.



MEET KEITH FLORES HVAC SPECIALIST & INNOVATOR

Operating in Newport Beach, CA, Keith Flores leads a team specializing in high-end residential HVAC projects. With over 35 years in the trades, Keith's company tackles homes from 3,500 to 32,000 square feet, always seeking innovative solutions for demanding installations.

THE CHALLENGE

- Copper line sets: Prone to kinking, difficult to maneuver, and time-consuming to install—especially in large, complex homes.
- Market differentiation: In a competitive, high-value market, standing out is essential.

THE DURO-LINE[™] SOLUTION

Keith was introduced to Duro-Line by a trusted industry contact. After hands-on trials, his team quickly recognized the benefits:

FLEXIBLE & EASY TO INSTALL

“Duro-Line bends easily without kinking, making attic and subfloor installations a breeze.”

REDUCED LABOR TIME

“Installations are faster, with fewer complications compared to copper.”

QUICK TECHNICIAN ADAPTATION

“Even the most skeptical team members now request Duro-Line for challenging projects.”

THE RESULT PERFORMANCE & VALUE

- **Durability:** Early results show Duro-Line is robust and reliable.
- **Cost:** Minimal price difference compared to copper; longevity and value are the focus.
- **Client Perception:** Commercial clients were surprised by the new material, but impressed by its advantages.

CONCLUSION

Duro-Line is more than just a new line set—it's a disruptive technology offering tangible benefits in installation efficiency, durability, and market differentiation. For contractors looking to elevate their offerings and streamline operations, Duro-Line is the compelling choice.

ADVICE FOR TECHNICIANS

“Try it. The industry is moving this way, and being an early adopter gives you a competitive edge.”

