

Bulletin: 30-18

TO: Greenheck Business Partners
FROM: Tim Kilgore
President, Greenheck Sales/Marketing - Americas
DATE: June 4, 2018
SUBJECT: Greenheck to accelerate DOAS product development.



Over the past several years, you, our valued rep partners, have communicated that we need to accelerate the growth of our Dedicated Outdoor Air Systems (DOAS) product offering. This task has also been echoed by our current and past Greenheck Rep Advisory boards as well as our focused DOAS Advisory Board. We have taken the input seriously and have made significant progress. However, additional measures to accelerate product development and become more cost competitive need to be taken as the DOAS market becomes increasingly competitive.

To address these needs at a faster pace, we have decided to create a DOAS business unit separate from the current TAP business unit. This new DOAS business unit will combine the engineering and manufacturing resources of both the Greenheck DOAS and Valent DOAS teams. The consolidation and collaboration of these teams will allow us to increase the breadth of our current product offering more quickly and become more competitive through enhanced supply chain leverage and increased manufacturing efficiencies.

The new DOAS business unit will be headed by Becky Gatzke, managing director, DOAS BU. The BU will expand upon the existing platform of DOAS units and be branded and marketed by both Greenheck and Valent. Each will be sold exclusively by the respective reps and supported by brand-specific product management and application engineering teams. Over the next six months, the product offering and sales and marketing efforts will remain status quo while the combined engineering and manufacturing teams prioritize and complete the first-step offering.

With this change, the product offering of the Greenheck TAP business unit will now be focused on makeup air, energy recovery preconditioners, and indoor air handling products and will be led by a new general manager, Scott Laurila. These products will only be sold by Greenheck reps and supported by a Greenheck TAP segment manager and application engineers.

Last week this DOAS growth plan was presented to and endorsed by the current Greenheck Rep Advisory Board as an exciting and practical solution for us to mutually grow our DOAS business. Quoting one of the RAB members, "This strategy is good for Greenheck, and what is good for Greenheck is good for us, their rep partners."

Additional information will be communicated as we execute this plan. As always we value your suggestions and our long-standing trusted partnership.