

Bulletin: 04-20

TO: All Greenheck Representatives
FROM: Tim Kilgore
President, Greenheck Sales/Marketing - Americas
DATE: February 28, 2020
SUBJECT: CONFIDENTIAL: ASHRAE 2020 Breakfast Meeting Recap



THANK YOU to those who joined us at Greenheck's ASHRAE breakfast meeting in Orlando. We shared a common theme at the meeting: **Feed Me**. It's the rallying cry coming from our new plants. They now have the capacity to meet your customer's lead time requirements! We want your orders! For those unable to attend, we missed you but trust you are doing well. Here is a recap on a few topics we covered.

Sales Growth

Thanks to you, our valued rep partners, Greenheck is on pace for another record year of sales, our 10th record year in a row. How is this possible? Because you are selling more Greenheck products! Your market penetration (rep effectiveness) is at an all-time high. Some partnerships would be content with our collective record of success. However, there is no finish line in business, and we remain committed to growth, as evidenced by our investments in capacity, product development and people, which we highlighted at the meeting.

Investment in Capacity

Dave Kallstrom shared news of the tremendous investment Greenheck owners have made in plant capacity. This recent investment includes seven new factories and four Schofield plant expansions, resulting in an additional 750,000 square feet of manufacturing space. This \$250M capacity investment demonstrates the confidence our ownership has in our ability to fill these plants and continue to grow market share.



Rendering of Greenheck's Oklahoma Campus

Investment in Product Development

Becky Gatzke and Mark Belke shared recent product development success and plans. Becky focused on dedicated outdoor air systems (DOAS) product growth and expansion. She shared a new pricing strategy, arming you with the flexibility to take more market share from our DOAS competitors.

Mark Belke touched on Greenheck's successful expansion into the HVLS marketplace. Greenheck has the product, price, and tools (i.e., eCAPS[®]) to position you for success against the competition. Mark drew parallels from Greenheck's damper and louver history, and steps taken to grow those businesses into market leading positions. This record of success provides confidence that collectively, we can achieve a market leading position with the HVLS product. We strongly urge you to take advantage of this tremendous HVLS sales opportunity. By working together, we feel we can become the market leader in HVLS fans.



Investment in Marketing

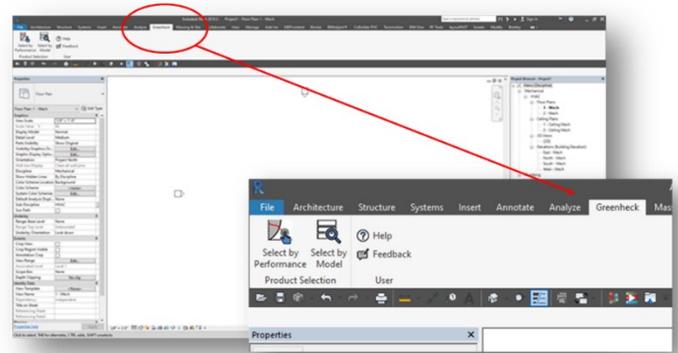
Tony Rossi shared news of a tremendous Revit® “add-in” enhancement that connects the Autodesk Revit software with Greenheck’s eCAPS® tool. It allows users to design around Greenheck product easily, better positioning you for the sale.

He also discussed the repurposed Mobile Learning Center (53’ semi-trailer), being rebranded as the HVAC University Mobile Learning Center (MLC). Its focus will be educating and informing design-build and design-assist contractors on Greenheck tools (i.e. Revit add-in) and products that save them time and money. The HVAC University MLC hits the road this summer.

Investment in People

Matt Spink introduced promotions on the Greenheck sales team. These included Jon Creisher, director, strategic accounts, Eric Tufto, director, regional sales, and Yami Jaramillo, regional sales engineer, specializing in HVLS sales. He wrapped up the meeting with a quiz that everyone passed with an “A+” performance.

Our collective future has never looked brighter and we are grateful for your friendship and your partnership. Good luck selling in 2020 and all the best to you and your families.



eCAPS Bridge for Revit



HVAC University Mobile Learning Center