Sales & Marketing Bulletin



TO:All Greenheck RepresentativesFROM:Dave Mayer, Product Manager, Power Roof VentilatorsDATE:November 23, 2020SUBJECT:Model G, GB, CUE and CUBE Naming Convention



We are updating the naming convention for the G, GB, CUE and CUBE models to streamline naming on future product changes. These updates do NOT accompany any physical changes at this time. Two major components of this change are as follows:

- Fan sizes will reset to 0 for sizes that did not end with a 0. Historically, the last digit signified some type of product change, but this was not well defined. For example, a CUE-141 will now be a CUE-140 to reflect this change
- Curb cap size and performance revision will be added to the long model name. Example: CUE-140-VG-1-22-X



The submittals will call out the new nomenclature and the previous iteration to aid in the transition. A letter of explanation is available in CAPS to send to your customers about the change.

This new structure will not require us to change what is traditionally called out on the schedule when making physical or performance changes to the product line (Ex. CUBE-140). This will greatly reduce disruption in the schedule-submittal-ordering process.

Please <u>watch the recorded webinar</u> for more information.

If you have any questions, please contact PRV at 800-984-8713 #5 or prvfans@greenheck.com.