

Bulletin: 41-21

TO: Greenheck Mechanical Representatives  
FROM: Tyson Sargent  
Segment Manager, HVLS Fans  
DATE: September 1, 2021  
SUBJECT: Introducing the New HVLS Brand Name



## Get ready to boost your HVLS sales!

We have listened to you, our valued rep partners. To help grow awareness and gain more share for Greenheck in the competitive HVLS overhead fan market, we invested in an extensive branding initiative to develop a new name for our overhead fan line. A name that differentiates our overhead fan line as the one that provides coverage you can count on from the experts in air—delivering optimized efficiency and measurable performance, taking occupant comfort to new heights.

### Introducing:



#### AMPLIFY™ by Greenheck

Engineered to optimize any environment, award-winning AMPLIFY overhead fans elevate above the rest with a lighter, sleeker, and more dynamic product design that quietly delivers energy-efficient comfort you can truly feel.

To help AMPLIFY your HVLS sales, an array of marketing materials have been developed including:

- A sales brochure and accompanying DS-3, DS-6, large and small DC-5 fans, and HVLS controls technical sales sheets. An initial supply of printed brochures and sales sheets will be mailed to you with additional quantities available upon request. Digital pdfs of the brochure and sales sheets are available to download.
- Videos
- An AMPLIFY power point template
- Social media assets
- Installation photography

These materials are available on the [My Account Portal](#)>Rep Resources>Product Resources>Overhead Fans.

The AMPLIFY launch will also be supported by a print and digital advertising campaign in targeted trade media.

You will not experience any changes in the way Greenheck HVLS fans are ordered or delivered. The DS-3, DS-6 and DC-5 models that you know are not changing, only the AMPLIFY name is being added.

Thank you for your continued dedication to selling Greenheck HVLS overhead fans, and we look forward to helping you AMPLIFY your sales in the coming months!