

UPDATE

A MARKETING REPORT FOR GREENHECK SALES REPRESENTATIVES

Annual Rep Advisory Board Meeting



Shane McKnight
Holden & Associates
Atlanta, GA



Bill Stacey
Environmental Air Products
Cincinnati, OH



John Oliver
Airetech Corporation
Little Rock, AR



George Herman
Herman HVAC Products
Rochester, NY



Will Leahy
Dorse & Company, Inc.
Seattle, WA



Gene Krist
CFM Company
Denver, CO

Setting the 2018 Critical Few



EQD With Vari-Green®
is Here!
Greenheck 2018
National Sales Meeting

New Direct Drive
Utility Set, USFD-100
GreenJet®
for Car Park Applications

Update on the Rep Advisory Board Meeting

We recently hosted our 2017 Rep Advisory Board (RAB) meeting in Chicago. The RAB is a long-standing and successful program at Greenheck. The board consists of six members chosen from all of our mechanical representative partners. Members serve a four-year term with one member appointed chairman to lead the rep communication. The current RAB includes: Bill Stacey, Environmental Air Products, Cincinnati; John Oliver, Airetech Corporation, Little Rock; Gene Krist, CFM Company, Denver; Shane McKnight, Holden & Associates, Atlanta; Will Leahy, Dorse & Company, Seattle; and George Herman, Herman HVAC Products, Rochester. Bill Stacey was elected by the RAB as chairman for this term.

RAB members join Greenheck executives to discuss and collaborate on a wide range of topics including Greenheck performance, competitor and market information, product development, the annual rep survey results and mutual growth opportunities.

Meeting Highlights

This year's meeting had great dialog on both strategic and tactical issues.

Information was shared on lead time and shipping challenges that surfaced this past summer and the causes were widely discussed. As you are most likely aware, the industry faces a labor shortage of skilled workers which is a significant challenge for manufacturers, as well as the trades involved with building construction.

Employee shortages and turnover rates caused problems with lead times and contributed to late shipments. The issue persisted in spite of significant wage increases and other retention actions. It was pointed out by RAB members that similar employee challenges are experienced by their other manufacturers, as well as staffing within their own firms. The board appreciated hearing this information, and encouraged us to timely communicate this type of information to them [and you] in the future.

A review of the annual rep survey results also reflected the challenges from the past summer. However, you still gave Greenheck high marks for being the easiest manufacturer to do business with, along with response

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time, problem-solving and handling of SDRs. Price support for small and large jobs along with after sale support, also received high marks for satisfaction.

The rep survey also included items regarding ways to improve communication (via technology beyond voice mail and email). Your RAB requested us to leverage communication technology without losing the “personal touch”. High on the list of requests is improving CAPS® processing speed, including revision upgrade speed. Board members indicated that upgrades are very time consuming, taking valuable time from your schedule.

With curiosity, the board also asked about content to be presented at the upcoming Greenheck National Sales meeting. They requested we share Greenheck’s vision and direction. The RAB indicated that both the rep principals and sales personnel need to know where Greenheck is going and our expectations of them, so everyone can move forward together “As One”.

The Critical Few Lists

The RAB and Greenheck executives also reviewed the critical few list from 2017:

1. Add Mini-Tour Trailers: The second mini-tour trailer, the RV/ RVE mini-tour trailer, hit the road in January 2018. The previous Fan and Vent trailer is currently being developed and retrofitted for CVI, Vektor®, and FumeJet® promotion. Introduction is planned for first quarter calendar year 2019.

- 2. Define and communicate multibrand and multichannel initiatives:** Greenheck has no interest in creating multibrand multichannel initiatives that will conflict with the Greenheck rep channel. All Greenheck initiatives will complement and support the great representative partnership we share, which is a value that contributes to our mutual success.
- 3. Collectively pursue customer feedback on ways to improve customer value:** We are actively seeking direct feedback from our mutual customers in order to be a better manufacturer. Greenheck has received good input from HVAC University attendees and those attending the MechanicalXchange event this past fall.

The year’s meeting concluded with the selection of the 2018 critical few:

1. Reinforce and emphasize the Greenheck culture of timely, thorough and friendly responses. Improve personal communication with and between rep partners and Greenheck staff when addressing questions and application issues.
2. Develop the roadmap and migration plan to move CAPS to a web-based platform. This includes the evaluation and prioritization of all CAPS/eCAPS initiatives for reps, engineers and contractors.
3. Pursue improvements and technology to increase customer value, ease and selection speed, and increased sales of QD, SKU products, and replacement parts, in ways which work jointly with the Greenheck rep channel.

More Change is in the AER

There is plenty of excitement over Greenheck’s new AER direct drive sidewall fan. Now we are adding to the excitement with new features coming in the April CAPS® 4.26 release. AER delivers 30 percent higher maximum airflow compared to existing direct drive options, and starting with CAPS 4.26, you may select the optional Vari-Green® drive (VGD) for greater efficiency.

But there’s more! The upcoming release provides you with new lower sound selections. In addition, we are making AER available in eCAPS®.

AER already outclassed the competition when introduced in December. The addition of a selectable VGD, new lower sound selections and its availability in eCAPS will only increase wall-mount fan opportunities for AER.



Model AER

Sizes: 20”, 24”, 30”, and 36”

Volume Range: 250 – 29,000 cfm

Static Pressure: Up to 2.45 inches wg.

Features added in CAPS 4.26:

- VG and VGD options
- Lower sound AER models
- Selectable in eCAPS

Watch for these changes coming in CAPS 4.26. Contact fans customer support, fans@greenheck.com or 1-800-984-8713, for more information.



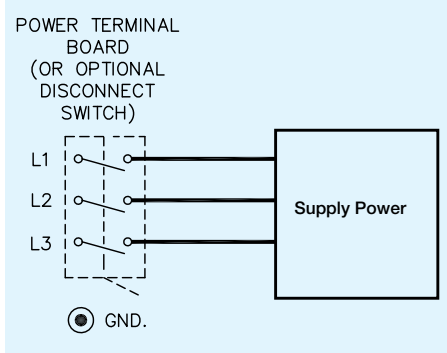
Duct Heaters – How to Wire Controls?

The wiring of a duct heater essentially breaks down into two sections:

- 1) **Supply power** (high voltage)
- 2) **Control signals** (low voltage)

Supply power

When installing the heater, the building power supply wires are terminated to a dedicated terminal board or, if so equipped, directly to a factory-installed disconnect switch.



Control signals

The control signal wiring also terminates to its own dedicated terminal board, and every unit comes with an as-built wiring diagram and labeled terminals to make installation quick and easy.

Control types: A duct heater's output is managed by one of two industry-standardized control types:

- 1) Staged control
- 2) SCR

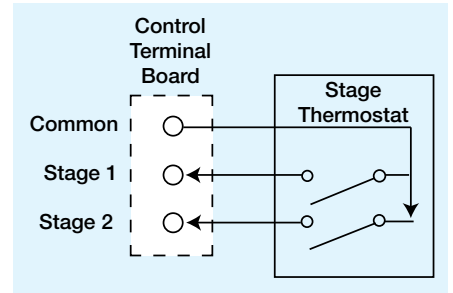
Both control types rely on some form of external temperature measurement and corresponding switching or signaling to manage the heater's output. Typically this will be accomplished with a local thermostat or through the building's management system.

Stage controlled:

Each stage of heat is energized by switching control voltage to its corresponding control terminal.

For example, when voltage is present at the Stage 2 terminal,

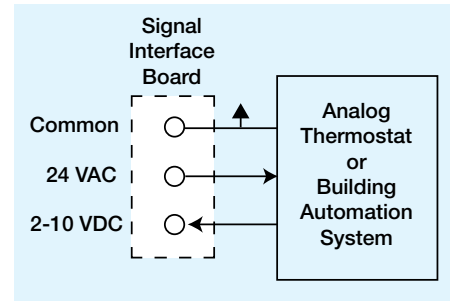
that stage of heat is energized. Heaters without a control transformer will require control voltage to be applied between C-1 to bring on Stage 1, C-2 to bring on Stage 2 and so on. It is important to note that if a control transformer is used, no voltage should be applied over the control board and only dry contact type relays or switches be used for control. In this case, applying an external voltage could damage the transformer.



SCR controlled:

Units require an analog control signal. The most common form of analog signal is 0-10 VDC. This signal can be furnished through

the use of a factory-supplied thermostat, a building automation system or any number of field-provided devices. The heater's output will directly correspond to the strength of the signal. Therefore, a 0 volt signal = 0% heat output, and a 10 volt signal = 100% heat output.



{ When a door closes another door should open,
but if it doesn't, then go in through the window. }

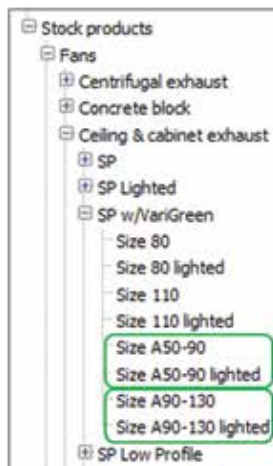
– Anonymous

New SP-A-VG Constant, Quiet Airflow With Automated Flow Adjustment

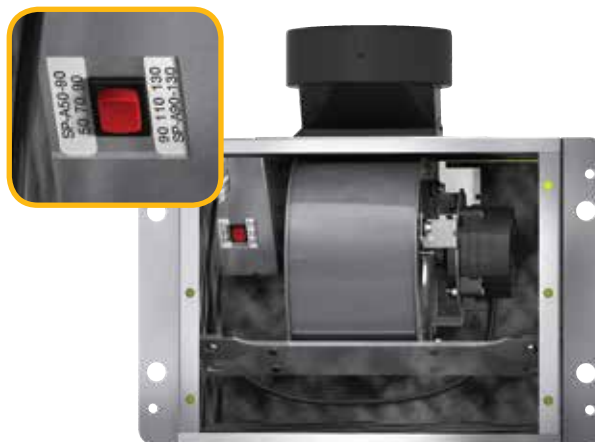
The new SP-A-VG series is now powered by Greenheck's energy-efficient Vari-Green® motor. This direct drive electronically commutated motor offers outstanding performance and increased energy efficiency up to 250% more than traditional ceiling fan models. The SP-A-VG series is available in two sizes. Each size may be set to one of three discrete flow settings. Model SP-A50-90-VG is the smaller of the two fans with settings for 50, 70 or 90 cfm and the larger SP-A90-130-VG has settings for 90, 110 or 130 cfm.

Our constant CFM fan is the best-in-class choice to ensure proper airflow while performing at pressure. With our Vari-Green technology, these fans will maintain constant quiet airflow up to 0.8 in. wg. ESP by automatically adjusting the fan speed. The VG motor is compatible with 115v or 230v, 50/60Hz power supply making it well suited for a variety of applications. Plus, this versatile fan will greatly simplify stocking and product selection challenges.

These new models are currently selectable in CAPS on the Stock Product tree. Models with LED lighted grilles and frosted lens are also available and can be used to comply with ASHRAE 62.2, WSEC and CA Title 24.



Flow Selector Switch



Power up your savings!

Our "Smart Pricing" is based on market research so you get competitive pricing the first time on these models!

Brand	Model	Model
Greenheck	SP-A50-90-VG	SP-A90-130-VG
Panasonic	FV-05 11VK1, FV-05-11VQ	FV-05-11VK1, FV-05-11VQ
Broan	XB-80	XB-110
Delta	SIG 80-110	SIG80-110

How low can you go?

Greenheck recently improved the design of our SP-A fan model sizes under 190 to reduce sound levels to the lowest in the industry. With some levels up to 67% quieter and improved airflow under higher static pressure, model SP-A is now the best choice for sound sensitive applications.

Model		Values			
		0.1		0.25	
		Old	New	Old	New
SP-A70	CFM	77	74	55	54
	Sones	<0.3	<0.3	0.9	<0.3
SP-A90	CFM	95	101	67	80
	Sones	0.4	<0.3	1.1	0.4
SP-A110	CFM	120	119	96	98
	Sones	0.8	<0.3	1.5	0.5
SP-A125	CFM	131	130	109	109
	Sones	1.2	0.4	1.5	0.6
SP-A190	CFM	206	214	180	186
	Sones	2.05	2.1	3	1.8

New EQD With Vari-Green® is Here!

Our new model EQD direct drive mixed flow inline fan with the energy-saving Vari-Green® motor is here. By using the Vari-Green motor's variable speed control, the fan performance will handle your facility demands. The EQD is compatible with the full offering of Vari-Green controls. These support easy operation and require virtually no maintenance.

Model EQD offers a performance range up to 4,250 cfm and static pressure up to 2.5 in. wg. The EQD is ideal for indoor, commercial clean air settings where there is a need for quiet, economical operation. Applications include office buildings, educational facilities, hospitals, manufacturing facilities, and multifamily housing.



Model EQD

Greenheck 2018 National Sales Meeting

October 5-7, Hyatt Regency O'Hare, Chicago



Formal meeting registration opens early summer with additional details to come in future communications.

AS ONE

As One – working in harmony for a common goal. As One is the theme for the Greenheck 2018 National Sales Meeting. As One emphasizes our strong partnership. Together, we anticipate the changing needs of the customer and market to evolve so that together we succeed and win!

Planning is underway for this important gathering. This three-day event contains everything needed to join with us As One and capitalize on the opportunities that lay ahead. The jam-packed agenda includes:

- Guest speakers to educate, inspire and motivate;
- Breakout sessions with topics to better your organization such as applied product selling, understanding of digital transformation, and ways to grow your sales;
- New product presentations by our business unit experts to help you learn new sales opportunities and markets.

We are excited about presenting this meeting's content in a way only Greenheck can! Our lineup of speakers offers valuable information and expertise in understanding the trends and behaviors affecting today's business world.



Ross Shafer

Getting to and staying at the top is a challenge. Quite often, the key to success is in understanding human nature and the human condition. Ross Shafer's broad experience allows him to help companies with both, and do so in an entertaining manner.

Shafer is a six-time Emmy Award winning comedian and writer, working as a host for talk and game shows on ABC, Fox, USA, and Comedy Central. He also has a background in corporate training. He wrote 14 training films on customer service, motivation, and leadership. Shafer also authored nine books, including his two newest, *Behave Like a Start Up* and *Success: It's On You*.



John W. Martin

What does the future look like and how will it affect my business? There is no crystal ball; however, futurist John Martin may be the next best option. He is the president and CEO of the Southeastern Institute of Research, Inc. (SIR). Martin combines his experience as a former advertising agency executive with creative and analytical skills to deliver revealing research and integrated marketing communications programs for some of

America's top brands and public-sector organizations, including Wal-Mart, AARP and Johnson & Johnson.

His in-house think tank at SIR, the Institute for Tomorrow, tracks the intersection of cultural and societal trends with generational dynamics in the workplace and marketplace to guide clients toward an action plan for future success.



Brian Beaulieu

There are cycles in every industry including ours. Most businesses are reactive as a cycle runs its course. What would happen if you took a proactive approach? You can, and Brian Beaulieu can help. His economic forecasts have a 96 percent accuracy.

Beaulieu is one of the country's most informed economists. He is CEO of ITR Economics™ where he researches business cycle analysis and economic forecasts to increase profitability. He consults with companies on how to forecast, plan, and increase their profits based on business cycle trend analysis.

Beaulieu is coauthor of *Prosperity in the Age of Decline*, a powerful look at making the most of the US and global trends over the next 20 years.



Remote Condenser

With Dedicated Outdoor Air Units: Models RV and RVE

- 800-8,500 cfm
- 5-30 tons

The April release of CAPS 4.26 will introduce a remote condenser option for models RV and RVE with split refrigeration systems. Greenheck's remote condenser offering features factory piping and wiring of the hot gas reheat components, which provides quicker installation. Common remote condenser applications include standing seam (sloped) roofs, retrofits, restricted roof space, and restricted structural (load) limitations.

Other competitive remote condenser units require compressors within the condensing unit, resulting in the need for field-installation of external hot gas reheat piping. Greenheck's remote condenser offering requires fewer refrigerant lines between the indoor and outdoor unit, resulting in lower material, labor, and refrigerant costs. This allows Greenheck to take care of all line sizing and control so you don't have to!

Greenheck Optimizes Split Refrigeration Systems

To simplify installation, the compressors are mounted internal to models RV and RVE. This allows all major refrigeration components to be factory-installed and brazed, including the thermal expansion valve and reheat valve. Factory installing these items ensures proper installation and improves overall system reliability and performance. Models RV and RVE and the remote



Remote Condenser

condenser are piped together during final testing at the factory resulting in a fully-tested split system prior to shipment.

Greenheck's factory-installed standalone microprocessor has built-in sequences for compressor modulation and reheat control. This eliminates the need for the controls contractor to determine how to control both units which is a challenge when the outdoor air unit and remote condenser are from different manufacturers.

Greenheck models RV and RVE have two-inch R13 foam construction for high-quality thermal performance. Each unit features direct drive plenum fans for increased system reliability and is available with hot water, electric, and indirect gas-fired heating. Models RV and RVE can mount indoors or outdoors. Systems with indirect gas-fired heat have indoor venting options available to simplify installation and service.

Remote Condenser Design

Greenheck's remote condenser features an electronically commutated (EC) condenser fan that modulates based on system pressure for standalone control.

The remote condenser features our industry-leading low sound condenser fans. The technology reduces sound levels up to 5-8 decibels in comparison to a standard condenser fan design.

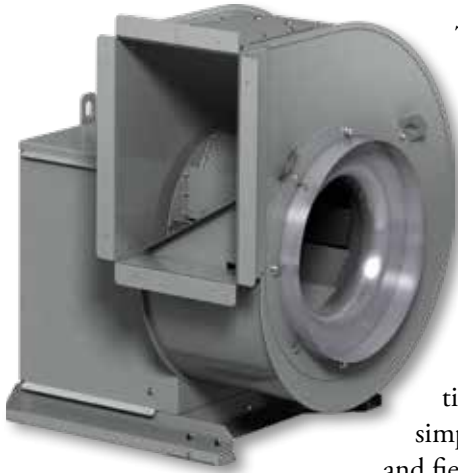
With the addition of the remote condenser, Greenheck now offers packaged solutions for both indoor and outdoor applications allowing for unprecedented design flexibility.

If you have any questions on any of our products, please contact the Tempered Air Products team at TAP@greenheck.com or call 800.240.0870.



Efficiency – Controllability – Simplicity

New Direct Drive Utility Set, Model USFD-100



The USFD-100 expands the direct drive utility set offering with integral speed control to both single and three-phase motor applications. This new fan model saves time and money by simplifying installation and field start-up compared to traditional belt drive utility sets.

The USFD-100 options

- Vari-Green EC motors with a speed control dial for single phase motor applications
- NEMA premium efficiency motors with a factory mounted and programmed VFD

Benefits for contractors

- Quick connect terminal blocks makes wiring the fan quick and easy
- Much faster to balance - adjust fan speed with a touch of a button
- Factory-mounted, wired and preprogrammed VFD makes start-up fast

Advantages over a belt drive utility set

- Competitive with belt drive price points
- Less maintenance - eliminate belts and bearings
- Higher efficiency - high efficiency motors and no drive losses

Features

- Pending AMCA license for Air and Sound performance
- UL Listed power ventilator (UL 705)
- Galvanized or painted construction
- 15 day fast pass, 5 & 10 day quick builds



The quick connect wiring block and touch button speed control are prewired and programmed at the factory.



CAPS® – New Release Schedule

Your time is valuable. This is why we are standardizing our CAPS® release schedule and attempting to decrease the number of updates. We plan to do only three major releases per year starting with the April release of CAPS 4.26. Each release will only have two updates. Major releases will contain new products, features and functionality. Our hope is limiting the corresponding updates to critical “bug” fixes only.

We also offer the Partner MSI installation. There are no automatic updates with the MSI install. Instead, you are notified when an update is available, allowing you to choose a convenient time for the install.

Please contact us at CAPS_Install@greenheck.com if you are interested in the MSI install version for CAPS (Partner).



New GREENJET[®] for Car Park Applications

Greenheck is pleased to announce the availability of the GreenJet[®] family of axial transfer fans for ductless underground parking applications. Traditional below-ground parking garages utilize supply and exhaust ducts to help provide fresh air and remove noxious exhaust fumes and odors.



GJX for Car Park

The new ductless approach still utilizes a main exhaust and supply fan system, but replaces ductwork with low profile axial transfer fans. The benefits of these systems include:

- Lower construction costs by removing duct and lowering floor to floor heights
- Lower operating pressures to reduce energy usage

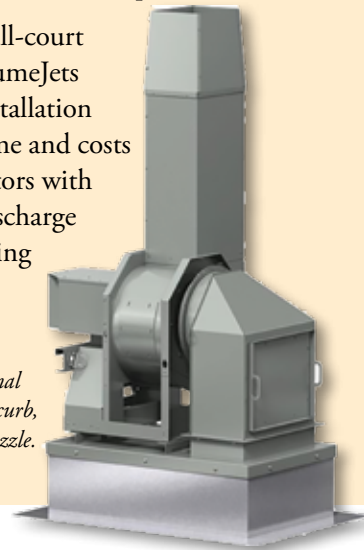
- Demand based ventilation to further save energy
- Available with inlet and outlet attenuation to keep sound levels low

Look for the model GJX this April in CAPS 4.26 or consult the Fume Exhaust Support team at 1-888-835-8677 or fesupport@greenheck.com

Final Score - FumeJet[®] Madness Sales Promotion

Thank you and congratulations to all who scored during the FumeJet Madness sales promotion. It was a nail-biter to the end. Visit RepNet to see who came out on top.

Keep the full-court press on. FumeJets simplify installation and save time and costs for contractors with multiple discharge and mounting options.



FJI with optional inlet box, roof curb, and reducer nozzle.

New eCAPS[®] – Addition of Dedicated Outdoor Air Units

- Your engineer can now select the best-value RV and RVE units
- We made it simple and fast
- A schematic helps visualize

eCAPS provides a handful of the best selections with capacities, housing sizes, weights, and Minimum Circuit Capacity (MCA)/Maximum Overcurrent Protection (in Amps) (MOPs).



Check it out for yourself and get your engineers using eCAPS!

Model	Relative Cost	Enthalpy Recovery Ratio	Cooling LAT (DB/WB)	Total Cooling Cap (MBH)	Heating LAT (DB)	Heating Cap (MBH)	MCA/MOP (Amps)	Weight (lbs)	Dimensions (LxWxH) (in)
RVE-40-15 Add	1.00	0.53	55.4 / 54.9	201	83	200	105.8 / 125	3,072	150 x 53 x 60
RVE-85-15 Add	1.03	0.59	54.6 / 54.2	199	95	240	85.0 / 100	4,324	163 x 68 x 73
RVE-85-15 Add	1.06	0.64	54.0 / 53.6	197	97	240	85.0 / 100	4,319	163 x 68 x 73

Expansion Update: Schofield & Mosinee

Construction continues to make progress in Wisconsin in spite of harsh winter weather. The roof is on the 34,000-square-foot addition to the National Distribution Center. Exterior wall installation is the next step. The damper facility in Mosinee is also taking shape. Construction crews are making progress on enclosing the frame with roof and wall panels. Both projects remain on target for completion (Mosinee – March and Schofield – May). Furthermore, the addition to Facility Two is complete and the paint line should be operational in April.

We continue to invest in our people and operations around the world. Our goal remains unchanged—to be the easiest to do business with and provide you with the best products and service in the industry.

Masonry and roof installation at the Mosinee facility.



The roof is on at the National Distribution Center and ready for wall sections.

Staff News



We are pleased to inform you of these new or reassigned Greenheck staff members.

Executive

Scott Graf
VP, Mfg. Exc/Source/Logistics

Sales & Marketing

Jim Benville
VP, Strategic Partnerships

Jordan Baker
Area Sales Mgr., Southeast Region

Eric Tufto
Area Sales Mgr., Central Region

Rachel Waliczek
Quotation Specialist - Central/
West Region

Peggy Tress
Business Development Director

Dampers

Sarah Kolodziej
Product Specialist

CVI Lab Exhaust

Robert Kraft
Application Engineer

Architectural Products

Jackson Smith
General Manager

Congratulations!



Training Information

- April 25 - 26
Tempered Air Products
Service Training (Full)
- May 7 - 10
Sales Rep Training Seminar
- June 4 - 8
Advanced Training Seminar
- June 11 - 13
Fan & Damper
Fundamentals Seminar
- July 23 - 24
Fan Service Training
- July 25 - 26
Tempered Air Products
Service Training
- August 20 - 23
Sales Rep Training Seminar

Information for upcoming training sessions may be found on RepNet under the Training and Visits tab. Registration is required. Space is limited. Please check for availability. For additional information or to register contact:

Jenna Munz: 715.355.6666 -
jenna.munz@greenheck.com
or any member of your area
sales team.

Fan & Damper Fundamentals Jan. 8–10, 2018

{ Dream the impossible,
and then go out
and make it happen. }

– Gene Cernan



Front Row, Left to Right: Matt Richmond, H&H Sales Associates, Inc.; Luke Virnig, Vyron Corporation; Maggie Pickering, Vyron Corporation; Jerry Van Hulle, Vyron Corporation.

Back Row, Left to Right: Megan Munkittrick, H&H Sales Associates, Inc.; Cheri Barnes, Bartos Industries; Abbi Clark, Vyron Corporation; Karla Ellinger, Bartos Industries.

Sales Training Seminar Feb. 19–22, 2018

Top Scores, Sales Training Seminar



Left to Right: Dario Genolet, Ryan Baumgartner, Doug Aycok, Nick Yacovone, Chris Haeberle

- **1st Place (Tie): Chris Haeberle**
CFM Company
- **1st Place (Tie): Nick Yacovone**
CFM Company
- **2nd Place: Dario Genolet**
Provedora de Climas
- **3rd Place (Tie): Ryan Baumgartner**
Brucker Company
- **3rd Place (Tie): Doug Aycok**
Ward Mechanical Equipment



Row One (sitting), Left to Right: Sharlene Innes, E.H. Price Ltd.; Karina Bagryan, E.H. Price Ltd.; Alan Reitman, Michigan Air Products; Ryan Baumgartner, Brucker Company.

Row Two, Left to Right: Arturo Ortega, Proveedora de Climas; Doug Aycok, Ward Mechanical Equipment; Sylvain Rheault, E.H. Price Ltd.; Nick Yacovone, CFM Company; James Butler, Airetech Corporation; Phillip Garzotto, Air-Side Equipment, Inc.; Elisia Markey, H&H Sales Associates, Inc.; Mauricio Pichardo, Proveedora de Climas; Vivek Sasikumar, Greenheck India.

Row Three, Left to Right: Dario Genolet, Proveedora de Climas; Jessica Hebda, Michigan Air Products; Andy Ledford, Hoffman & Hoffman; Patrick Stiff, E.H. Price Ltd.; Brian Archambeau, Michigan Air Products; Alex Hallman, Air Control Products; Phil Weldin, Brucker Company; Konstantinos Bakalis, E.H. Price Ltd.; Chris Haeberle, CFM Company.

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Tulsa Campus Update

There are plenty of developments happening at the construction site of the new Accurex and TAP facilities in Tulsa, Oklahoma. The hiring of key personnel has begun with Ken Bush named the plant manager for the Accurex facility. Prep work at the site is nearing completion. The installation of storm sewer and site utilities are underway. We hope to lay the foundation for the Accurex facility by the end of February. Construction should accelerate through spring and summer allowing us to hit our fall 2018 completion target for both facilities. Watch for more news from Tulsa in the coming months.



Tulsa campus for Accurex and TAP (looking to the northeast)

Ad Preview Ads strategically placed in February, March and April 2018 print and digital editions of influential trade media.

February 2018	Ad
ASHRAE Journal	- Vektor® Family - eCAPS® InfoCenter
HPAC Engineering	School System
Engineered Systems	AER
ACHR News—2/26/18	SP-A-VG
HVAC-Talk.com	More Than Fans - Contractor
American School & University	RVE Marketplace
MCAA Directory	More Than Fans - Contractor

March 2018	Ad
ASHRAE Journal	Data Center
HPAC Engineering	AER
Contracting Business	RV/RVE
HVAC-Talk.com	More Than Fans - Contractor
SNIPS	SP-A-VG
HVAC/P	SP-A-VG
American School & University	School System
ACR Latino America	Spanish All Products

April 2018	Ad
ASHRAE Journal	eCAPS®
Consulting Specifying Engineer	Data Center
Engineered Systems	RV/RVE
HPAC Engineering	Hospital System
ACHR News—4/23/18	RV/RVE
American School & University	MiniCore
High Performing Buildings	Mind Blown
Life Safety Digest	Smoke Control

