

THE REGISTER

HART & COOLEY INC



September 2012 Newsletter

The Register: Hart & Cooley Newsletter's New Look

Beginning this issue, Hart and Cooley has decided on a new look and name for its bi-monthly newsletter. The new name, The Register, dates back to our roots, when Hart and Cooley became the largest producer of warm air registers in the world. Not only does this new look give a nod to the past, it is also a move forward with a cleaner and fresher design.

IN THIS ISSUE CUSTOM GRILLES / EMPLOYEE PROMOTION IN MARKETING / NEW LOGOS AND MORE



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Hart & Cooley Custom Grilles: Any Material, Any Size, Any Finish

Hart & Cooley is now offering a line of custom grilles that add character to a home or office building. These custom grilles can be manufactured from several different materials, including bronze, brass, marble, and glass.

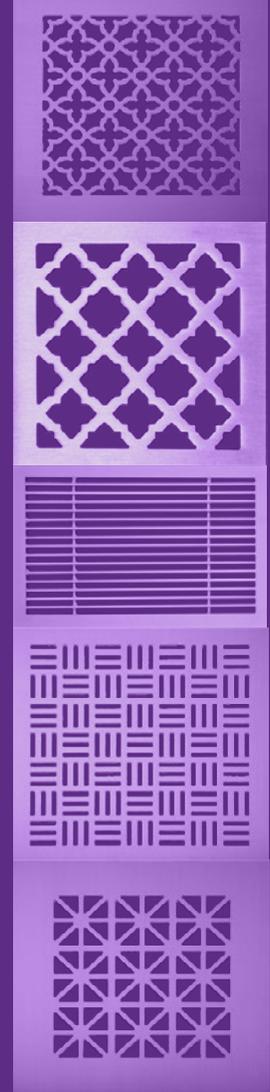
Territory Sales Manager, James Turner, explains, "Hart & Cooley's new line of custom grilles are made in the USA. As the leader in grilles and registers, we can react quickly to market demands. You asked for it, so here it is."

The most sophisticated technology, including CNC laser and water jet cutting systems, are used to cut the ornate patterns and shapes. Using this technology makes the design possibilities limitless, allowing the grilles to be both functional and attractive for any application.

The grilles can have an array of finishes, including mirror polished, baked enamel or primed. Lacquer can also be added to protect the finish from moisture, UV or harsh chemicals.

Request for quotes on the custom grilles are handled electronically to reduce lead times. Many custom items can be shipped within 48 hours.

For more information about Hart & Cooley's new custom grilles, please visit the website at www.HartandCooleyCustomGrilles.com.



New Premiums Store HARTCOOLEYSTORE.COM

Hart & Cooley has just launched a premiums store with merchandise bearing our brands' logos. This store includes everything from water bottles and golf balls to t-shirts and sweatshirts. On these items, you will be able to choose the brand logo you would like before you make your purchase.

To browse and purchase these premium items, visit the store website at www.hartcooleystore.com.



SMART Filter Seal Can Save Energy and Promotes Better Air Quality

The SMART filter seal was introduced by Hart & Cooley, Inc. to cut down energy wasted when air leaks pass the filter on a furnace or air conditioner. The filter seal also improves air quality and prevents debris from harming the appliance.

In many applications, sealing the filter box is required by the International Energy Conservation Code (IECC), and the SMART filter seal fulfills those requirements. The features of the filter seal include the ability to fit slots up to 25", strong, flexible plastic material and an easy to use design. It can be customized with company logos or contact information that allows for easy advertisement. To inquire about customization please contact David Lunt at dlunt@hartcool.com.

For more information about the SMART filter seal, please visit the website at www.smartairandenergy.com



Portals Plus' Retrofit Flashings Solve Roofing Issues

During re-roofing, there are several aspects that pose difficult solutions for applications that must be watertight. The most notable difficulty, flashing pipes that cannot be disconnected, can be solved using the Portal Plus retrofit flashing.

The retrofit flashing offers a quick and easy installation and eliminates roof leaks at roof penetrations without disconnecting them. The retrofit also allows for movement between the penetration and roof, while maintaining a perfect seal. The perfect seal is achieved with an integral tongue and groove closure and an overlapping flap. It is mechanically fastened with the included stainless steel hardware.

Retrofit flashings are available in EPDM for single-ply roofing and neoprene for built-up asphalt, coal tar pitch, modified bitumen, and cold process systems. Both materials have excellent resistance to ozone and ultraviolet degradation and a serviceable temperature range of -60 F to +270 F. There are two retrofits available, small, for pipes up to 3" and large, for pipes 3.5 " to 6". The retrofit flashings also have the added benefit of a variety of adapter rings allowing for even greater versatility. The adapter rings are available in angle iron, square, and round applications.

For more information on the Portals Plus retrofit flashings, please visit the Commercial Products Group website at www.commercialproductsgroup.com



Several Hart & Cooley Items to be Discontinued

Throughout the year products are evaluated for viability. Does the market demand justify keeping a product line or SKU in our offering? Occasionally the answer is no.

The following items have been evaluated and will no longer be available for new orders after November 16th, 2012.

- 6100 access door. A similar access door is readily available through our Milcor Brand which specializes in access doors.
- ECHVD Evaporative Cooler Diffuser. Other models of Evaporative Cooler diffusers will remain in our offering.

For a list of SKUs, contact your Customer Service Representative.

Also for your convenience we will put this list of SKUs out on our customer portal located through a link on our website or at www.pricinghcinc.com.

If you have not already registered for an account, it's very simple. Go to the Pricing website, and select "Request an Account" under the username and Password section. Simply fill out the basic information and submit your request. The Customer Service dept. qualifies that you have an account set up and will then approve it via an email. This website will keep you up to date on any price book changes and give you the latest list pricing.

Employee Promotion in Marketing

We are pleased to announce that Shari Janiszewski has been promoted to Product Manager, effective September 4, 2012. In her new role, Shari will be responsible for developing and implementing the vision and strategic direction for all grille, register, and diffuser product lines.

Shari joined Hart & Cooley, Inc. in October of 2004, taking the position of Order Service Representative. In 2005, she was promoted to Customer Service Representative. In March of this year, Shari was promoted once again to Customer Service Lead for the Commercial Products Group (CPG).

Shari's in-depth knowledge of our products and the relationships she has built with our customers will be critical assets in accomplishing her responsibilities as Product Manager. The Marketing department here at Hart & Cooley, Inc. is looking forward to having Shari on our team.



New Logos Revealed for Portals Plus, Roof Products & Systems, and Ward Industries Brands

Hart & Cooley has revealed new logos for their Portals Plus, Ward Industries, and Roof Products & Systems brands. These new logo changes will begin mid-September of this year.

Matt Meyer, Product Manager for Roof Products & Systems and Portals Plus, explains, "With the ever changing landscape in commercial roofing, we felt a need to evolve our strong brands and identities." Marketing Manager, Dave Lunt, said "The Ward Industries logo needed to be updated. Its new look is simplified, fresher, and cleaner than the old one."

Hart & Cooley is requesting that customers begin to use these logos on all materials they produce, including displays and websites. If you would like a downloadable copy of these logos, please visit the website at www.commercialproductsgroup.com/Logos.aspx.

PORTALSPLUS

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**WARD
INDUSTRIES**

How Old is Your H&C Product?

Do you have a Hart & Cooley warm-air register from 1910? Maybe you have a grille that was produced in the 1930's. At Hart & Cooley, we are proud to embrace our 111 years in the HVAC business. To further this, we are holding contest to find the oldest Hart & Cooley, Inc. products that are still around. We would like you to send us the product with the approximate year of age to Product Specialist, Dustin Isenhoff at 5030 Corporate Exchange Blvd. SE Grand Rapids, MI 49512. The customer with the oldest product will win a \$100 gift card.



Hart & Cooley's New and Improved AFPD Diffuser

The Hart & Cooley AFPD diffuser is now available with an R6 insulated back. With a higher R value, this R6 insulated back allows for added energy efficiency.

This aluminum diffuser has a high air volume delivery with 360 degree air diffusion and a two-cone fixed core to allow for better air movement. The fixed collars can range in size from 6 inches to 14 inches, and the 2 inch high beaded collar allows for easy flex connection as well.

For more information on these new AFPD diffusers, please contact your sales or customer service representative at (800) 433-6341.

