

THE REGISTER

HART & COOLEY INC. MAY 2013 NEWSLETTER

IN THIS ISSUE
HART & COOLEY'S NEW LOOK / NEWTEST LAB /
NEW PRODUCT MANAGER
AND MORE



NOTICE HART & COOLEY'S NEW LOOK?

This past April, a new corporate logo was introduced for Hart & Cooley, Inc. as well as the Hart & Cooley brand. Our Ward Industries, Portals Plus and Roof Products & Systems brand logos were previously redesigned.

Additionally, the Hart & Cooley, Inc. corporate website and all brand websites have been rebuilt from scratch to be more user-friendly and to complement our new look.

The website designs and logos were created by our in-house graphic designer, John Scianna. "Over the years Hart & Cooley Inc. has added several brands to its portfolio and my task was to separate this corporate entity from the Hart & Cooley brand of products," Scianna explained. "To do this I designed a corporate mark based on the acronym (HCI). This icon revolves around stark letters that are complemented with an elegant flourish to represent the future-focused personality of HCI. The new brand logo design incorporates elements like a flowing curve, slanted letters and weight differential to convey a sense of forward movement and airflow."

To download our new logos or high-resolution photos of products for flyers and websites, visit photolibrary.hartandcooleyinc.com. Please take a moment to visit us at hartandcooleyinc.com

For more information on our exciting changes, please contact Marketing Manager, David Lunt at dlunt@hartcool.com.



TEST LAB CONSTRUCTION COMPLETE IN GRAND RAPIDS

Construction is now complete and product testing has already begun in the 1,300 sq. ft. test lab at our Grand Rapids headquarters. This new, three-story addition was specifically designed and constructed to enable our experts to test chimney, vent, duct & accessories for compliance, design specifications, industry requirements and standards. Our in-house laboratory allows for timely, accurate, cost-effective testing that ensures every product, from raw material to finished goods, meets all quality requirements and has the highest safety and performance ratings. Products used in the construction of the lab include our Milcor brand roof hatch, as well as a damper and exhaust fan from our sister company, PennBarry.

WANT YOUR HART & COOLEY, INC. NEWS FASTER?

Hart & Cooley, Inc. has gone digital and many of our announcements are sent out first by e-mail. To get all the latest news from us, send an e-mail to Dustin Isenhoff at disenhoff@hartcool.com, with your name, company, e-mail and phone number.

EMPLOYEE SPOTLIGHT

Clark Pridemore
Product Engineering Manager

Clark Pridemore has been with Hart & Cooley, Inc. for nine years, and is responsible for new product development and product enhancements. He works closely with Sales and Marketing to ensure the voice of the customer is represented in the products developed by his group. Clark stated that, "consumer safety is my number one concern." His department administers testing and works closely with safety certification agencies to help safeguard the products and people who use them. Clark is excited to begin testing in the new lab addition that was recently completed at our Grand Rapids facility. He has a Bachelor's Degree in Mechanical Engineering from University of Toledo, a Master's Degree in Engineering from Ohio University and outside of Hart & Cooley, he enjoys working on home and automotive restoration projects.



NEW PERSONNEL DIRECTORY

We have created an easily accessible list of key management and technical personnel contact information. This list is available to be printed or downloaded from our secure distributor web portal, which can be accessed from any of our websites. For direct access, you can visit www.pricinghcinc.com and sign in. If you haven't already signed up for access, simply click on "Request an Account." The secure web portal also has list pricing for all our products in both PDF and Excel formats and other important documents.

NEW PRODUCT MANAGER

We are very pleased to introduce our newest employee, Jill Gantos. Jill joined the marketing group this month as Product Manager for both the flexible air duct and Ward Industries product lines. Jill brings many years of experience in product development, engineering and sales to Hart & Cooley, Inc. Please join us in welcoming Jill to our team (jgantos@hartcool.com).



ECONOMICAL, EXTRUDED RETURN AIR GRILLES

Hart & Cooley is pleased to now offer an economical extruded return air grille for light commercial jobs.

The new, model ER45, grille is manufactured from extruded aluminum and features horizontal louvers fixed at 45 degree deflections. The minimum size of the grille is 4x4, with a notable maximum size of 48x60. They're available with either aluminum or white paint.



For more information, contact Product Manager, Shari Janiszewski at sjaniszewski@hartcool.com or your local customer service representative.

ENVIRONMENTALLY FRIENDLY INSULATION FOR FLEXIBLE AIR DUCTS

We are excited to announce a new improvement in our flexible duct products effective immediately. We are now using new insulation with a brown bio-based binder that is made from rapidly renewable plant-based materials and exceeds performance standards. The new insulation has also been shown to have improved handling, easier cutting and less dust. The new Johns-Manville formaldehyde-free fiber glass Flex-Glas® EQ insulation is an improvement for both users and the environment. For more information, contact Product Manager, Jill Gantos, at jgantos@hartcool.com, or your local customer service representative.



GET BY WITHOUT A SCRATCH: NEW RETURN AIR FILTER GRILLE LATCH

We're very excited to announce that the Hart & Cooley RHF45 & RCBF and the Lima ALHFF45 along with their T-bar versions have new, easy-to-use, finger operated latches. This new latch is effortless and operates without tools, eliminating scratched faces. The previous spring-style latch is no longer available, and will be phased out of the stocked sizes during inventory depletion.

For more information, contact Product Manager, Shari Janiszewski at sjaniszewski@hartcool.com or your local customer service representative.



REDESIGNED, SMOOTH FACES FOR T-BAR PLATE DIFFUSERS

A few customers inquired about weld marks on the face of our Hart & Cooley DPD, DPD R6 and Lima 1580/1590 T-bar plate diffusers. As a result, we are pleased to announce these diffusers have been redesigned, and will now feature an overall perfectly smooth surface on the face plate. The diffusers with new face plates will be in full production by June.

NEW HART & COOLEY ALUMINUM STAMPED SUPPLY REGISTER

Recently, Hart & Cooley customers asked for stamped face aluminum ceiling and sidewall registers and we listened. The model A680 series aluminum registers feature straight blades spaced on 1/2" centers at a 40-degree deflection and multi-shutter dampers. They're available in 1, 2, 3 and 4-way deflections with a standard white finish.



NEW, ECONOMICAL PIPE MOUNTING SUPPORT

In early March, we began offering the new Portals Plus Pedestal Plus, a pipe mounting pedestal used for rooftop applications. The new product fills a gap in the market for an economical support with LEED accreditation point opportunities.

The Pedestal Plus features a white, UV stable, reinforced PVC base made from 25% recycled material. This base design allows the Pedestal Plus to qualify for up to three LEED accreditation points. The Pedestal Plus can accommodate several rooftop piping applications including gas, refrigeration, electrical and solar conduit lines from 1/2" to 4" in diameter. It supports multiple pipes and up to 150 pounds. Two models are available for the Pedestal Plus, the

standard unit or a U-Channel assembly. The standard unit includes all necessary installation hardware and a perforated plumber strap to secure the piping to the pedestal. The U-Channel allows for pipe clamps and roller assemblies to be used to secure pipes in place of the plumber strap.

For more information, contact Product Manager, Matt Meyer at mameyer@hartcool.com or your local customer service representative.

