

# Opening Lines

a newsletter of Continental Industries, Inc

Blue Hawk  
Member Edition

December 06

  
Continental  
Industries

## Opening Line

In this edition of Opening Lines, we take a closer look at marketing initiatives being undertaken by Continental.

## Corporate Branding Update

You were the first. At the recent Blue Hawk and HARDI events in California, we unveiled for the first time, our new corporate identity. Suffice it to say that the response we received was both warm and extremely positive.



Our goal was to bring our varied interests and venerable product lines, previously branded under their own identity, under one umbrella. Thus, a new corporate logo was born (upper right corner). Going forward, this logo and the Continental Industries name will be the primary focus of our branding and corporate identity.

We recognize, of course, the brand equity that exists in the Continental Register and AirJet names. These names will continue to represent their respective product lines in the future. Even the logos will continue to be used during a transition time as appropriate in literature, etc. Eventually, however, only the corporate logo will be used while the product line names continue.



**AIRJET**

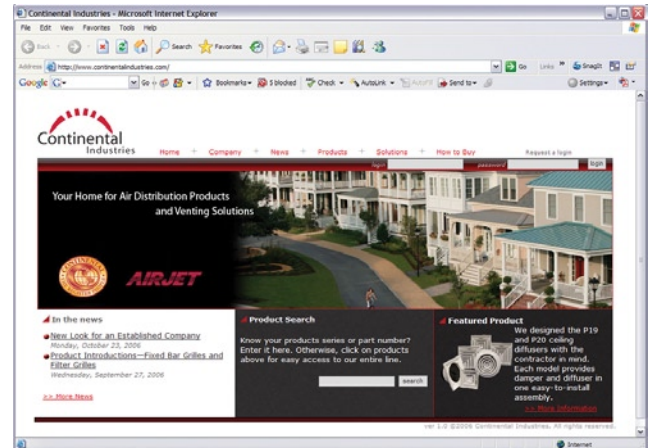
## New Web Presence

A new identity requires a new home in cyberspace. One day before the Blue Hawk Conference in early November, we launched our new web home: [www.continentalindustries.com](http://www.continentalindustries.com).

The new site is designed on the latest web technology architecture with database-driven content and an appealing and user-friendly style.

Here are few key points to know about the site:

- We are in Phase 2 of site development. Much more content is being created. So check back often for updates.



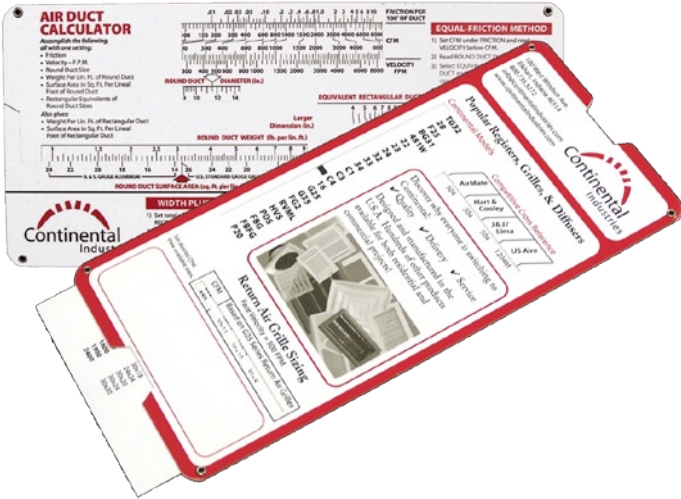
Visitors to the new Continental web site are greeted by an attractive and functional interface.

- Product navigation is best accomplished using the navigation tree. Here's an efficiency hint: Expand the categories using the + icon to select particular products rather than clicking on the category name.
- You will notice a login option. This provides our authorized distributors with access to product pricing and other secure files in the Solutions, Downloads area. If you are an established partner with us, just follow the "request a login" link.
- The [Solutions, Downloads](#) page (which will grow considerably with time) contains some new and valuable data and tools. While there, download the Zip file of Continental logos for your line card and other promotional uses. (You'll need a login to have access to the logo files.)
- If you carry our AirJet line and are talking to venting/chimney contractors, it may be helpful to introduce them to our famous Snap-Lock design through the "[AirJet Training](#)" page under the Solutions menu. A 3-minute video demonstrates the assembly (and disassembly). More in-depth and application-based AirJet training will eventually make its way to this page as well.

As a final web note, our former web sites at [www.theregisterpeople.com](http://www.theregisterpeople.com) and [www.theventpeople.com](http://www.theventpeople.com) are still active for the present but will soon be redirected to the new site.

## The Duc-o-lators are Back!!!

No, it's not a new horror movie. But we have created a new contractor tool partially based on an industry standard design. The front is a standard Air Duct Calculator. On the reverse side we have two additional interactive tools—one for selecting popular RGDs and the other for grille sizing.



As these can be auxiliary sales tools, contact your Continental Sales Manager or Customer Service rep if you are interested in them.

## New Brochure

A new corporate capabilities brochure is now becoming available and will make a nice addition to your sales tool belt. This 8-pager provides the reader with insight into Continental as a company and our product line.

You can get a [digital version](#) now on our web site.

(Solutions, Downloads, Catalogs & Brochures). Printed copies will be available in January (Part # SB-001).

Interestingly, ACCA members will get a free copy of the brochure. We are bundling it with ACCA's 2007 edition of *Contractor Excellence* (published in January). Over 6,000 ACCA members will receive it.



## Continental—An Innovation Leader

Once each year, the publishers of *Contracting Business* magazine publish a special supplement called “Leaders in HVACR Innovations.” The document is bundled with *Contracting Business* in January and delivered to key industry events throughout the year.

The 2007 edition of this publication will feature a full-page profile of Continental Industries. You can get a sneak peak at the Continental page on our web site ([Leaders](#)). But you'll have to wait for January to get the full, printed version.

## Web Advertising Update

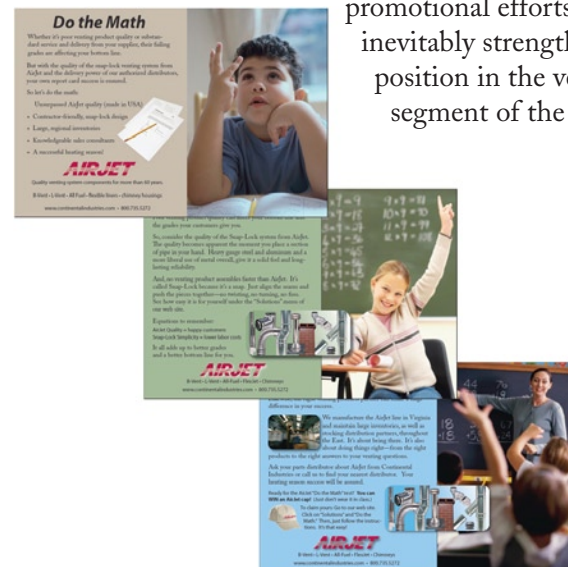
One of the industry sites that continues to gain in popularity is [www.hvacwebconnection.com](http://www.hvacwebconnection.com). As a result, we have been advertising here since November. Our P19/P20 (composite plastic square/round ceiling diffusers) product line was the focus of our November ad on the site's home page. It is still listed on the [Featured Product](#) page. We're also listed in the site's company directory listings. Results have been quite positive at least in terms of click-throughs to the Continental web site. Now, we just need sales!

## AirJet Direct Mail Campaign

We have recently launched a new promotional campaign for the AirJet line. The campaign is directed to 10,000 contractors in eastern states. The first of three postcard mailings has already been received and two additional mailings will take place in January and February.

The campaign uses a “Do the Math” theme that will be followed up by web site incentives.

Together with print and web advertising and our other promotional efforts, we will inevitably strengthen our position in the venting segment of the industry.



## Welcome Our Newest Rep Partner

We are extremely pleased to have a new manufacturers' representative agency to call on those of you in the Rocky Mountain States. Pinnacle Sales Associates is multi-line sales agency based in Colorado. They will be representing Continental in Colorado, Utah, New Mexico, Wyoming, and Montana.

The principals of Pinnacle include Mike and Michelle Brubeck and Dennis Shabeck. Dennis has over 27 years of experience in the HVAC/R realm as a rep and excellent relationships with associated wholesalers. For 19 years, Mike served as an area sales manager for an aftermarket parts supplier in HVAC and property management wholesaling with an additional 5 years as



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a manufacturers' rep. Michelle has more than 15 years experience as a general office manager of 5-branch wholesale parts and equipment distributor, with an additional 4 years as a manufacturers' rep.

With this kind of experience and talent, we trust that you'll be receptive to them.

## Residential Construction Forecast

McGraw-Hill ([www.construction.com](http://www.construction.com)) has published their Construction Outlook for 2007. You may find the following summary information useful or interesting.

Net result, among all markets, will show a 1% decline in construction in 2007 versus 2006.

Single family housing (mainstay of the Residential market) reached a record level of 1.627 million units in 2005. However, construction will retreat for 2006 by 15% to 1.375 million units and 2007 will show an additional decline of 7% to 1.275 million units.

Regionally, the 2007 Residential Markets look like this (percentages reflect dollar volume):

**Northeast** (CT, ME, MA, NH, NJ, NY, PA, RI, VT)  
The region will be down 7% as compared to 2006.

**North Central** (IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI)  
The region will be down 3% as compared to 2006.

**South Atlantic** (DE, DC, FL, GA, MD, NC, SC, VA, WV)  
The region will be down 5% as compared to 2006.

**South Central** (AL, AR, KY, LA, MS, OK, TN, TX)  
The region will be down 2% as compared to 2006.

**West** (AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY)  
The region will be down 8% as compared to 2006.

The news is more encouraging on the Commercial front with 3-12% increases across all regions.

A full 32-page report is available from McGraw-Hill for \$495.

Here is an interesting, related note: It may surprise you to know that Continental has consistently done well in the inevitable down cycles—gaining market share against competitors who are not as prepared.

*Merry Christmas*



*(from all the gang here at Continental)*

Closing Line

On the keyboard of life, always keep one finger on the escape key.

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