

Opening Lines

a newsletter of Continental Industries, Inc

Distributor
Edition

February 07



Opening Line

The road to success is always under construction.

New Team Members

Our latest corporate initiatives are demanding greater investment in sales and marketing as well as in engineering and manufacturing. On the sales and marketing side, meet two new team members:

Scott Bell, Regional Sales Manager

We're putting more feet on the street in an effort to create better customer relationships (not to mention increased sales!). Scott Bell has joined our sales team as a Regional Sales Manager and has been assigned to the territory which includes Michigan, Ohio, Kentucky, West Virginia, western Pennsylvania, and New York (excluding NYC).

To our table, Scott brings extensive experience within the HVAC world with both manufacturers and distributors. He spent the bulk of his career with Heating and Cooling Products, Inc. where he held positions in territory, sales, and marketing management. He also spent a shorter time with Anco Products of Indiana (insulation and flex duct manufacturer). This



manufacturing sandwich is built with two slices of distributor bread. Early in his career he served as a Branch Manager for an Ohio-based wholesaler and, most recently, has been in a territory sales management position with another central Ohio HVAC distributor.

Scott begins his career with Continental on February 19. He'll have the following email address: sbell@continentalindustries.com.

Lezlie O'Hara, Marketing Assistant

As our marketing initiatives expand, Lezlie has been brought on board for various coordinating functions. Event management, literature fulfillment, customer mailings and list management, lead tracking, corporate media listings, and promotional item acquisition and management will all be part of her responsibilities.

Lezlie comes to Continental with a Bachelor of Fine Arts degree from Old Dominion University (Virginia) and several years of experience in the publishing and broadcasting industries. Reach her via email at lohara@continentalindustries.com.

Cover That Counter!

As the fashion world gears up for Spring collections, we thought it was time to really dress up your counters! Our new counter mat is sure to be a hit and we expect all fashionable counters will soon want to be dressed in the Continental design.



The new counter mats are 24 X 18 inches and provide your customers a nice overview of our product line.

The mats will be available as of February 21. To request one or two for your operation, contact your Continental sales manager or representative. Not sure who that is? Call 800.735.5272.

AirJet FlexJet Connectors

Traditionally, the FlexJet portion of our AirJet product line has consisted of flexible chimney liners. We have now expanded the line to include flexible gas vent connectors.

FlexJet connectors are available in single and double wall versions, in diameters from 3 to 5 inches and in lengths from 2 to 5 feet. Products are available with standard AirJet Snap-Lock connectors on each end OR with a universal female adapter on one end.



FlexJet connectors replace rigid gas vent components with more versatile, flexible segments. They are appropriate for use wherever a Type B gas vent is required. Using these segments can greatly simplify installation by allowing an offset between rigid sections of pipe.

See the Continental web site for further product information and documentation.

Got Web?

Continental distribution partners are once again invited to secure a login to the Continental web site. Logins provide access to product list pricing and to secure files such as price lists, logos, etc.

The Continental site continues to grow in terms of traffic and content. Regular use of the site on your part will also enable you to more readily find the answers to your customers' questions.

Our previous web sites at www.theregisterpeople.com and www.theventpeople.com are now redirected to the new site: www.continentalindustries.com.

New web site fun and promotions are also in development. Stay tuned . . .

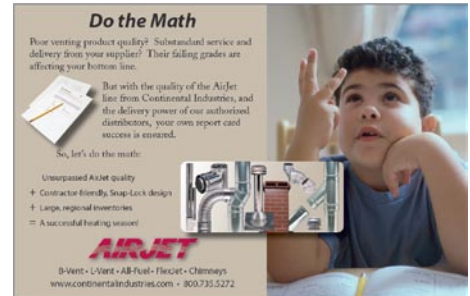
Print Advertising Update

We focused a great deal on our web presence in the last issue of *Opening Lines*. Now let's take a look at some of our current print advertising.

AirJet advertising is modeled after our on-going AirJet direct mail campaign (see last issue of *Opening Lines*):

Sweeping — This is the official publication of the NCSG

(National Chimney Sweep Guild), of which Continental is a member. Here, our horizontal ½-page ad will run for February, March, & September.



For the Continental Register line of products, our print advertising campaign is built around a theme of "The Right Partner."



HVACR Distribution Business — This supplement to *Contracting Business* magazine reaches over 12,000 distributors. Our ½-page island ad will run in all 2007 issues (February, March, April, June, August, October & December).

HVACR Business — This resurrected publication, originally founded in 1981, has come on strong since its new ownership took over less than a year ago. It now has a circulation of nearly 50,000 with a 70-20 mix of contractors and distributors. We've committed to running our ad ½-page island ad in the remaining print issues for this year (March-December) and in run-of-site advertising on www.hvacrbusiness.com. See our online ads there now.

SNIPS — This contractor publication celebrates its 75th anniversary in March. We'll have two ads in this issue—the first one following the "partner" theme and the second one devoted to congratulating the magazine. (Look for a little Continental humor in the latter.)

AirJet Spring Dating Program

No, we're not sending our product line out on blind dates. But you should be familiar with this special discounting program for our AirJet line.

What?

A program providing you the opportunity to gear up now for sales during the peak construction season while deferring your costs.

When?

Make your purchases between March 5 and May 25.
(Enjoy discounts until August 10 (net due August 11).)

How?

You must

1. Place orders within the Dating Period.
2. Meet one of the minimum order List Price dollar values (single shipment).
3. Be in good credit standing to qualify.

How Much?

Minimum (single) orders of \$5,000 List Price, enjoy a 2% discount.

Minimum (single) orders of \$50,000 List Price

- enjoy a 2% discount until August 10.
- enjoy a 3% discount until July 10
- enjoy a 4% discount until June 10
- enjoy a 5% discount until May 10

Who?

Contact

Scott Couse, AirJet Customer Service Rep

Toll Free: 800.735.5272

Direct: 574.970.5307

Email: scouse@continentalindustries.com



Product Focus—P19 & P20

For this issue, we examine the virtues of our P19 and P20 series of composite plastic ceiling diffusers.



We designed the P19 and P20 diffusers with the contractor in mind. Each model provides damper and diffuser in one easy-to-install assembly. These products are versatile enough for 6, 7, or 8-inch flexible duct and offer throw patterns suitable for every application.

Reinforced, swivel locking clips facilitate a quick install and prevent costly stripping. The built-in flex tie strap makes for a quick connection to flex duct. And, our snap-in, Removable Core is designed for quick install and a finished look.

Closing Line

If something is 'neither here nor there,'
where the heck is it?

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