

# Opening Lines

# AIRJET

a division of Continental Industries

Special NCSG Edition—Fall 2008

## Opening Line

“It might be said that it is the ideal of the employer to have production without employees and the ideal of the employee is to have income without work.”  
(E. F. Schumacher)

## Getting (Re)Acquainted

*Opening Lines* is an award-winning customer newsletter from Continental Industries, Inc. You may be more familiar with us due to our AirJet line of venting and chimney systems. We acquired AirJet in 2004.

For this edition of *Opening Lines*, we focus exclusively on topics of interest to our fellow NCSG members. Through our AirJet division, Continental is proud to be a supplier member to the NCSG.



For more than 60 years, AirJet has been designing and manufacturing venting system components for use in B-vent, L-vent, and All-fuel venting applications.

During this time, A.J. Sweep has served as the AirJet “spokesperson.” His appearance has changed through the decades as these illustrations demonstrate. What hasn’t changed is our commitment to the sweeping community—



superior products offering the easiest installation. If it’s been a while since you looked at AirJet, now would be good time to get reacquainted.

While we don’t sell directly to sweeps, we do make AirJet products available through our authorized distributors (such as Regional Chimney Supply; see advertisement, page 3).

To find an AirJet distributor in your neck of the woods, contact Scott Couse, AirJet Customer Service Representative.

### Scott Couse

Customer Service Representative

Toll Free: 800.735.5272

Direct: 574.970.5307

Email: [scouse@continentalindustries.com](mailto:scouse@continentalindustries.com)



All AirJet products are manufactured in the U.S.A. Continental corporate headquarters is in Elkhart, Indiana where our line of HVAC grilles, registers, and diffusers are produced. AirJet products, however, are manufactured in a facility of nearly 100,000 square feet in Fredericksburg, Virginia.

Continental corporate headquarters, Elkhart, Indiana



AirJet production, Fredericksburg, Virginia

## Sweeps with Heart

Colby Hostedler was in a pickle. On a service call to Milton, Delaware for a wood stove and vent inspection, Colby, of Clean Sweep Chimney Service (Milford, DE), had noted serious safety concerns. His CSIA (Chimney Safety Institute of America) certification and NFPA (National Fire Prevention Act) training were in overdrive. He had told the home owner that the entire system was simply in too poor of a condition to be safely used.

“We’ll have to use it or freeze to death,” the home owner explained. Colby then discovered that this single mother managed a home on very limited income from cleaning houses, while providing for two disabled daughters. She did so without any government assistance.

As Colby explained the heartbreaking story to his father and Clean Sweep owner, Ernie Hostedler, creative wheels began to turn. Soon he put the word out on the discussion board of the National Chimney Sweep Guild (NCSG). That’s where Dale Howard of Regional Chimney Supply, an AirJet distributor, saw the need. Before long, he was volunteering, along with several others.

Then, on August 16 of this year, the resources and volunteers that Ernie had organized came together to perform a significant act of charity: the removal of the old system and the installation of a new wood stove and venting/chimney system.

For their time, generosity, and compassion, we extend our thanks to this ad-hoc team. Way to sweep!



Kneeling (L-R): Skip Cresswell, Ernie Hostedler

Standing (L-R): Tyler Cresswell, Colby Hostedler, Gary High, Matt, Dale Howard, Lawrence Green (in witness protection behind Dale), & Rick

What it took:

**Ernie Hostedler, CSIA, Clean Sweep Chimney Service** (<http://www.delawarechimneysweep.com>): Organized project, donated his time and time of his crew (**Colby Hostedler, Lawrence Green**), donated miscellaneous components, and fed the entire team.

**Skip Cresswell, CSIA, Ace Chimney Sweep** (<http://www.acechimneysweeps.com>): Donated his time and that of his son, **Tyler**.

**Dale Howard and Gary High, Regional Chimney Supply** (<http://regionalchimneysupply.com>): Donated their time, the **AirJet 2100°** chimney system and miscellaneous other components.

**Bylers Country Store and Stove Shoppe** (<http://www.bylers.com/stove-shoppe.html>): Donated floor protection and the time of two employees (**Matt & Rick**) for delivery of new stove and installation assistance on remainder of job.

**Copperfield Chimney Supply** (<http://www.copperfield.com>): Donated the new Napoleon wood stove.

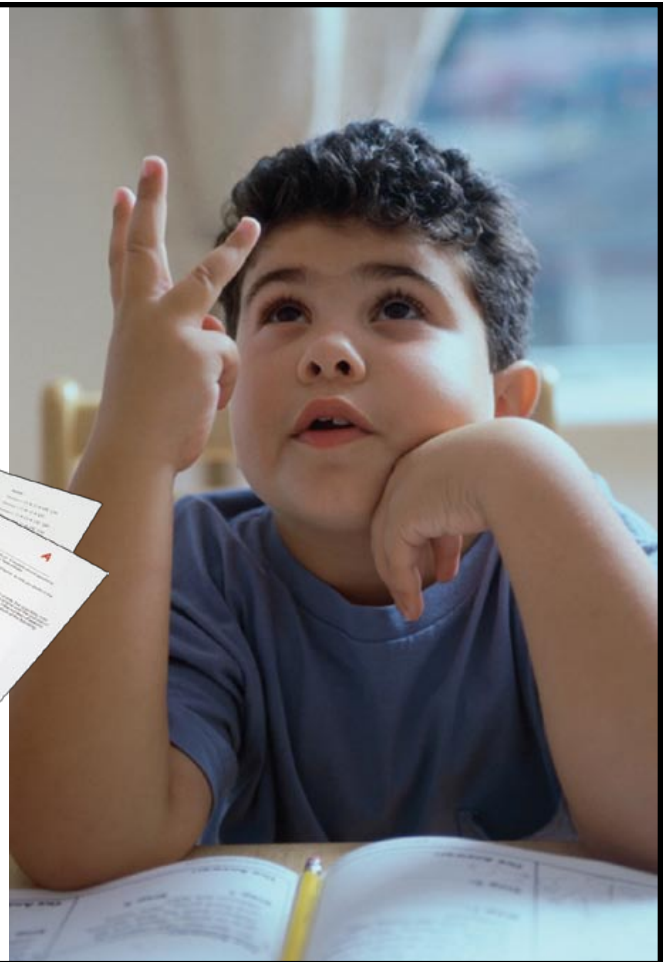
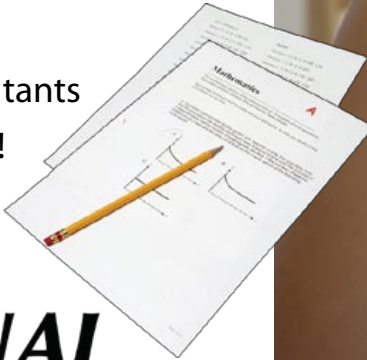
**Lindemann Chimney Service** (<http://www.lindemannchimneysupply.com>): Donated the R-CO chimney surround.

# Do the Math

Poor supplier performance—it can lead to failing grades for you. But with the delivery power and service of Regional Chimney Supply, your report card success is ensured.

So let's do the math:

- Quality, contractor-friendly lines
- + Large, regional inventories
- + Knowledgeable sales consultants
- = A successful heating season!



**REGIONAL**  
CHIMNEY SUPPLY LLC.

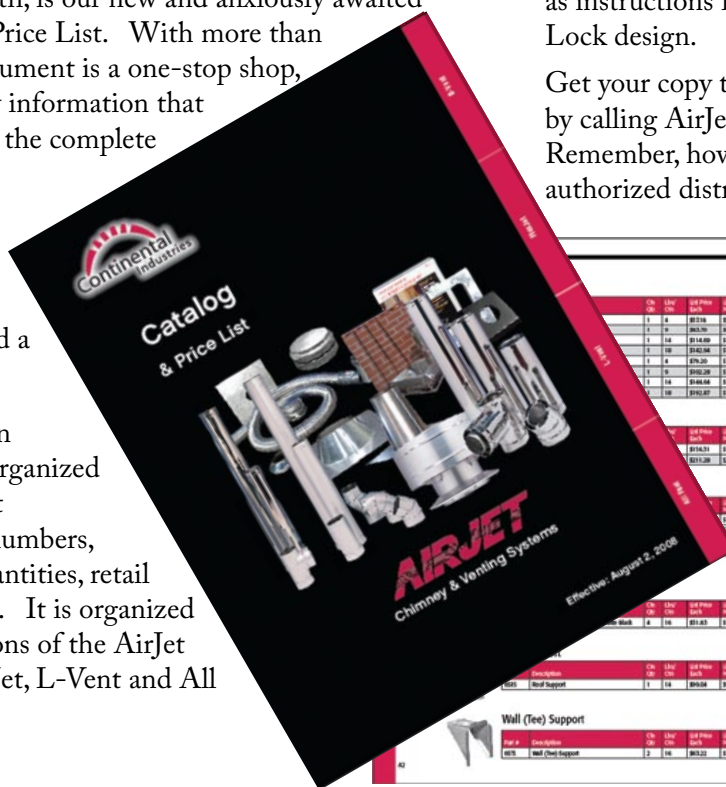
Gaithersburg, MD • 301-740-3488

## New AirJet Catalog

Available this month, is our new and anxiously awaited AirJet Catalog & Price List. With more than 100 pages, this document is a one-stop shop, so to speak, for any information that you could want for the complete AirJet line.

The document includes two major sections: a Catalog section and a Reference section.

The Catalog section consists of neatly organized tables with product descriptions, part numbers, weights, carton quantities, retail pricing and photos. It is organized by the major portions of the AirJet line: B-Vent, Flex Jet, L-Vent and All Fuel.



A Reference section follows the catalog section and makes critical dimensional data available to you as well as instructions for using the contractor-friendly Snap-Lock design.

Get your copy through your local AirJet distributor or by calling AirJet Customer Service (800.735.5272). Remember, however, that we only sell through our authorized distributors.

Part #	Description	Ctn	Lbs	Std Price	Std Price Per Ctn
WMB	Wall Band	1	4	\$19.67	\$19.67
PTSS	Pass-Thru Support	1	20	\$33.07	\$33.07
TC	Termination Cap	1	0	\$24.00	\$24.00
SC	Storm Collar	1	4	\$27.9	\$27.9
F	Flashing	1	0	\$24.00	\$24.00
WTS	Wall (Tree) Support	1	14	\$19.00	\$19.00

## When Worlds Collide

by Ben H. Dorsey III

The title above has reference to an old sci-fi movie about—you guessed it—disaster heading toward earth in the form of another celestial body. In the old movie, humankind simply created a means of getting off planet Earth and relocating to another home. Newer movies that follow the story line of colliding worlds, have the heroes destroying the approaching body just in the nick of time.



In business, neither of these approaches is really an option. Our worlds collide in the form of acquisitions, growth, market downturns, market imperatives, regulations, new employees, new management, new customers—in other words, CHANGE.

Worlds are certainly colliding within our sweeping arena. Consolidation has affected manufacturers and distributors. That brings an influx of new procedures, new people, new challenges. High energy prices are pulling more folks to consider wood-burning appliances. Some anti-wood-burning market initiatives are requiring even the old dogs among us to learn new tricks. And then there's the weather, where changes in temperature and wind can create business boons as well as business droughts.

But we can't relocate when faced by these changes. Even changing jobs is not an option. You would, after all, have to change every week and it is the "changing" that you're trying to avoid! And we certainly can't try to destroy the approaching world; that power only exists in science fiction.

What we must do is DEAL with the change. Modern parlance refers to this as "managing change." (You might be tempted to refer to it as "surviving change.")

Here's the super-short course on managing change:

- Anticipate how you and others will be affected by the change.
- Armed with this information, decide a course of action.

Despite what they say, very few people actually enjoy change. Most dislike it to some extent; many will fight it at all costs. How do you react? How will this particular change affect you? Consider those around you. How will this change affect them? How will they react?

Most grand plans for change fail because we either did not anticipate participant reaction or did not plan on dealing with their reaction.

Understanding others and attempting to meet their needs is a great key for managing change (as well as a general formula for interpersonal success).

## Marketing 101

There's an old rule of marketing that still helps your marketing communications pack some punch. It's known as the FAB rule and comes in three easy steps:

1. State a **F**eature of the product or service you offer.
2. Identify a corresponding **A**dvantage (versus the competition or another approach).
3. And, deliver the resulting **B**enefit to the user.

In other words, it's insufficient to quote a few features about your service or product. Here's an example:

**Feature:** AirJet's Snap-Lock design

**Advantage:** Easy and fast installations

**Benefit:** Lower installation and training costs

Now, try to create a FAB or two for your company. Let's say, for example, that you want to tell the world about your CSIA-certified techs.

**Feature:** CSIA-certified technicians

**Advantage:** Knowledgeable and trained in all aspects of your project from products to applications to safety

**Benefit:** Able to perform the highest quality services, address any areas of concern you may have, and ensure the comfort and safety of your family

Soon, you'll be comfortable enough to shorten these to more compact statements. Initially, however, develop the discipline to identify all three components.

## An AirJet Testimonial

Occasionally, we receive correspondence from end-user AirJet customers who may, for example, be seeking replacement parts or trying to locate an AirJet dealer. Less often, but just as welcome, are those notes of appreciation.

Recently, Scott Couse in our Customer Service Department, received a note from AirJet customer, Lawrence Moore. It read, in part, as follows:

Scott,

Thank you for your help with locating the replacement tee support and clean-out cap.

Total cost of *(the 8-inch All-Fuel pipe, elbow, tee support, support bands, & cap)* to my free-standing Buck Stove was \$414.42 on November 15, 1980.

The finish on the cap is like new, even though it is original. You can see rust streaks on the chimney sections, but they should clean off fairly easily. You can see why we needed a new tee support. I installed the sides on the tee support upside down to make it easier to reach the clean-out and weed under it and to avoid cutting the side piece or digging down to make room, since it is so close to the ground. The piece of pipe on the ground is my "clean-out cap support". Other than new clean-out caps and cleaning the inside pipe, there has been no maintenance. (The misty-looking light patches on the chimney are over-spray from when I repainted the aluminum siding a few years ago.)

I think my AirJet All-Fuel Chimney was a real bargain, given the years of trouble-free service.

-Lawrence Moore

(story, with photographs, continues on page 6)



## A Peek Inside

We know that many of our customers and potential customers would like the opportunity to view some of our inside operations. Given today's travel costs as well as busy schedules, such jaunts are not always practical. We try to accommodate by offering the occasional peek inside through photographs here in our newsletter.

*Above, department supervisor, Mario Alvarez, prepares a massive 400-ton press for the day's production. This press creates the components for AirJet JetCaps of various sizes.*



After 28 years of service, only the tee support and clean out cap required replacement to keep Lawrence's system up to par, despite its exposure to weather extremes in the Eastern U.S. Note the incorrect installation of the tee support.



We're always interested in other stories of AirJet longevity or successful installations.

If you have stories or photos to share along these lines, we'd love to hear, see, or receive them. Send any electronic information you have to [info@continentalindustries.com](mailto:info@continentalindustries.com).

We may even be able to send you a token of appreciation for your trouble.

## All Fuel Kits

Let's face it—anything that can save you time in installation can help your bottom line. Organizing a vent and chimney system project is difficult enough. So, to facilitate your ordering and installation ease, we've packaged given components of our All Fuel line into convenient kits for the most standard applications.



You'll still need the pipe and offsets and, perhaps, some other miscellaneous components. But we've taken care of the rest in these kits.

All of the following kits are available for our 6" and 8" triple-wall systems (stainless steel inner, aluminized steel intermediate, galvanized or stainless steel outer). These systems are UL Listed to 103 HT (2100°).

### Chase Kit



Contents—  
JetCap, Standard Flashing, Storm Collar, and Ceiling Cover/Base Support

**Note:**  
High Temperature Kit also required for 2100° applications



Typical Application

## Outside Wall Kit



Contents—  
JetCap, Tee, Tee Support, Wall Thimble,  
Face Plate, 3 Wall Bands, and  
Weather Shield

Typical Application



## Housing Kit



Contents—  
Stainless Cap, (unpainted), Four Side  
Panels, 2-piece Flashing, 18" Telescoping  
Aluminum Connector, and Ceiling  
Cover/Base Support

*Note:*  
High Temperature Kit also required for  
2100° applications

Typical Application



## Roof Support Kit



Contents—  
JetCap, Standard Flashing, Storm Collar,  
Starter Section, and Roof Support

Typical Application



## 2100° High Temperature Kit



Contents—  
Starter Section and Attic Insulation Shield

**Inside:** An NCSG member exclusive communication from



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Before you criticize someone, you should walk a mile in their shoes. That way, when you criticize them, you're a mile away and you have their shoes.

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Closing Line



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