

Opening Lines

a newsletter of Continental Industries, Inc



Winter 2008

Opening Line

"The key to being a good manager is keeping the people who hate you away from those who are still undecided."

(Casey Stengal)

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 distributor. 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 the replacement tee support and clean-out cap.

Total cost of (*the 8-inch All-Fuel pipe, elbow, support, 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 overspray 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

(photos on page 2)

Will We See You in NYC?



The AHR Expo (Jan 22-24) heads back to the Big Apple this month. Continental will be there. If you attend the show, be sure to look us up in booth 1437!



Five models of extruded aluminum square ceiling diffusers will be introduced at the upcoming AHR Expo. Production launch will occur by March 15. Watch the Continental web site for the formal release.

Late Breaking News!

Upon the publication date of this *Opening Lines* edition, we were informed that Continental is now an approved vendor to the Key Wholesaler Group! We're proud to join this team and look forward to "opening some doors" with these distribution professionals.





After 27 years of service, and very little maintenance, 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.



New Door/Window Decal

For those of you ready to show more of your Continental pride, we've created a new, double-sided door and window decal. It's colorful, attractive, easy to apply and has "relocate-able" adhesive. Best of all, it identifies you as an Authorized Distributor of Continental products. Measures 5.5 x 4.25 inches. Ask for yours today.



Featured Partner—Penco Corporation

The Delmarva Peninsula juts into the Atlantic Ocean and shares its land among 3 eastern states: Delaware, Maryland, and Virginia. It is also the long-time home of Penco Corporation (www.pencocorp.com), the peninsula's leading wholesale distributor.



Penco was founded (in Delaware) 58 years ago as the Peninsula Plumbing Supply

Company by Oscar Peterson, Jr and George Sapna, Sr. As its focus grew, and following its first 21 years of success, the name officially changed. Today, the company remains privately held through descendants of these founders and operates from several locations in Delaware and Maryland.

While plumbing remains a central focus, Penco serves contractors with quality lines of heating, air conditioning, and refrigeration supplies, including the Continental Register and AirJet Venting System lines from Continental Industries.

The story of Penco is one of distinction. It is a story synonymous with excellence, dedication, and a commitment to providing unmatched and personalized service. The company mission statement is short and to the point: *To Be the Best in the Business.*



Penco Headquarters, Seaford, Delaware

This statement, along with the dedication of Penco leadership and employees, has led to an impressive history of growth. Market expansion and facility expansion have followed. As recently as last year, the company added 40,000 square feet to its headquarters location in Seaford, Delaware. And, just weeks ago, the company held a ribbon cutting ceremony for its new kitchen and bath design center (www.elegantdesignsshowroom.com).

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(Featured Partner, continued from page 2)

In all this growth, the customer has not been forgotten. “We have daily service as far north as Southeastern PA and as far south as Cape Charles, VA,” says Scott Sapna, Penco Vice President of Sales. “Customer service is the key to our success,” he continued. “Our employees understand what it means to provide great customer service and because of their efforts we are continuing towards our goal of being the best in the business.”

“Additionally, we recognize that the decisions we make on a daily basis have a large impact on the people that surround us. Not only do these decisions affect our company, these decisions affect our employees, customers, and the communities in which we live. That understanding leads us to make sound business decisions, positively influencing everyone involved. These are the components that make Penco successful.”

“For me,” adds Fred Glime, Penco Purchasing Manager, “success also means working with suppliers who can deliver. We made the switch to Continental for that reason and I’ve never been disappointed in the results.”

2008 Calendars

A couple of calendars are worthy of your attention as we begin this new year:

You may have seen the industry calendar from SNIPS magazine. We hope you noticed that Continental owns the month of February in this calendar. Why February? Well, it is the first full month following the biggest industry trade show of the year (AHR) where many calendars are handed out. February also has a few important events of its own and 2008 is also a leap year, making it a month of 29 days. Yes, we just like to be different.



We also have produced our own Continental wall calendar after several years of hiatus. The new calendar features tinned edges for hanging rigidity and daily memo blocks for adding your own events. Request yours today through your Continental Sales Manager or Customer Service representative.



Featured Product—OPD Series

When you need a clean look for your commercial air distribution project, nothing beats the OPD (omnidirectional plaque diffuser) for lay-in ceiling applications.

The OPD offers indirect and high volume air delivery while providing the clean aesthetics preferred by many owners, facility managers, and occupants.



Plaque and plenum designs ensure true omnidirectional air flow as well as quiet, unobtrusive operation. This makes the OPD an efficient alternative to more traditional step-down cone models.

The OPD is offered with and without plenum insulation. Several fixed-collar sizes are available as is a non-collar version for inventory flexibility.

Features, Advantages, and Benefits

- Steel construction; white finish
- 360° air diffusion
- Quiet, unobtrusive operation
- Heavy-gauge plaque with corner radius
- Non-insulated & R1 and R6 insulation options
- Fixed collars in 6", 8", 10", 12", 14"
- Non-collar models for use with separate 5400 Series snap-in collar
- Ships one per box for maximum protection

For a complete description of options, specifications, and performance data, download the product data sheet from the Continental web site. Pricing is available on the product web page (authorized distributors with login privileges only) or in the new *GRD Condensed Catalog & Price List* (see related story, page 4).

New GRD Condensed Catalog & Price List

For 2008, we've produced new List Price books for our grilles, registers, and diffusers.

We refer to the new version as a *Condensed Catalog & Price List* because of its user friendly nature and brief descriptions and photos for all product series.

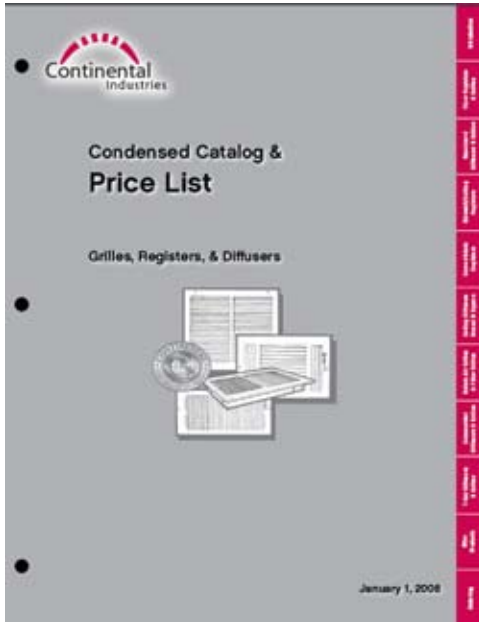
Our popular competitive cross reference tables are back as are the tabbed edges for easy navigation.

But the design also has a number of new features. There are visual icons for quick identification of product application and construction material. There are new products and products launched since the last price book. For the more popular products we've also added new order quantity suggestions to make full pallets or layers thereof. This information can aid your inventory management and help protect against shipping damages. Finally, the Terms & Conditions of Sale now carries our official product warranty statement (previously unpublished).

Still, it is a condensed catalog so full product performance data is not included. You can find this data on individual data sheets on our web site and in the full catalog (also slated for updating in 2008).

An electronic version of the *Condensed Catalog & Price List* is available for download on our web site (for authorized distributors with login privileges). Your Continental Sales Manager or Customer Service representative can help you get hard copies.

As a final note, you may find the document to be a useful handout for your contractor customers. With List Pricing used, you can simply convey to them an appropriate discount from List.



Meet Carol Gross— Customer Service Representative

The latest addition to our Customer Service team is Carol Gross. Carol comes to Continental with an extensive background in inside sales and field sales. This sales experience spans a number of industries including telecom and health products, radio advertising, computers and peripherals, automotive chemicals, van conversions, recreational vehicles, and not-for-profit agencies.

Two key skills distinguish her performance: servicing accounts with a consultative approach and a perseverance in problem-solving. Both of these skills, together with her experience and Ohio State University education, will help her ensure your continued satisfaction with Continental.

You can reach Carol via email (cgross@continentalindustries.com) or her direct line (574.970.5319).



HARDI Members—Take Note

We like to think we keep you fairly informed about Continental through the pages of this newsletter. Despite that, one of the industry media publishers has chosen to provide you further insight into our company.

HVACR Distribution Business, the official publication of HARDI, has chosen to spotlight Continental Industries in the March 2008 edition!

You're sure to get the inside scoop on our commitment to American manufacturing excellence. Until then, we'll keep you in suspense!



**See us
in the March issue!**

Is Continental Green?

We've been receiving some questions regarding the "greenness" of Continental Industries. Likewise, we have to assume that many of you are receiving inquiries from your customers regarding the environmental sustainability of product lines that you carry.

So, is Continental green? There is no straightforward "yes" or "no" answer to this question. Either answer, without background context, would be misleading.



Green initiatives are both emerging and broad in scope. Let's break it down in terms of green buildings and green building products:

Green Buildings

The goal of building green is to create environmentally sustainable buildings—theoretically zero impact homes or commercial/institutional properties.

The leading system for evaluating the environmental sustainability of buildings is the LEED system from the U.S. Green Building Council (USGBC; www.usgbc.org). LEED is a voluntary rating program for new construction (LEED-NC), existing buildings (LEED-EB), portions thereof, or particular types of buildings. While initially focused on commercial construction, more recently the USGBC has also issued standards related to homes (still in Pilot phases).

The caveats and particulars differ between the various LEED rating systems. Generally, however, the systems look at the following major areas and award points to the construction project based on these areas:

- Site Selection/Location
- Water Efficiency
- Design Innovation
- Energy & Atmosphere
- Indoor Environmental Quality (IEQ)
- Materials and Resources

As points accumulate, the building can be awarded levels of recognition such as Silver, Gold, and Platinum. Generally, those of us involved in the HVAC arena can contribute to LEED points in terms of the Energy & Atmosphere and IEQ sections.

Green Building Products

As the demand for building green has grown, so has the demand for "green products." It is important to understand that no Continental products, nor ANY competing products, are certified as green. The USGBC does not certify products at all.

There are other organizations focused on certifying green products (such as Greenguard, Green Seal, and EcoLogo). However, NONE of these programs are designed to certify any HVAC components with the exception of a few types of powered equipment which can earn the EPA's Energy Star certification.

As a manufacturer, we have to be especially sensitive to "green-washing." This term refers to exaggerated claims about the environmental sustainability of products. We do not wish to make any unsupported claims regarding the "greenness" of our products.

Suffice it to say, that we strive to be good stewards of resources made available to us. The materials we use in manufacturing are inherently recycled. For example, steel, by its nature, has at least 20% recycled content. By the same token, we recycle scrap metal, wood pallets, cardboard packaging, etc. and use such material to the extent possible.

Still, the individual products that we produce are not, and cannot be, certified as green by any current system or organization. The proper use of our products, however, can help the entire mechanical system achieve both LEED points and, more importantly, improved energy efficiency and indoor air quality.

We will continue to seek environmentally responsible methods of delivering products to you. Likewise, we'll continue to explore the potential greening of Continental products.



Law & Order: HVAC

And now, for news of the criminally stupid.

You've seen it in countless action films and television shows: building access or escape by would-be criminals through the air distribution system.

Apparently not recognizing fiction when they see it, some criminals do actually try it. Here are a couple of recent examples:

Girona, Spain

On January 3, 2008 the local police force, the Mossos d'Esquadra, recovered both a suspect and his attempted bank robbery stash of 74,000 Euros. The suspect, Juan B.S., 30, was found hiding in the bank's air conditioning system.

He apparently has a previous arrest record so we can assume he's tried this before or some other equally productive escape plan.

Meanwhile, his accomplice was still at large, having escaped through the bank's bathroom. (So, if HVAC isn't the answer maybe plumbing is!)

West Valley City, Utah

Here, another misguided 30-year old tried escaping FROM CUSTODY using the air ventilation system.

The suspect was to appear in a court case when authorities learned that there was an outstanding arrest warrant for him. After being handcuffed and placed in a holding cell, he managed to slip one hand out of the cuffs and subsequently crawled into a 2X2 grille opening.

His freedom was short-lived, however, when he was discovered a few minutes later. Chalk up another charge for attempted escape!

Closing Line

I love deadlines—especially the swooshing sound they make as they fly by.

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Climate Change