



*Because Everyone  
Needs to Vent™*  
an air distribution graphic novel

Starring  
Jill the Contractor





100 West Windsor Avenue • Elkhart, Indiana 46514

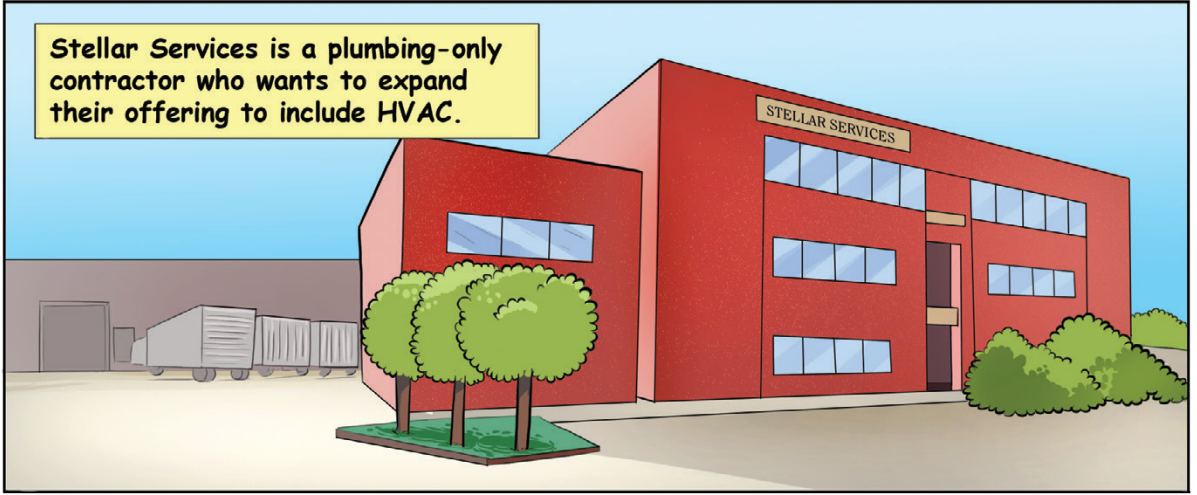
Toll Free Ordering: 800.735.5272

Direct: 574.262.4511

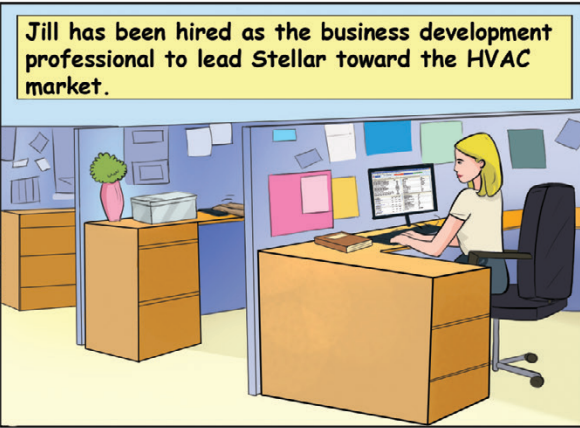
Fax: 574.262.2075

[www.continentalindustries.com](http://www.continentalindustries.com) • [info@continentalindustries.com](mailto:info@continentalindustries.com)

Stellar Services is a plumbing-only contractor who wants to expand their offering to include HVAC.



Jill has been hired as the business development professional to lead Stellar toward the HVAC market.

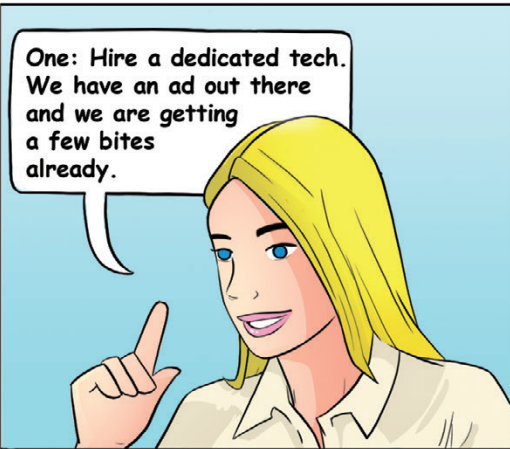


Where do we stand, Jill?

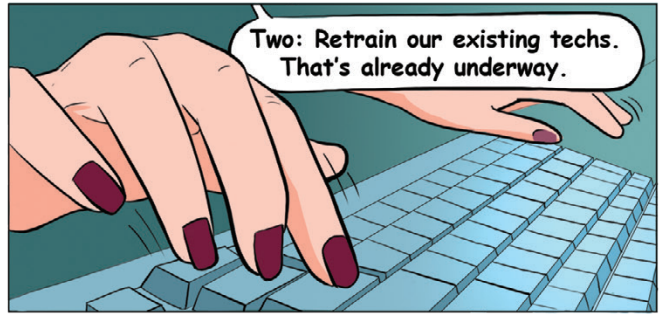
Three priority areas.



One: Hire a dedicated tech. We have an ad out there and we are getting a few bites already.



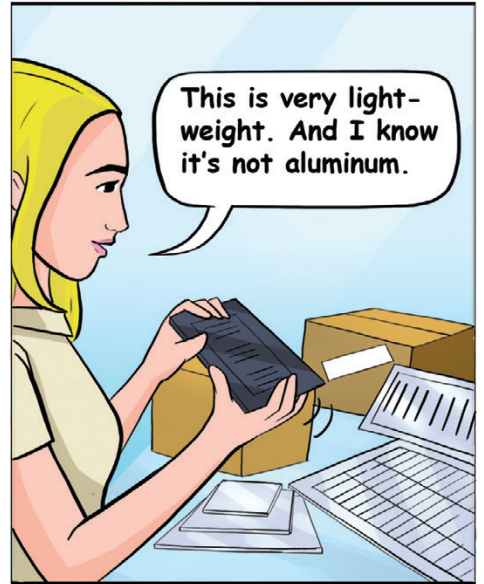
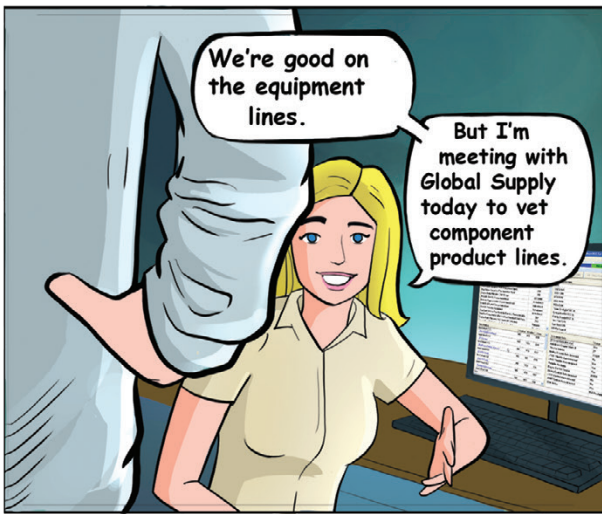
Two: Retrain our existing techs. That's already underway.



So, what's next?

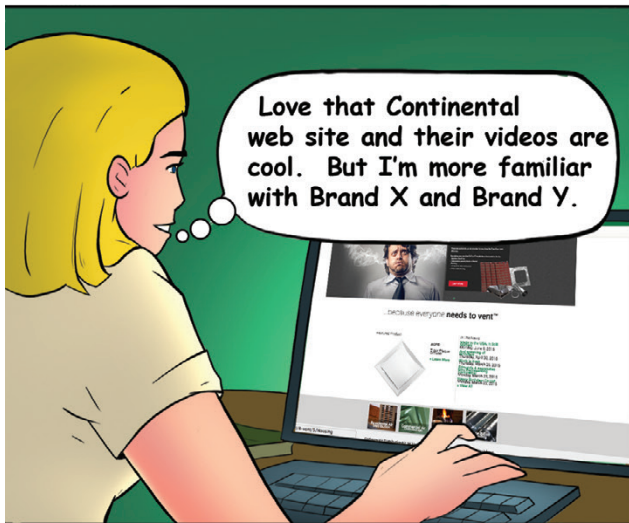
And three: Qualify the suppliers based on my comprehensive list of common items we'll need to purchase.

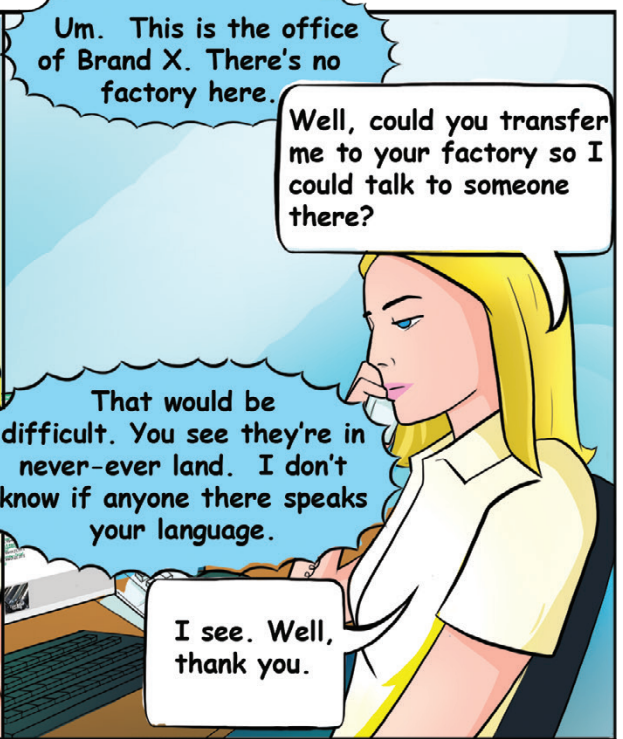
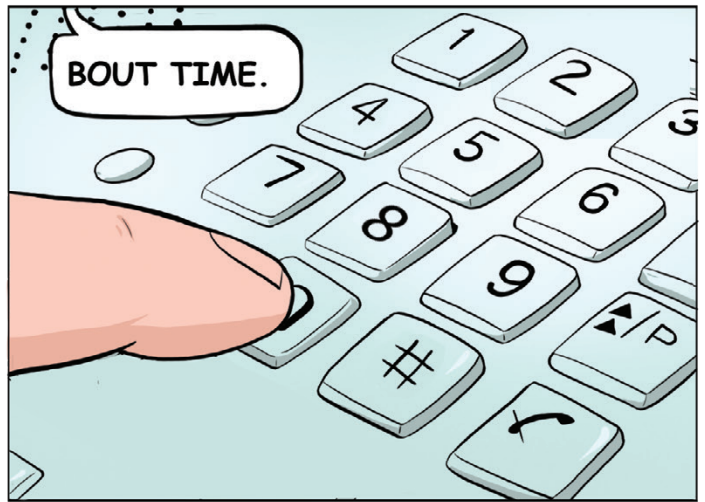


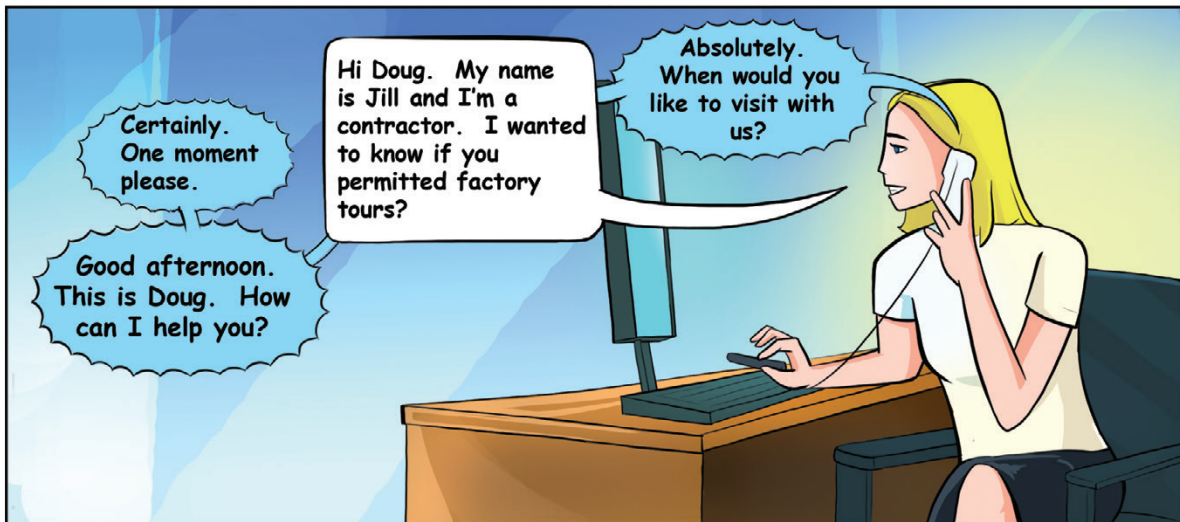




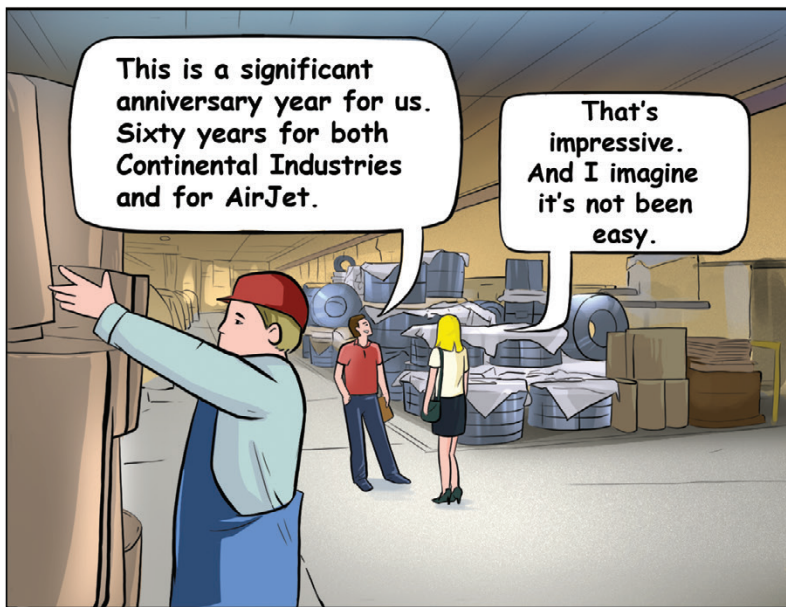
Back at her office . . .







Sometime later at the Indiana headquarters of Continental Industries . . .





We can finish products in brown, white, and black. And for extruded aluminum products, we offer an unfinished mill.



Could I see one of those registers before it's wrapped?

Sure.



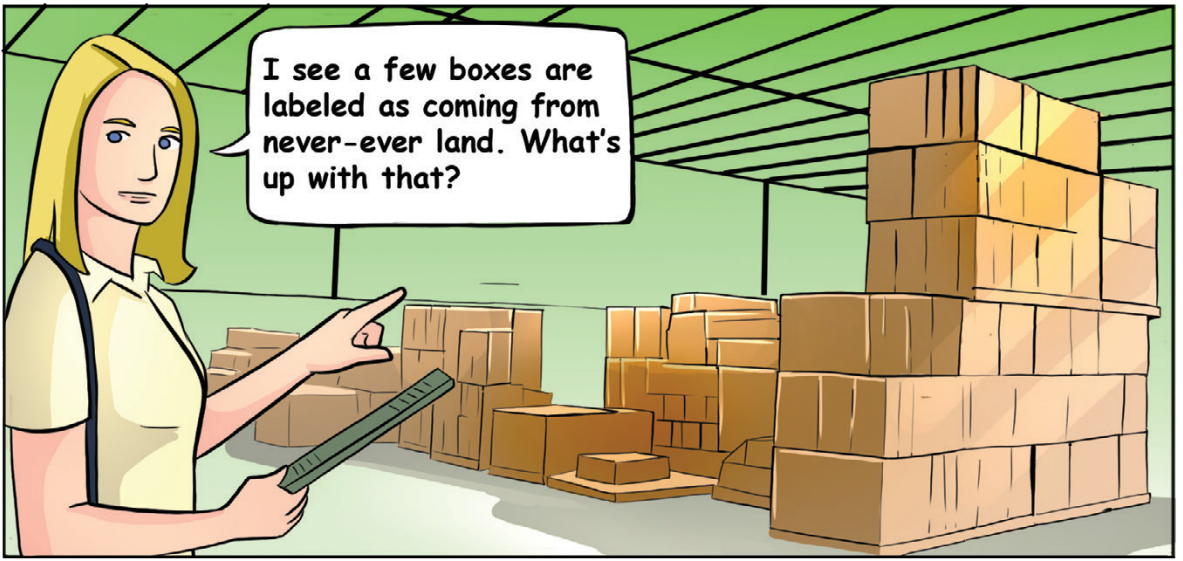
Nice. One piece collar for rigidity. Smooth to the touch. And I like the weight.

And notice the spring-loaded damper. No rattling registers here.

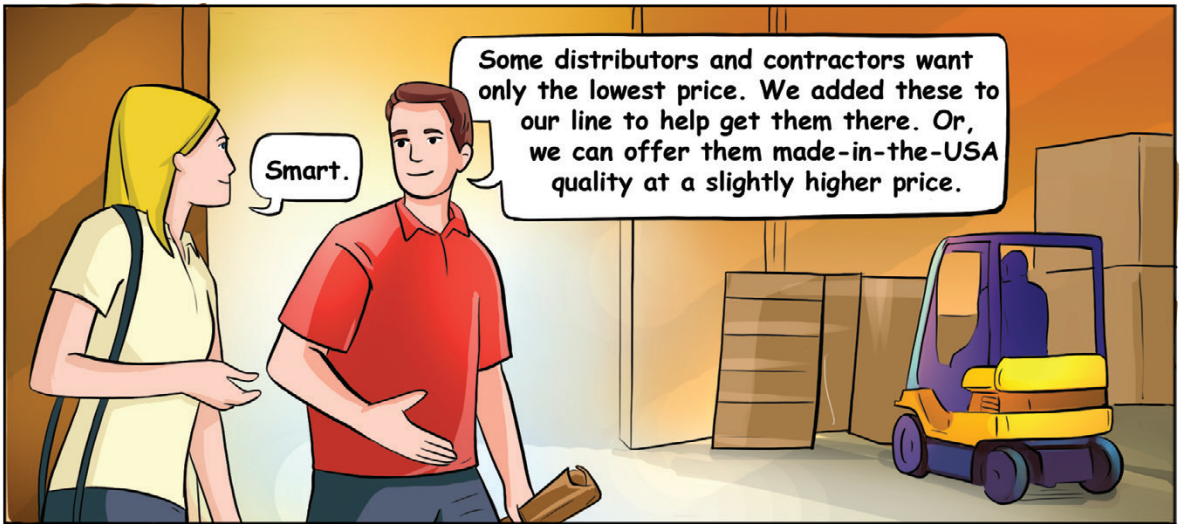


Our shipping department. Next stop: your favorite supply house.





I see a few boxes are labeled as coming from never-never land. What's up with that?



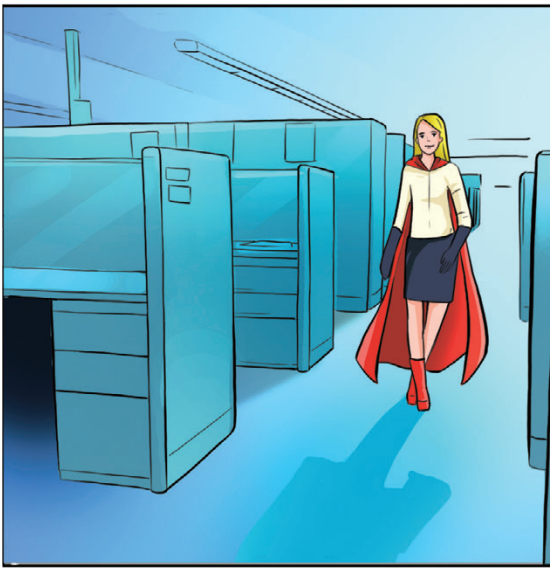
Smart.

Some distributors and contractors want only the lowest price. We added these to our line to help get them there. Or, we can offer them made-in-the-USA quality at a slightly higher price.

Back home, Jill's product choices are finalized and Global Supply has added Continental to their line. Stellar Services' new HVAC sales are soaring.

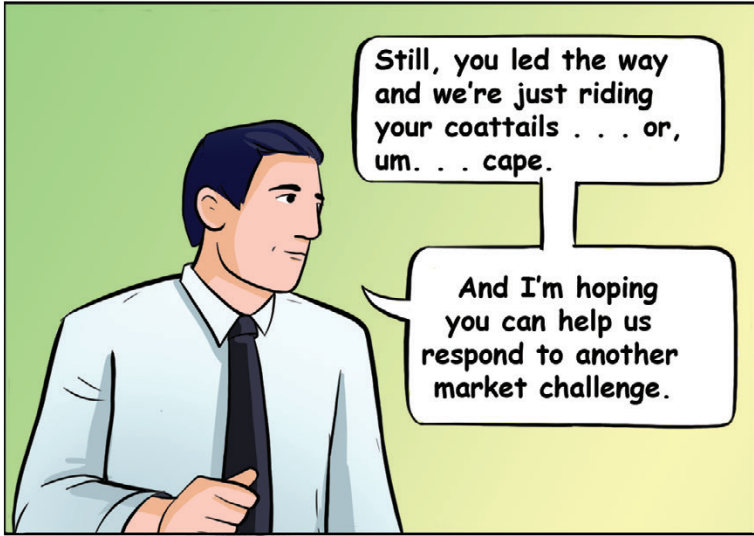


This job sure has gotten a lot more enjoyable by adding these HVAC services. That Jill's a real hero.



Jill, I gotta tell ya. You've exceeded all my expectations.

Thanks boss. But it's a team effort all the way. Great products, great suppliers, great techs, great customers . . .



Still, you led the way and we're just riding your coattails . . . or, um. . . cape.

And I'm hoping you can help us respond to another market challenge.



What's that?



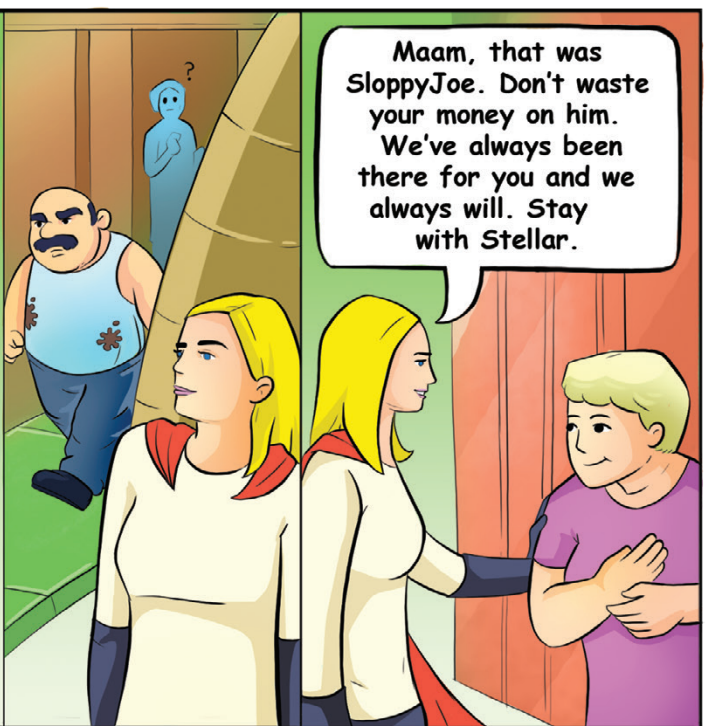
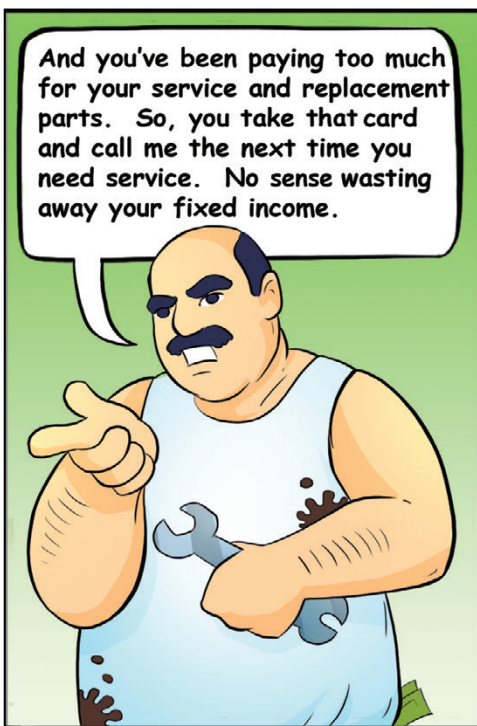
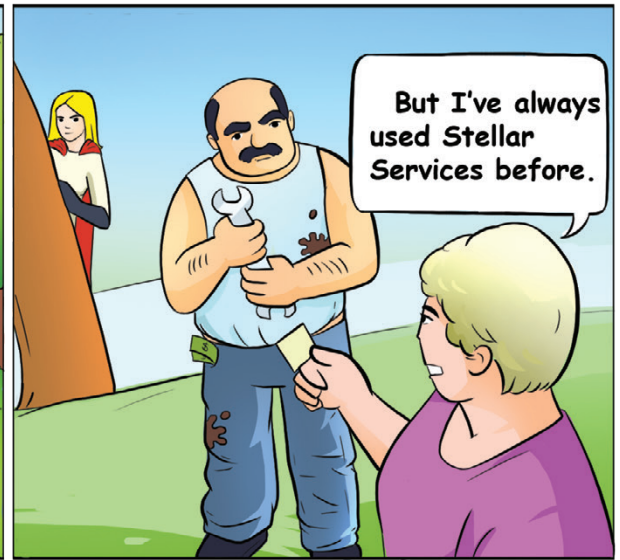
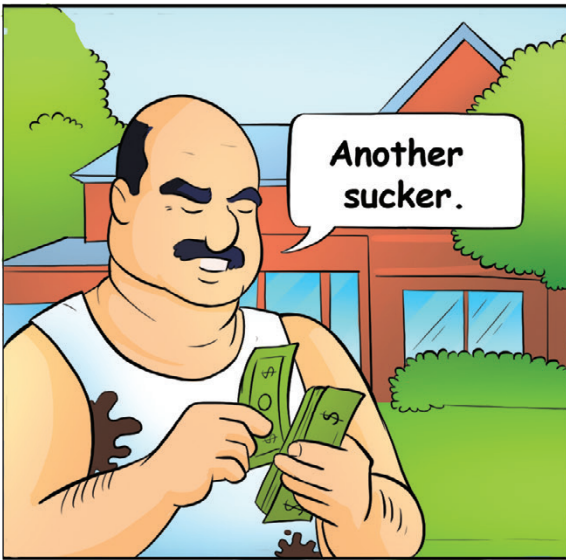
There's a threat we need to deal with: SloppyJoe and his contracting services. He seems to be one-man wrecking crew and has started to steal away a few customers.

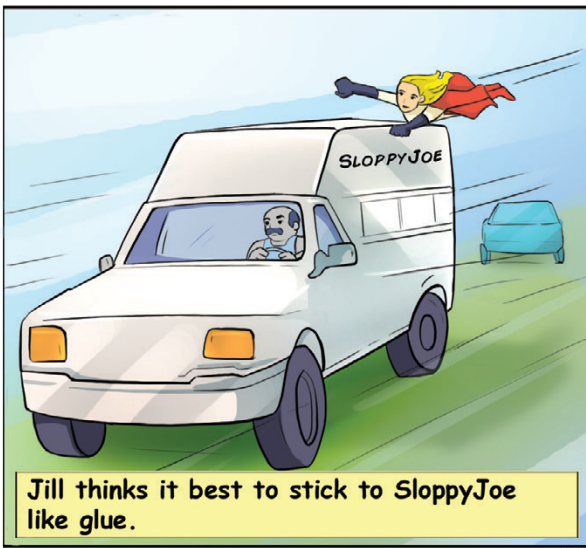


He's got cheap products and does shoddy workmanship. But he's pricing us out among some customers.



Then all we have to do is follow him around and pick up the customers he leaves in his wake.



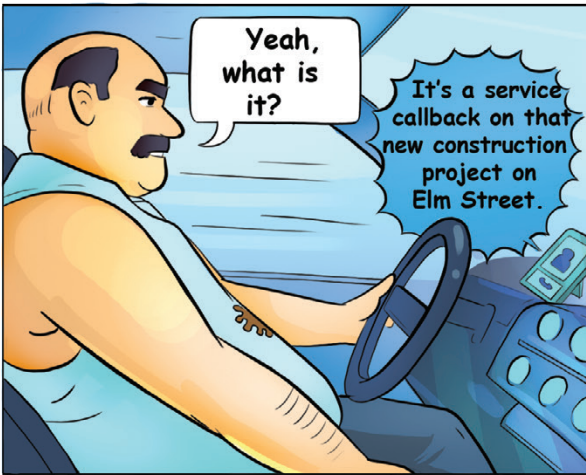


Jill thinks it best to stick to SloppyJoe like glue.



That's the office calling.

Guess I better take it.



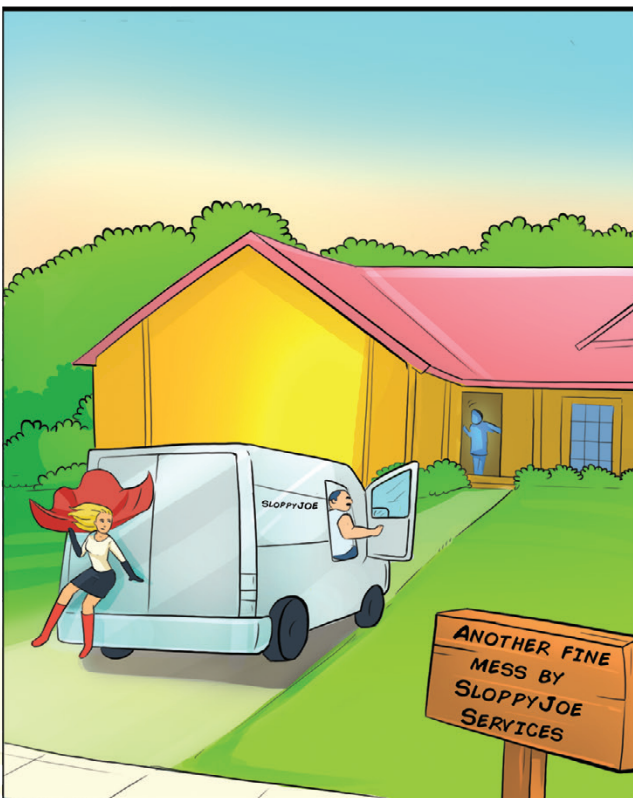
Yeah, what is it?

It's a service callback on that new construction project on Elm Street.



We already lost our shorts on that deal. What could it be now?

Dunno, but you better get over there before they call someone else.



These rattling registers are driving me **CRAZY!!!**

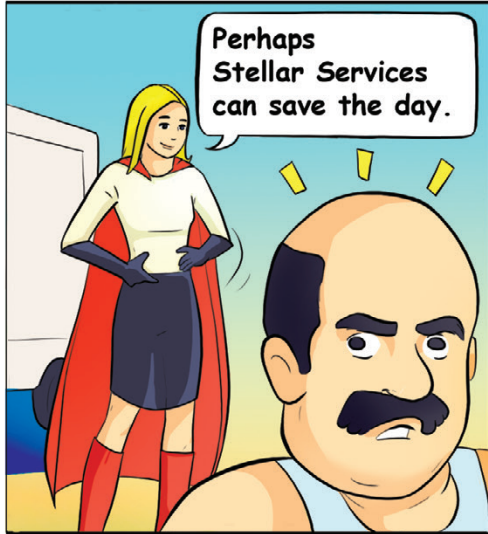


As Continental would say 'everyone needs to vent.'



But those were the cheapest ... er, I mean best air outlets I could get.

Well then we have a **SERIOUS** problem!



Perhaps Stellar Services can save the day.



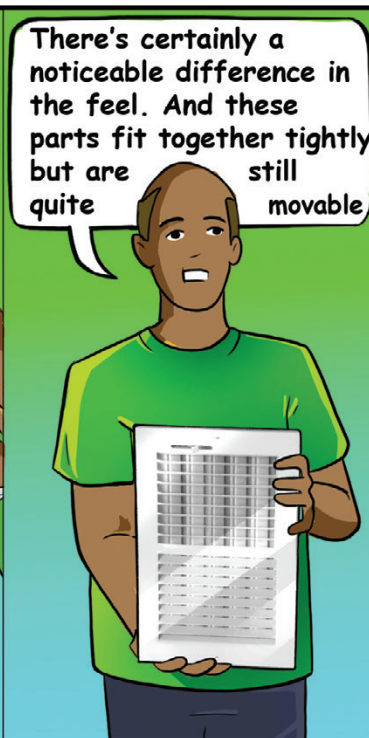
Jill! What are you doing here?



It's called properly serving the customer. Watch and learn.



It's sounds like you need quality, American-made products for your home. Take a look at this.



There's certainly a noticeable difference in the feel. And these parts fit together tightly but are quite still movable.



So, would you pay a few more cents for some peace of mind and quiet operation?



ABSOLUTELY!

You're out . .



. . . and you're in.



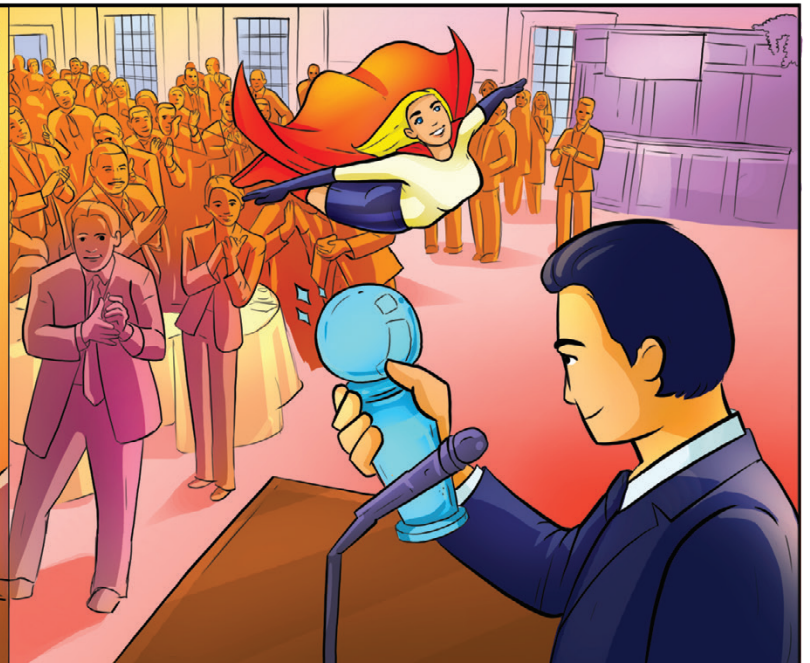
This marked the beginning of the end for SloppyJoe.



After some time . . .

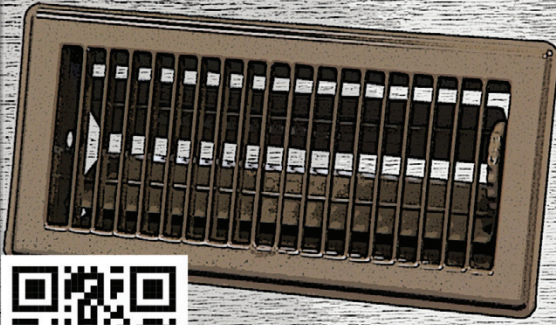


She saved our company. She saved our customers. She saved the day. Let's give it up for our employee of the year: Jill!



# Our Product Line

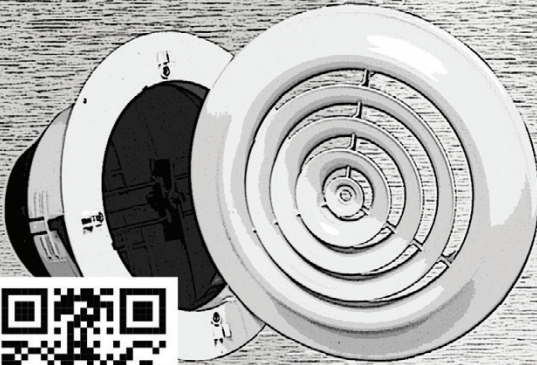
Residential Floor, Toe Space,  
& Baseboard



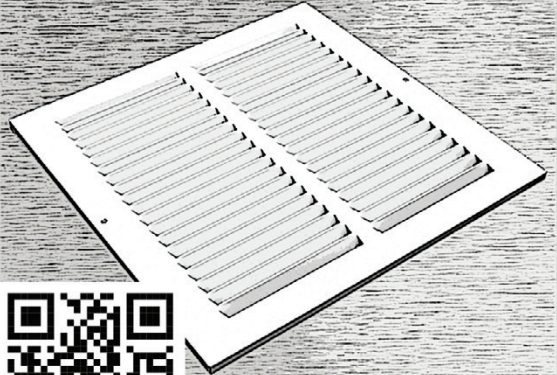
Residential Sidewall or Ceiling



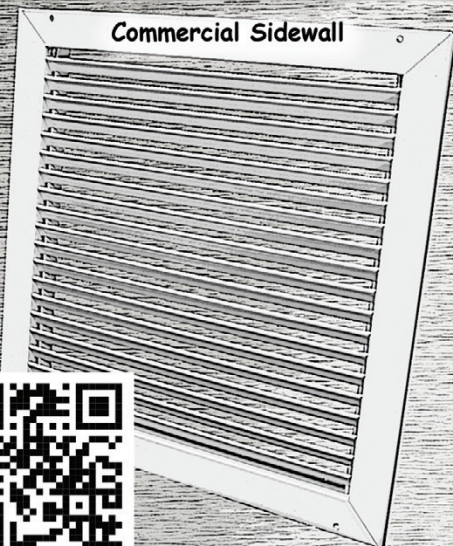
Residential Ceiling (Round & Square)



Return Air Grilles & Filter Grilles



Commercial Sidewall



Commercial T-bar (Lay-in)

