

The **PRO**Claimer

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TIME IS ON YOUR SIDE

Is a phrase seldom used in or near hospitals, but it couldn't have been more accurate when referring to Tobey Sheet Metal's duct installation on the new Payson Center for Cancer Care at Concord Hospital in Concord, NH.

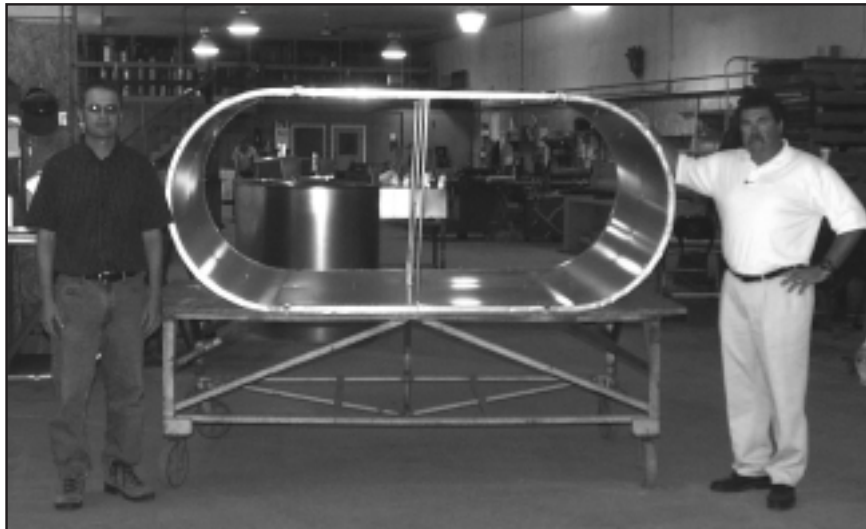
Although Tobey Sheet Metal's efficient manufacturing and installation process may have been a surprise to the engineers and owners, it was no surprise to the employees at Tobey Sheet Metal.

Tobey Sheet Metal has been manufacturing and hanging ductwork since 1974. Their knowledge provided them with the experience they needed to handle the Payson Center. This new account would prove to be both a large and complicated project. The ductwork had to be able to withstand up to 10" W.G. and be able to sustain an operating pressure of 3" - 6" W.G. The system's design incorporated rectangular and oval ductwork with some oval sections measuring 96" wide, 36" high and 4' in length. The owner required the mechanical system to be inexpensive, installed quickly, and be integrated with several other mechanical systems.

Tobey Sheet Metal worked closely with Gilles Dionne, from Homan's Associates and Mike Florian of Ductmate Industries, Inc. to determine which products could make them competitive in the bidding process, while also allowing the job to be completed ahead of schedule. After reviewing the performance specifications and product options, Tobey Sheet Metal decided to use Ductmate

Access Doors, Connectors, and Accessories from local distributor, Homan's Associates.

Tobey Sheet Metal's President, Dana Tobey, had this to say when comparing the Ovalmate connector to other more traditional oval connection systems such as welded angle and companion angles. "The Ductmate's Ovalmate connectors reduced fabrication and installation time, both in the shop and on the job site. The connectors also allowed us to reduce material costs



through the reduction of reinforcing materials and mid-span reinforcements. The Ovalmate connectors were able to withstand 10" positive pressure while presenting a nice, clean, professional appearance."

Tobey combined its knowledge and expertise with an award winning team consisting of T.R.O. Architects and Engineers, Granite State Plumbing and Heating and Gilbane Construction Managers. The team worked well together and was able to bring the job to completion ahead of schedule.

*The
Quote
For
Today*

PERSISTENCE

It's not whether you get knocked down, it's whether you get up.

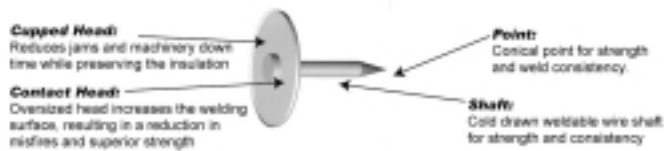
--Vince Lombardi

NEW PRODUCTS FROM DUCTMATE

Weld Pins

Premium quality weld pins for resistance welders are now available from Ductmate in lengths of 1/2", 3/4", 1", 1 1/8", 1 1/2" and 2".

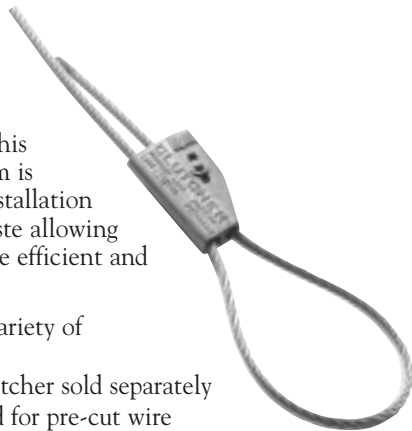
- Can be used with a variety of machines
- Unmatched product consistency
- Superior design reduces jams and misfires
- Superior weld strength
- Conveniently packaged in cartons or 5-gallon pails
- Designed for complete sheet to pin fusion



Clutcher

Ductmate introduces the Clutcher to its offering of Wire Rope Hanging products. This Patent Pending system is designed to reduce installation time and material waste allowing contractors to be more efficient and profitable.

- Can be used on a variety of mechanical systems
- Wire Rope and Clutcher sold separately
- Eliminates the need for pre-cut wire
- Easily adjust height without the use of tools
- Tapered bore for fast and easy installation
- Extremely strong with a 5:1 safety factor
- Packaged in informative boxes
- Available in a variety of sizes for every application



Wire Rope

Spoiled wire rope is now available from Ductmate for use with Ductmate Clutcher and EZ-Lock systems. Ductmate Wire Rope is available in two different configurations to meet almost every specification.

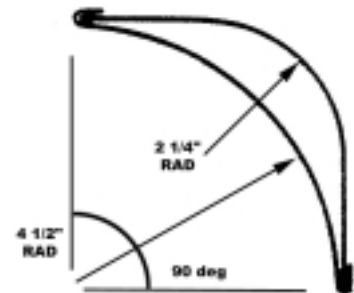
- Aircraft quality
- Zinc Coated
- Superior Strength
- Corrosion resistant
- Available in a variety of strengths and lengths



Acoustical Vane

Ductmate is proud to announce that it has added Double Wall Acoustical Vane to its complete line of turning rail and vane products. Ductmate's Acoustical Vane was specially designed for projects that demand quiet operating systems.

- Dimpled seam for superior strength
- Manufactured with 1.3 lb. insulation
- Consistent product quality
- Available in specialty metals



EZ-Lock

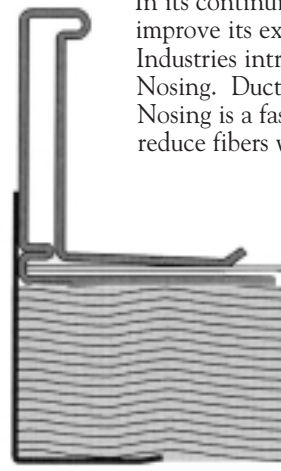
Ductmate's one of a kind EZ-Lock Beam Clamp for wire rope will surely be a hit. This Patent Pending product allows for quick and easy adjustments in height, while offering a 5:1 safety factor for increased peace-of-mind.

- Can be used on a variety of mechanical systems
- Wire Rope and EZ-Lock sold separately
- Can be used with our without pre-cut wire rope
- Easily adjust height with out the use of tools
- Eliminates the need for time consuming threaded rod



Press-On Bull Nosing

In its continuing effort to review and improve its existing products, Ductmate Industries introduces its new Press-On Bull Nosing. Ductmate's new Press-On Bull Nosing is a fast and effective means to reduce fibers within the air stream of insulated ductwork.



- Double sided adhesive gasket for fast application
- Helps protect insulation from being torn or damaged
- Available for 1", 1 1/2", 2" insulation
- Consistent product quality

DON'T FORGET THE QUIET ONES!

Customer surveys may call attention to problems only after the fact, and ongoing demands from new and vocal customers may drown out a loyal, but silent, majority. How can you meet their needs?

The Kansas City office of Harte-Hanks Communications, a provider of database marketing systems, listens to the silence. This \$30-million business unit formally reviews its stewardship of each account once a year. All personnel on an account discuss all aspects of serving that client. "The process is effective at uncovering areas where we could do better," says Henry Lammers, vice-president of marketing. "We have time to improve before the customer complains or leaves." For example, a review of the Similac infant formula account led to the addition of Internet access for customer service. Sometimes account reviews reveal cross-selling opportunities.

Harte-Hanks' annual reviews also allow employees to identify their favorite (and least favorite) aspects of working on an account. When possible, they adjust work to accommodate employee preferences. After all, happier employees are an important step toward happier clients.

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CUTTING A NEW DEAL

Recruiting new customers is expensive. That's why Ron Provenzano, co-owner of \$5.2-million Zano's Hair Design, in Naperville, Ill., finds it more profitable to recover lost customers.

Each day Provenzano prints a list of customers who have not visited the salon in four months. Employees call these previous clients to schedule an appointment. Dissatisfied customers are invited back for a complimentary cut and style and are also given a multiple-discount voucher to encourage return visits. "Customers are more likely to give you a second chance if they know you are concerned about them and will listen to them," Provenzano says. "If you get customers to come back more than once, they can be yours forever."

The call is worthwhile, even if the customer doesn't return. Zano's uses the call to find out why these people left and which salons they have switched to. "Calling is not always pleasant, but it's an opportunity to learn about what's happening in the business," says Provenzano. The lessons learned help to keep current customers satisfied. "Little extras--offering a cappuccino, giving a neck massage after a stressful day, or walking someone to his or her car under an umbrella when it's raining--make a difference," Provenzano says.

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LABEL US METICULOUS

When work orders don't reflect customer needs, product rejection rates rise. Unfortunately, customers don't always have the technical knowledge to convey precise product specifications. At Ampersand, a custom-label company, located in Garden Grove, California, a client who orders cake labels, but neglects to mention a flash-freezing process, could end up buying labels with an adhesive guaranteed to fail in that application.

Ampersand's solution is improved communication with customers by making the order confirmation process a meaningful exercise. Instead of sending out a superficial order confirmation for "peach

Improved communication

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shampoo labels" that arrives after the product has been shipped, vice-president Paulette Carnes faxes order confirmations with all necessary job specifications, such as adhesives, substrates, and machine applications. A support person calls the client every 24 hours until the details are reviewed.

Customers must sign off on the confirmation order, which forces them to stop and think about all aspects of the job. To save time, they don't have to create a separate purchase order--they simply write the P.O. number on their order confirmation.

First-time customers sometimes think, "Why do you guys keep sending paperwork and calling?" But, says Carnes, Ampersand catches potential errors all the time, and new customers soon learn that this process is in their own best interest. Ampersand's material rejection rates are less than 0.5%--compared to an industry average of 3%. And the extra communication and reduced errors build long-term relationships.

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Hang mechanical systems 10 times faster.



CableMate™ gives you the speed to do it.



Clutcher™ - Spooled wire rope and hand-adjustable cable-locking mechanism



E-Z Lock™ - Beam clamp with integrated, hand-adjustable cable-locking mechanism



Gripple® Hangfast - Precut wire rope loop system with cable-locking mechanism

Hang mechanical systems using outdated technology can really bog down your project. Hoisting heavy threaded rod, cutting, filing, and driving countless nuts chews up labor hours and eats into your profits. Not to mention the potential hazards of handling these materials high above the work site floor. But with Ductmate CableMate, you can put the past behind you and install mechanical systems up to 10 times faster.

CableMate is Ductmate's revolutionary new line of easy-to-install wire rope hanging systems. Lightweight wire cable can be cut to length at the installation point, or prepackaged to length. Locking mechanisms can be hand or key adjusted, and offer permanent grip under load. And despite the ease of installation, CableMate gives you all the strength of traditional hanging systems.

Find out how you can improve your hang times with CableMate wire rope hanging systems. Call Ductmate at 1-800-245-3188 or visit our Online Information Center at www.ductmate.com.

- **Faster Installation:** Installs up to 10 times faster than threaded rod
- **High Strength:** 5:1 safety factor when used with Ductmate-approved wire rope
- **Safer Handling:** Eliminates handling of heavy steel rod above job site floor
- **Easy Customization:** Wire rope can be cut to any length at installation point
- **Greater Versatility:** Anchor point can be up to 60 degrees off vertical
- **Professional Appearance:** CableMate systems offer clean, neat finish
- **Lighter Weight:** Wire rope offers substantial weight savings over threaded rod