



# CONSTRUCTION & TOOL BRAND PORTFOLIO



2.21.22

# WE'RE A DESIGN/BUILD MARKETING COMMUNICATION FIRM

Geile/Leon has a long legacy of working with companies representing all facets of the construction industry including design-build firms, HVAC companies, tool companies, trade schools...you name it. **We design the campaigns for clients that truly build their brands.** Our client engagements have included branding/re-branding assignments, new product/service line rollouts, safety campaigns, diversity campaigns, creative assignments, and public relations. It's fair to say that **EVERYTHING we do starts with a brand challenge that needs to be solved!**

We have included some information about our **branding and re-branding processes** as well as **some of the work we've done for brands in the category.**

# *Dynamic* BRANDING

The logo for Geile/Leon, featuring a stylized 'G' and 'L' intertwined within a circle.

GEILE/LEON

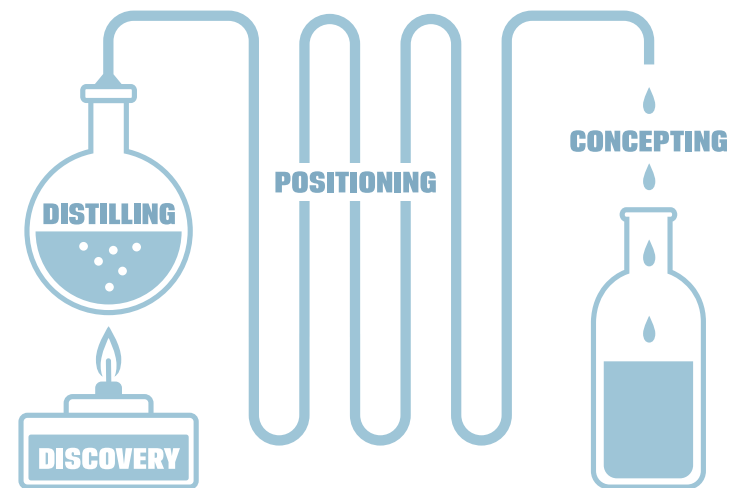
DYNAMIC BRANDS ARE DEFINED AS BRANDS THAT SHOW CHANGE AND FLEXIBILITY THROUGHOUT EVERY STAGE OF THEIR BRAND LIFE CYCLE. THESE BRANDS HAVE ONE ATTRIBUTE IN COMMON — **RELEVANCY**. THEY UNDERSTAND THEIR CUSTOMER AND WHEN MARKETS CHANGE FOR ANY REASON, THESE BRANDS ADAPT AND REMAIN RELEVANT. THEY STAY CLOSE TO THEIR CUSTOMER AND THE MARKETS THEY SERVE AND DON'T LOSE SIGHT OF CHANGING CONSUMER BEHAVIORS OR CHANGING MARKET CONDITIONS. AT G/L, WE WANT TO HELP EVERY BRAND WE WORK WITH BE A DYNAMIC BRAND AND CONSIDER OUR BUSINESS MODEL TO BE **A DYNAMIC BRAND-DRIVEN AGENCY**.

TO HELP BRANDS ACHIEVE BRAND RELEVANCE, WE HAVE DEVELOPED TWO DYNAMIC BRANDING OFFERINGS: **DISTILLED THINKING AND BRAND REFINING**. HERE IS A DESCRIPTION OF EACH AND HOW THEY ARE BEING APPLIED TO OUR CLIENTS AND THE BRAND CHALLENGES AND OPPORTUNITIES THEY FACE:

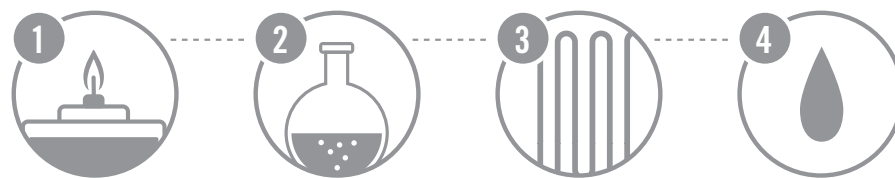
# DISTILLED THINKING™

## IDEAL APPLICATIONS:

Development of new brands, complete brand overhauls, corporate/organization positioning



In the liquor business, distilling is the process of getting to the essence of a bourbon or vodka by eliminating the impurities to achieve a high-quality liquor. **Distilled Thinking™ is our time-tested process for helping clients discover their brand voice and identity by getting to the essence and core of their “unique claim of distinction.”** This four-step process helps bring clarity to your brand message and digs deep to discover that nugget of truth that truly differentiates and makes your brand relevant in the mind of your internal and external audiences.

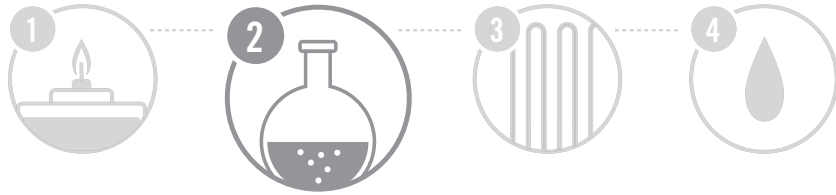




## STEP ONE: DISCOVERY SESSION

Our typical branding session lasts four hours and is a process of distilling information. We start with discovery: uncovering facts — lots of them. We will spend one-and-a-half to two hours listing facts about the company, its products and people. After that, we eliminate those facts that are not possibly unique. **Ultimately, we identify those USP's that are absolutely unique to your organization — meaning no one can own and deliver this brand positioning better than you.**

Preparation for the session is minimal. It is and should be a very casual half day ...and for good reason. We want interaction. We want the stories of the past — both glory and horror stories. We want everyone to be comfortable with giving personal accounts and opinions. **Keep in mind that we're looking for the personality — the essence of the company — and much of it is hidden in the personalities gathered and stories shared in the room.**

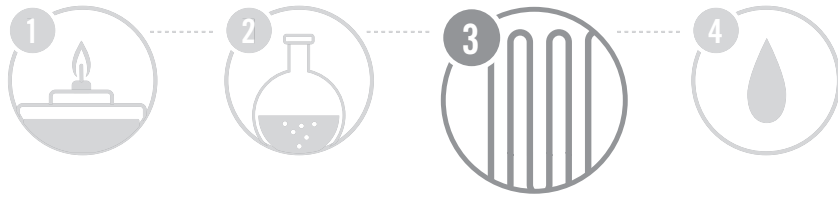


## STEP TWO: DISTILLING/BRAND POSITIONING DEVELOPMENT

After the Discovery Session and with the distilled information in hand, we take it and begin to distill it down into an overall brand positioning statement, which serves as the blueprint from which all internal and external communications flow. **G/L believes that every brand positioning statement must meet the following criteria:**

- **Must be ownable:** none of our competitors can deliver this positioning better
- **Must be believable:** it's more than words, and the organization has tangible supports that they deliver on this brand claim
- **Must be relevant:** the statement or declaration must evoke an emotional connection with the audiences
- **Must be timeless:** the brand position must be able to stand the test of time

**G/L will also conduct a competitive positioning audit to help determine any weaknesses/gaps that your brand might be able to capitalize on.**



### STEP THREE: DESIGNING THE ARCHITECTURE

Once a brand positioning statement is approved, a comprehensive brand positioning statement will be developed. This document serves as a roadmap for all marketing, communications, sales and recruitment messaging and will be useful to everyone in the organization – ensuring a collective understanding of the brand and a consistent expression of the brand message across all channels. It includes:

- **Master brand positioning**
- **Key messaging that supports the brand position**
- **Brand essence**
- **Brand promise**
- **Master employment message**
- **Boilerplate statement (for PR releases, sales and marketing content use, presentation use, etc.)**



## STEP FOUR: CAMPAIGN CONCEPTING — BRINGING THE BRAND TO LIFE

### CAMPAIGN CONCEPTING

**Bringing the brand to life is what this stage is all about.**

Up until now we have been primarily addressing messaging, but now we get to the creative and visual expression of the brand. A creative brief is developed, approved by the client and presented to the agency creative team. This is the idea-generation stage, brainstorming imaginative, conceptual approaches that represent the external expression of the brand positioning statement. This is where brand strategy and creativity meld. **The campaign concepts that move forward are powerful, memorable, compelling and painstakingly scrutinized for how well each concept resonates with the brand positioning statement.**

Many times, we are also addressing corporate identity which might entail new logos and a brand style guide.

### OPTIONAL STEP: WHADDAYA THINKING RESEARCH

Voice-of-the-customer research is sometimes required for these types of branding engagements. **It is utilized to help validate the brand positioning statement that has been created to ensure it resonates with the target audience.** It's also used to gauge current brand perceptions and competitive brand perceptions before Distilled Thinking™ begins.

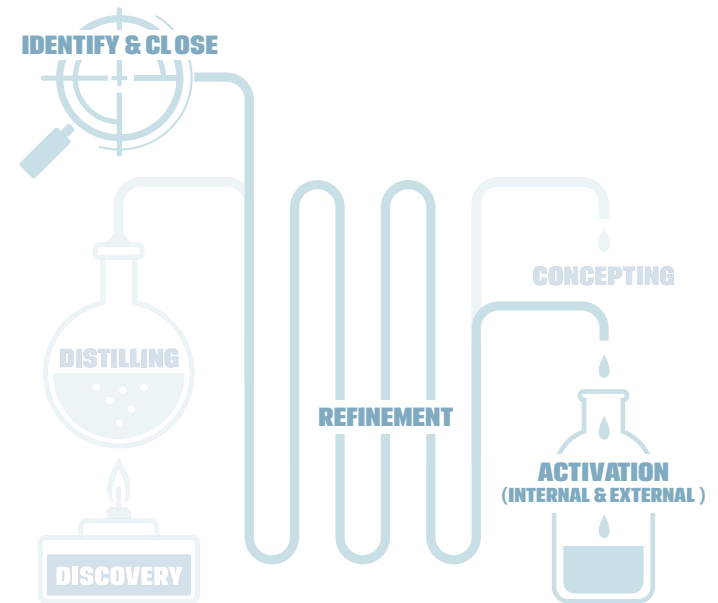
This research is done by our G/L brand team, and the methodology is usually one-on-one interviews either in person or via video/conference calls. **It's very turnkey and normally only requires 8–10 interviews to validate direction.**



# BRAND REFINING

## IDEAL APPLICATIONS:

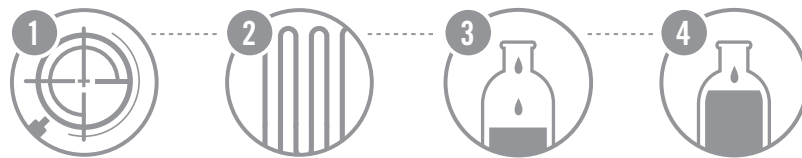
brand refreshes, restaging a brand,  
relaunch of a brand

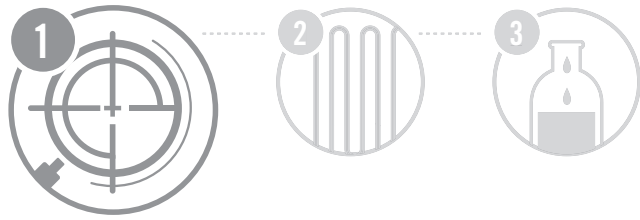


One thing we have learned, especially over our 30 plus years in this business, is that things change constantly. Changes in consumer behavior (most recently caused by the pandemic), changes in corporate vision/leadership (due to mergers, acquisitions, new competitive threats entering a market, etc.) and changes in market conditions can cause brands to fall out of favor and lose their luster.

**Change is reality and the important thing is that marketers monitor the health of their brands to ensure they remain relevant. Why? Because loss of brand relevance can result in loss of customer loyalty and ultimately loss of market share.**

One definition of the word refining is, “improving something by making small changes.” That is what our brand refining process entails. **Brand Refining is our four-step process to help clients identify where a brand has lost relevance and how to help the brand regain relevance.** We’ll look at making modifications to the brand positioning, messaging, visual brand identity, etc.





## STEP ONE: IDENTIFYING AND CLOSING THE BRAND RELEVANCE GAP

In this phase the agency explores with the client why the brand lost relevance. In some cases, clients understand the triggers/causes. If not, **the Geile/Leon “Why you might need a brand refresh” self-evaluation can be a beneficial resource.** Identifying the problem is only the first step, we may need some “voice of the customer” research to help understand what it will take to regain the brand’s luster and relevance with the customer.

**This research is done by our G/L brand team and the methodology is usually 8–19 one-on-one interviews either in-person or via video/conference calls.** It’s very turnkey and is designed to provide directional insight on what needs to be done to implement **a successful brand refresh for the client.** We will explore messaging, brand perception, and product/service enhancements that may need to be done.



## STEP TWO: REFINEMENT PROCESS

With the insights collected and analyzed, G/L brand team will begin working on revising the brand positioning and messaging to **close the relevance gap and to regain the brand's value and uniqueness with the customer**. Sometimes this can be done through words and visuals. But sometimes, it may take changes/enhancements to the actual brand product or service offering. G/L will explore all facets of the brand refresh and present recommendations.



### STEP THREE: ACTIVATION OF REFRESHED BRAND INTERNALLY

**Communicating what has changed with the brand and how we are repositioning the brand to regain relevance** will need to be initially communicated with our internal audiences. This requires key messaging training and an internal communications plan. G/L will develop the internal communications elements and can write the internal communications plan if needed.

### STEP FOUR: ACTIVATION OF REFRESHED BRAND EXTERNALLY

**The final phase is to bring the refreshed brand to the market.** G/L will explore creative campaign concepts and can help in developing the communications plan if needed. Once the new campaign concept is approved and a communication plan is established, G/L can help with all facets of production or partner with client's internal resources to produce the campaign elements.

# CREATIVE WORK



INTRODUCING:

## THE FIRST PERFECT ENGINEERED FLAME

BRACE LIKE A PRO WITH THE NEW PERFECT FLAME™. ITS PATENTED DESIGN ALLOWS THE USE OF PRE-SET FLAME SETTINGS WHEN AND WHERE YOU NEED THEM. THIS SMART TECHNOLOGY ENSURES QUALITY AND CONSISTENCY THROUGHOUT YOUR ENTIRE PROCESS.

Pairing laser in-sight with this unit and America's on-engineered flame, The Perfect Flame's game-changing software captures each operator's "normal" heat and flame settings. This information is loaded on a custom dashboard which allows your engineering and quality teams to produce this information for the first time.

**DEFINE**  
Define the different flames you need for your production with our software.

**ANALYZE**  
Use data generated to compare to the current process data to find the perfect flame for your specific application and operation.

**IMPROVE**  
Make detailed adjustments to the specific application, making up efficiency.

WINNER  
**CHERYL PAXSON**  
LINCOLN ELECTRIC

WHAT'S YOUR FAVORITE WELDING PROCESS?

AC225™ ARC WELDER GIVEAWAY

## BE FITTINGS CHANGE EVERYTHING...

YOU

NO TORCH NEEDED  
NO LEAKS  
NO SAFETY EQUIPMENT

You can be a real hero to your customers. GenLock fittings are specially designed to connect pipes without heat, torch, or safety equipment.





THE ART & SCIENCE OF BUILDING

### THE CHALLENGE

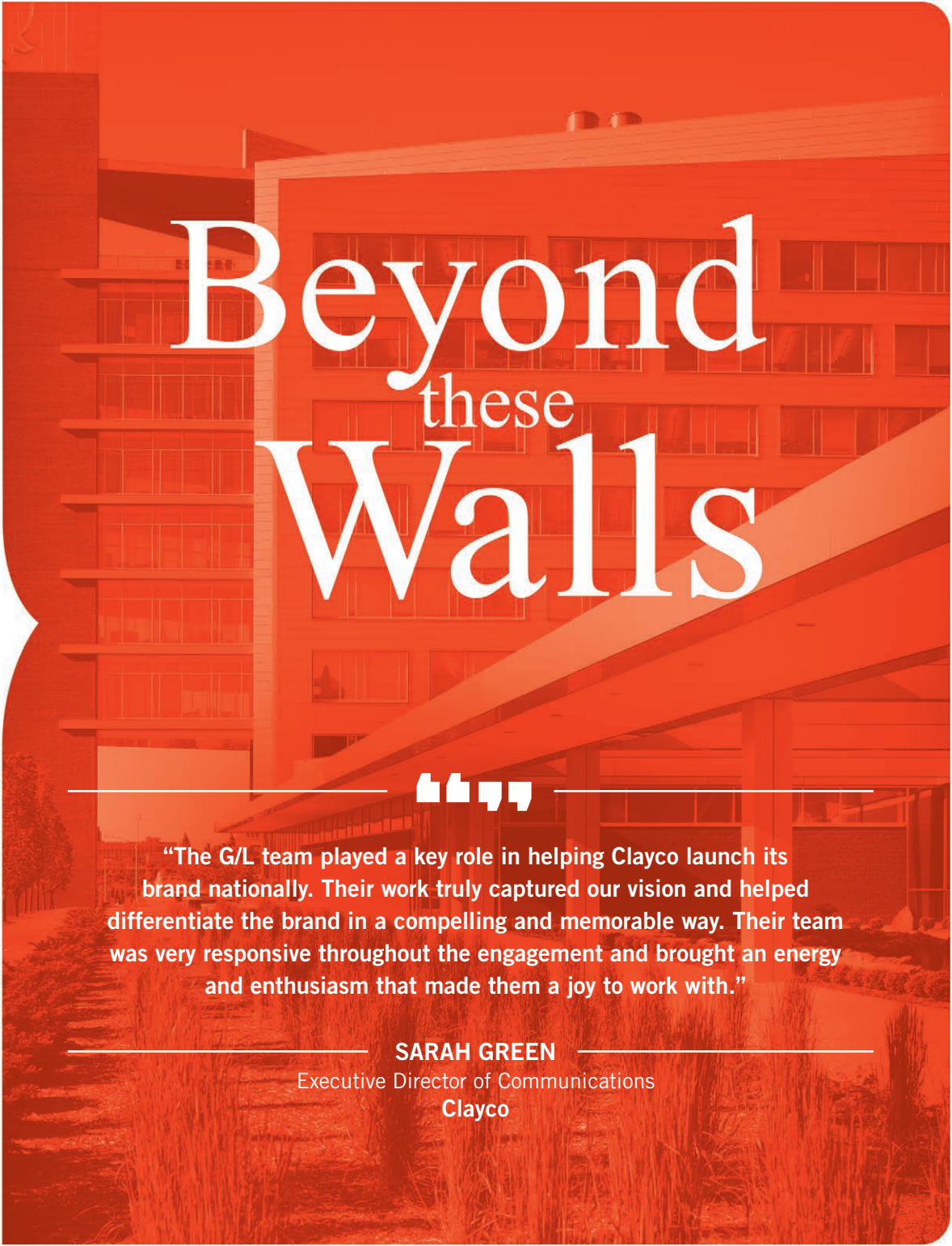
Clayco — a full-service national real estate, architecture, engineering, design-build and construction firm, challenged Geile/Leon to rebrand its corporate identity to reflect the company's holistic approach to creating buildings that have an impact beyond the physical structure.

### THE SOLUTION

Geile/Leon developed the “Beyond These Walls” brand campaign focused on the company's forward-thinking passion to deliver building solutions of the highest standard. Solutions that reach far beyond the walls they build — solutions with a cure, a scientific breakthrough, a cleaner world and a better future. The “Beyond These Walls” creative and messaging launched the refreshed Clayco brand and extended it across the web, collateral, building/project signage and advertising. In addition, an internal campaign was launched to communicate the Clayco brand promise through the development of a company mantra and office wall art.

### THE RESULT

“Beyond These Walls” launched the Clayco brand nationally, extending the company's vision across all touch points. The refresh proved to differentiate the company from its competitors and communicate the brand in a compelling, memorable way.



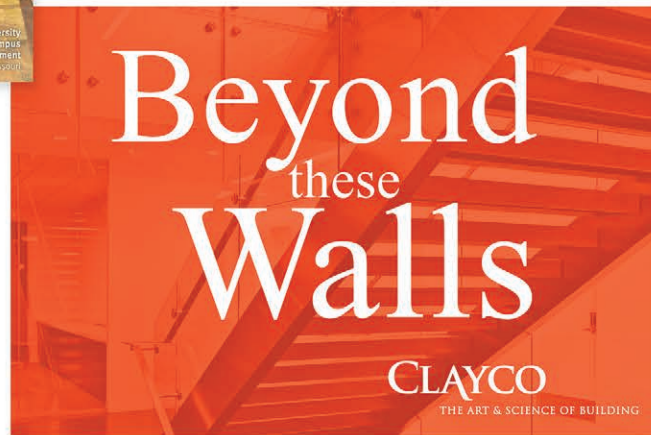
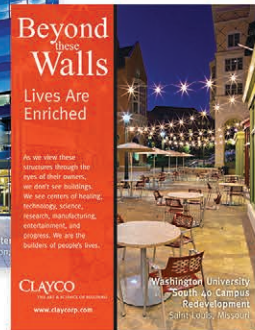
# Beyond these Walls



“The G/L team played a key role in helping Clayco launch its brand nationally. Their work truly captured our vision and helped differentiate the brand in a compelling and memorable way. Their team was very responsive throughout the engagement and brought an energy and enthusiasm that made them a joy to work with.”

SARAH GREEN

Executive Director of Communications  
Clayco







## THE CHALLENGE

For over 25 years, Clayco has implemented the most comprehensive Diversity and Inclusion (D&I) program in the industry by creating meaningful opportunity and enduring structural change for their employees, minority-owned and women-owned business partners, and the communities where they live and work. However, these initiatives needed to be unified under one brand umbrella. Clayco challenged Geile/Leon to “package” all of their separate D&I initiatives under one new theme and provide a new name for this ongoing initiative. After Clayco selected a name and theme, G/L developed a logo and key messaging that would be used as a foundation for all internal and external communications for this unified initiative.

## THE SOLUTION

Geile/Leon developed a new initiative name and tagline, “Clayco Rising, People Above All Else” along with a comprehensive rationale for this theme. Clayco Rising communicates creating opportunities, leveraging vast resources and strong partnerships to lift up others – breaking through barriers of income, race, sexual orientation and gender. This initiative’s new logo and rationale invite others in the industry to join our efforts and bring positive change in the industry.

The new logo uses the upward movement of lines to demonstrate employees’ career path trajectory at Clayco, with primary and secondary colors from Clayco’s brand guidelines. The typography used connects to the linework of the symbol to provide a “foundation” for this lockup.

## THE RESULTS

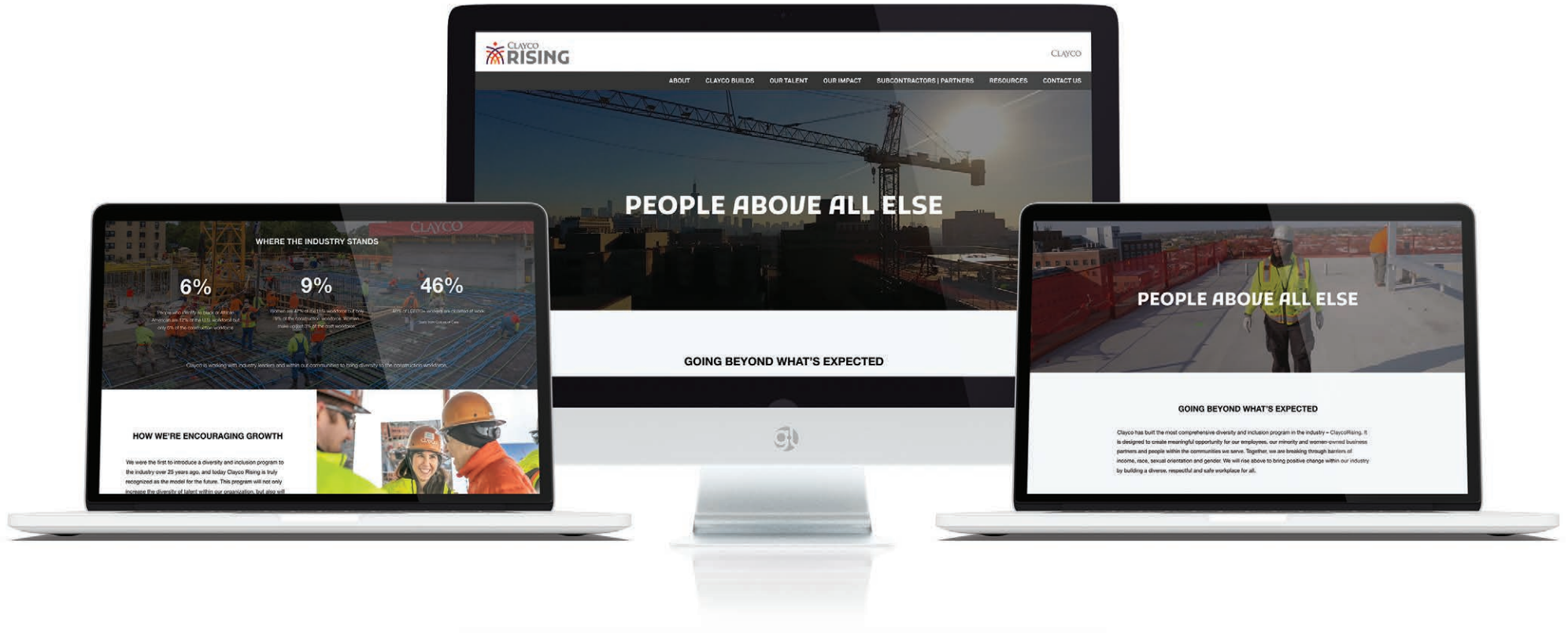
The “Clayco Rising” initiative was launched externally in December 2020 through a new website, trade and business print ads, and additional collateral material. As they’ve done for more than 25 years, Clayco continues to drive real positive change and build a safe, equitable and diverse workplace for all.





## KEY MESSAGING

GOING BEYOND WHAT'S EXPECTED — Clayco has built the most comprehensive diversity and inclusion program in the industry — Clayco Rising. It is designed to create meaningful opportunity for our employees, our minority and women-owned business partners and people within the communities we serve. Together, we are breaking through barriers of income, race, sexual orientation and gender. We will rise above to bring positive change within our industry by building a diverse, respectful and safe workplace for all.





## THE CHALLENGE

Trane – A global provider of HVAC and building management systems and controls, headquartered in Piscataway, New Jersey, challenged Geile/Leon to launch a brand campaign centered on Trane's performance, innovation, commitment and knowledge, targeting facility managers, architects and C-level executives.

## THE SOLUTION

Trane is a global, industry-leading, manufacturing and services organization. But, in the consumer's mind, the company is often thought of as just as an equipment provider. Trane Commercial engaged Geile/Leon to help change customer perceptions and raise awareness of the legacy knowledge and service Trane provides.

The company delivers extensive service solutions focused on continued performance, innovation, commitment and knowledge. In turn, Geile/Leon developed a brand campaign consisting of print ads, direct mail, eblasts and online ads depicting Trane's industry-leading approach to overall building health.

## THE RESULT

Trane continues to drive brand awareness and engage customers and prospects through their solutions-oriented business approach. With the legacy of the brand behind the company, the communication of performance, innovation, commitment and knowledge helps reinforce that Trane is an industry-leader that's focused on the future.



## Trane Makes Buildings Better for Life.

At Trane, our most critical thinking and creative inspiration comes from inside the box. As a major HVAC systems and service provider, we develop and enhance the environments where people work, play, learn, heal, and create everyday. Trane delivers performance, commitment, innovation, and knowledge at every turn — bringing productivity and profitability to the customers we serve. By improving the life of the building, we improve the lives within.

A large, realistic hand is shown holding a transparent rectangular frame. Through this frame, a bright, modern office interior is visible. In the office, several business professionals are working: a man in a suit is talking to a woman, another woman is seated at a desk, and a man is standing near a staircase. The office has large windows, modern furniture, and a clean, professional atmosphere. The background of the entire advertisement is a light blue and white abstract design with curved lines.

Consult your local Trane representative,  
or visit [www.trane.com/commercial](http://www.trane.com/commercial) to find out more.

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Ingersoll Rand is a world leader in creating and sustaining safe, comfortable and efficient environments.

The Ingersoll Rand logo, featuring a stylized "IR" in a circle followed by the text "Ingersoll Rand".



**Knowledge & Expertise. Focused on Your Success.**

You deserve a restaurant interior with 100% proof of industry leading expertise. That's what our team brings to every commercial or institutional interior project. We're a team of 100+ people with 100+ years of experience in the industry. We're a team of 100+ people with 100+ years of experience in the industry. We're a team of 100+ people with 100+ years of experience in the industry.

**100**  
Years of  
Experience

Call now to find the right interior design or 100 Restaurant/TradeShow.com to take a closer look.

100 Restaurant/TradeShow.com

100 Restaurant/TradeShow.com

**Improving the Life of your Building  
and the Lives of Those Within.**

**TRANE**

**IR** Intelligent Rivalry

**Trane**

# Trane Makes Buildings Better for Life.

At Trane, we see beyond the physical structure of a building. We see environments where people work, play, learn, heal, and create. Delivering solutions that extend the life of the building and ultimately improve the lives of those within. That's what we do best.

[trane.com/commercial](http://trane.com/commercial)

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**IR** Ingersoll Rand

# RANKEN

TECHNICAL COLLEGE

## THE CHALLENGE

Ranken recognized that the U.S. workforce was lacking skilled technical workers capable of replacing retiring baby boomers. With more than 100 years of experience in providing real-world, hands-on, skills-based training for the most relevant, in-demand technical careers, Ranken was well positioned to address this gap.

## THE SOLUTION

G/L developed a new brand look that would communicate a distinctive tone and feel for Ranken. The look, titled “Innovative Industrial,” is a modern and minimalist but confident approach to design that evokes the straightforward, real-world and expert nature of the Ranken brand. To ensure consistency across all Ranken marketing and communications materials, G/L also created a comprehensive set of brand guidelines designed to provide the Ranken community with a thorough understanding of the Ranken brand and how its essential elements should be implemented across all school departments and messaging platforms.

G/L also conducted a strategic Public Relations campaign that included developing and placing stories that demonstrate the changing workforce dynamics. The program included industry leaders, businesses, students and instructors with real-world examples of the Ranken experience.

## THE RESULT

Ranken continues to receive ongoing coverage in local and national broadcast and print media. Stories showcase the benefits of technical education and demonstrate how Ranken’s collaborative partnerships and hands-on experience pave the way to in-demand jobs and successful careers. G/L’s public relations efforts have resulted in high profile success stories throughout the region, as well as increased enrollment at Ranken.

G/L implemented the new brand design across a variety of marketing materials that will be used to promote the school amongst prospective students, as well as employers. These new materials will be used throughout the 2018 – 2019 school year.



**Ranken Technical College**, one of the premiere technical colleges in the Midwest, is known throughout the country for providing its students **the professional edge needed to truly succeed in their careers — they call this professional grade.**



# MANUFACTURING DIVISION

Forge Your Path.

"HERE AT HUNTER ENGINEERING, WORKING CLOSELY WITH RANKEN'S MICROENTERPRISE PROGRAM NOT ONLY GIVES STUDENTS A UNIQUE PERSPECTIVE WITH HANDS-ON EXPERIENCE, IT HAS HELPED HUNTER ENGINEERING FILL THE SKILLED TRADE NEEDS THAT AREN'T BEING MET ELSEWHERE."

**MATT ECKER**  
SUPPLY CHAIN MANAGER, HUNTER ENGINEERING



## MANUFACTURING PROGRAMS

Highly-trained MANUFACTURING WORKERS ARE IN DEMAND! Ranken's manufacturing programs offer a quick path to a rewarding, well-paid career. Get the skills you need through hands-on training with cutting-edge equipment.

### PROGRAMS OFFERED

- Advanced Manufacturing Technology
- Fabrication & Welding Technology
- Facilities Technology
- Industrial Engineering Technology
- Industrial Technology
- Precision Machining Technology
- Stationary Technology

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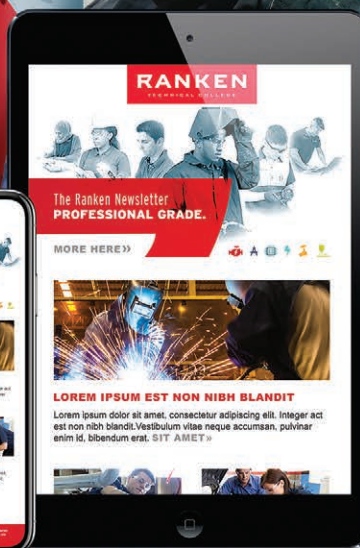
**\$53K**

POTENTIAL STARTING SALARY

**RANKEN**  
TECHNICAL COLLEGE



Viewbook / 2019-2020  
PROFESSIONAL GRADE.



**JOIN US AT OUR UPCOMING RANKEN ADMISSIONS EVENTS**

Explore our state-of-the-art facilities, meet Ranken instructors, learn about our admissions process and find your place at Ranken.

**SHADOW TECH**  
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## THE CHALLENGE

Lincoln Electric manufactures equipment and consumables used by the welding and metalworking-related industries. A trusted brand among professionals, their products are sold through an international network of industrial gas distributors.

Lincoln Electric also has a robust retail presence. DIYers and small contractors can find high-quality, professional equipment and consumables online and on the shelves of retailers all across the nation. We work with Lincoln Electric to help retail customers put the “pro in their projects.”

## THE SOLUTION

First we created thematic language that would communicate in a memorable way that Lincoln Electric products are high performing, but with features and a level of useability for both DIYers and contractors. Next, we created a landing page for Lincoln Electric Retail inviting the target audience to “shop for your shop” and “put the pro in your project.” We also launched social media channels for Lincoln Electric Retail, using content produced in-house, including video and graphic elements, to fortify our initial growth strategy.

## THE RESULTS

Within the first nine months, Lincoln Electric Retail saw significant growth throughout all of their social media platforms. That further connects their brand to their key target audiences by building trust and a foundation on which to launch their knowledge of welding.

**f**  
**48,753**  
FACEBOOK PAGE FOLLOWERS

**@**  
**11.9K**  
INSTAGRAM FOLLOWERS

**t**  
**1,011**  
TWITTER FOLLOWERS

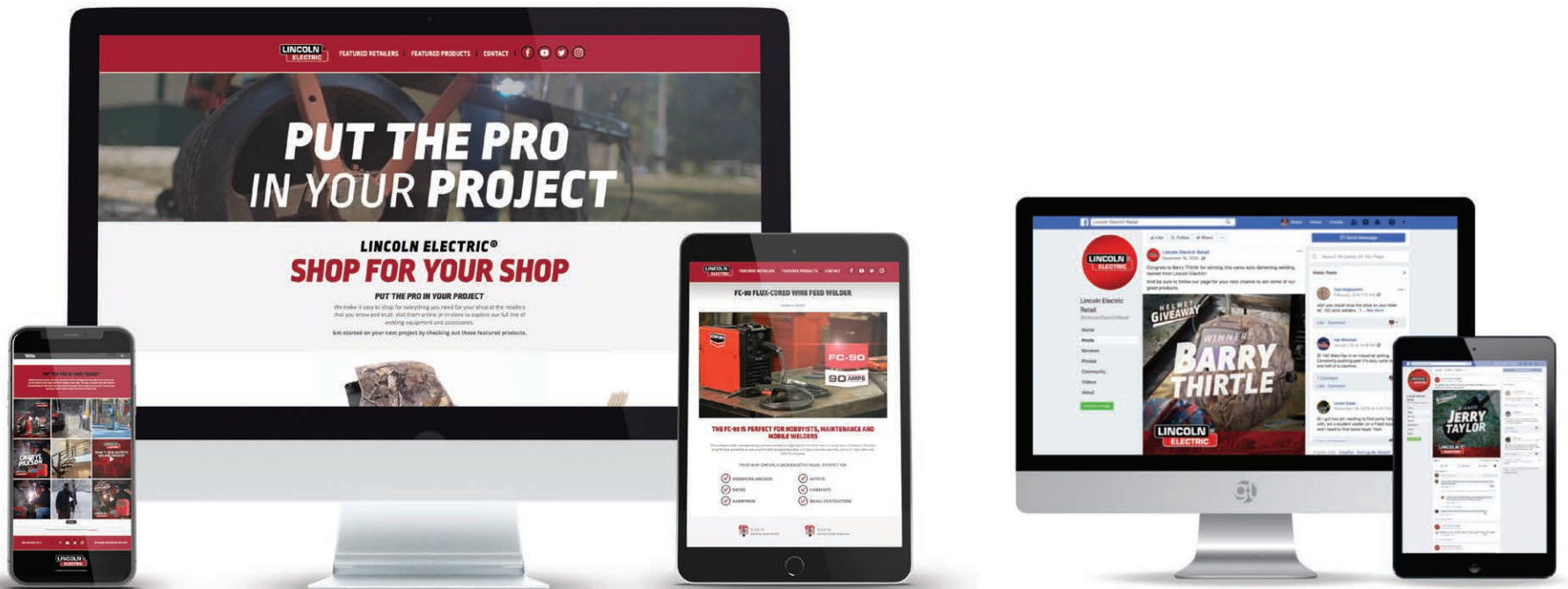
**LINCOLN ELECTRIC**

Overall, each of the three Lincoln Electric Retail's social media platforms managed by Geile/Leon consistently performs well above the industry's 1% benchmark for engagement and even further above the average of 0.5% to 0.99% across all industries.

Lincoln Electric Retail has also utilized some of their top products within a monthly giveaway to usher in more engagement with the brand. The Geile/Leon team heads this giveaway effort, gathering all entrants, and constantly reviewing the analytics for each giveaway to compare performance month over month.

The Lincoln Electric retail social media support program is an ongoing effort.

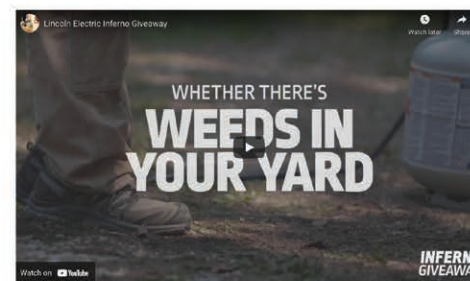
To see how the channels are performing, please visit the website and click on the social media links: [www.lincolnelectricretail.com](http://www.lincolnelectricretail.com)



[view the website here](#)



[view one of our product videos here](#)



[view one of our social videos here](#)



## THE CHALLENGE

Forney Industries reached out to Geile/Leon to help increase their brand awareness and roll out a consistent look and messaging in order to support their newly expanded line of welding equipment. It had to convey the value, support and quality that customers get with Forney welding equipment, positioning the expanded line of consumables, accessories and welding machines as a single-source welding solution for advanced DIYers, farmers, ranchers and welding product retailers.

## THE SOLUTION

In a category that is saturated in red- and blue-colored brand identities, we introduced the bright and bold “Forney Green” as the foundation of the campaign. This led to the campaign theme, “Get It Done with Green,” which rolled out into retail locations across the United States. With this unique branding, Forney was able to clearly differentiate themselves from their competitors while cutting through the clutter found throughout the DIY retail space. Finally, Forney developed their “green” identity through influential messaging and imagery that empowered and encouraged DIYers to get it done with green, no matter what type of project they were tackling.

## THE RESULTS

The “GET IT DONE WITH GREEN” campaign was a resounding success. EQUIPMENT SALES INCREASED 2.5 TIMES over the prior year and RETAIL ACCOUNTS GREW BY 200%. In the second year of the campaign, sales were tracking at 105% increase and retail accounts were continually growing. Trial use increased and due to the campaign’s success the messaging has expanded to other Forney categories.

# THERE'S GOOD, AND THEN THERE'S GREEN



**“We have a trusted partner with Geile/Leon. At Forney Industries, we can always rely on the expertise and knowledge of the team at Geile/Leon. They listen to our needs and go above and beyond to make our goals a reality. We have had great success on our “Get it Done with Green” campaign. The look and feel of the campaign was cohesive with our brand and the team did an amazing job at capturing the message we wanted to convey.**

**The campaign is easy to execute and has delivered three consecutive years of year-over-year growth nearly doubling our unit sales. The campaign continues to be a staple within our company.**

**RON FERGUSON**

former Chief Sales and Marketing Officer  
**Forney Industries**







## THE CHALLENGE

For over 80 years the Sporlan Division of Parker Hannifin has set the industry standard for developing and manufacturing leading-edge HVACR components. In 2015, the company designed ZoomLock Braze-Free Tube Fittings for copper installation in HVACR systems. These new ZoomLock fittings are a game-changer in the industry, specially designed to work without brazing, which automatically makes the job simpler and faster when joining copper tubes. In addition, the one-piece fittings are reliably secure, leak-proof and more repeatable than brazed connections — so there's no compromise on quality or performance.

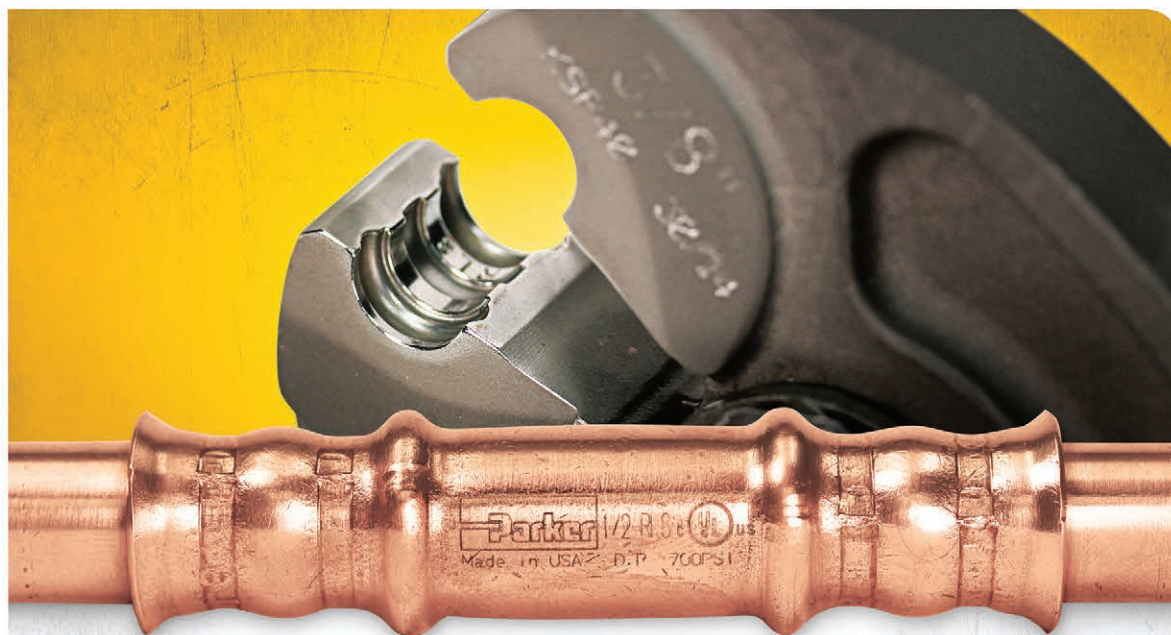
Before the product launch, Sporlan challenged Geile/Leon to develop the ZoomLock brand, educate distributors about the tool and create a compelling brand story that increases awareness of Sporlan's forward-thinking nature among HVACR technicians and distributors.

## THE SOLUTION

In order to differentiate ZoomLock in the marketplace, Geile/Leon started by interviewing trusted Sporlan distributors about the product and getting their initial feedback, questions and concerns. From there, we solidified what makes ZoomLock different from other press fittings and translated it across all of the sales materials — there's no need for brazing so it improves efficiency, productivity and increases profit potential.

## THE RESULT

Sporlan launched ZoomLock and its sales materials in January 2015 and they've already been awarded the 2015 Dealer Design Awards Gold Award for excellence.



# IMAGINE LIFE WITHOUT BRAZING.

**HUGE LABOR AND TIME SAVINGS • NO OPEN FLAME**  
**LESS EQUIPMENT REQUIRED • LOWER INSTALLATION COSTS**  
**NO BURN PERMIT • MORE REPEATABLE THAN BRAZING**

TO LEARN MORE,  
VISIT **BOOTH 5022**  
AT THE AHR EXPO  
IN CHICAGO, ILLINOIS.



**2015 AHR EXPO®**

aerospace  
climate control  
electromechanical  
filtration  
fluid & gas handling  
hydraulics  
pneumatics  
process control  
sealing & shielding





## ZoomLock BRAZE-FREE FITTINGS

Imagine life without brazing.

- Time savings
- Reduced labor
- Less material
- Less equipment
- No special skills
- No special permits
- Increased safety
- Increased productivity
- Increased flexibility
- More profit potential

## ZOOMLOCK BRAZE-FREE TUBE FITTINGS CHANGE EVERYTHING...

Now you can be a real hero to your customers. New ZoomLock fittings are specially designed to connect copper tubing **without brazing**, which means a lot of benefits for HVACR technicians:

- Savings of time and labor
- Less material, equipment and no gas needed
- No special experience or that work permits required
- No need to refrigerate gauge

...ESPECIALLY YOUR CUSTOMERS' PRODUCTIVITY.

• Safer working conditions, no fire hazards

• More flexibility in where and when they can work

• More efficiency and profit potential

ZoomLock really is a game-changer for the industry, in both residential and commercial applications.

When technicians hear about the many productivity advantages of braze-free connecting with ZoomLock fittings, they'll be looking for the nearest Zoom... ah, yes.

## INTRODUCING ZOOMLOCK BRAZE-FREE FITTINGS.

**LESS WORK FOR TECHNICIANS. MORE BUSINESS FOR YOU.**

By working without creating toxic fumes, ZoomLock fittings from Parker make it a lot easier and more efficient for HVACR technicians to connect copper refrigerant lines.

Technicians who have tried ZoomLock couplings report that their time and labor on tube connections are typically reduced 40-50% by eliminating the need for brazing.

**GIVE UP BRAZING, NOT QUALITY.**

The efficiency, productivity and cost savings of ZoomLock fittings are well known. But the real benefit is the peace of mind that comes from knowing you're using the best. The new ZoomLock fittings are made from the same high-quality materials as the best brazed fittings, and they're made to the same exacting standards.

**NO SPECIAL SKILLS, JUST SPECIAL ADVANTAGES.**

ZoomLock fittings are designed to be installed by anyone with basic pipe fitting skills. No special training or experience is needed. The fittings are designed to be installed in a matter of minutes, and they're designed to be installed in a way that makes them easy to install. The fittings are designed to be installed in a way that makes them easy to install.

**BRAZE-FREE FITTINGS VS. BRAZING**

**QUICK, EASY, CLEAN, REPEATABLE.**

- No special skills
- No special equipment
- No special permits
- No special experience
- No special tools
- No special materials
- No special safety
- No special costs
- No special time
- No special labor
- No special equipment
- No special materials
- No special safety
- No special costs
- No special time
- No special labor

**TIME CONSUMING, DIRTY, UNSURE.**

- Special skills
- Special equipment
- Special permits
- Special experience
- Special tools
- Special materials
- Special safety
- Special costs
- Special time
- Special labor
- Special equipment
- Special materials
- Special safety
- Special costs
- Special time
- Special labor

**HOW BRAZE-FREE FITTINGS WORK.**

It's easy to install ZoomLock fittings for a clean, gas-tight, braze-free connection, but for ease to install and follow the detailed instructions which come with the product.

1. Prepare the pipe ends by cleaning and deburring.
2. Insert the fitting into the pipe.
3. Push the fitting into the pipe until it is seated.
4. Check the fit by pulling the fitting out.
5. Repeat the process for the other end.

**SPREADING HOT NEWS ABOUT COOL FITTINGS.**

Take your product to the next level. ZoomLock fittings are designed to be installed by anyone with basic pipe fitting skills. No special training or experience is needed. The fittings are designed to be installed in a matter of minutes, and they're designed to be installed in a way that makes them easy to install. The fittings are designed to be installed in a way that makes them easy to install.



[view the ZoomLock promo video here](#)

## ZoomLock BRAZE-FREE FITTINGS

Imagine life without brazing.

NO TORCH OR GAS  
NO FIRE SAFETY EQUIPMENT  
NO NITROGEN PURGING  
NO LEAKS

NO OPEN FLAME  
LESS EQUIPMENT REQUIRED  
LOWER INSTALLATION COSTS  
NO BURN HAZARD  
MORE REPEATABLE THAN BRAZING

TO LEARN MORE, VISIT BOOTH 5022 AT THE AHR EXPO IN CHICAGO, ILLINOIS.

**Parker**



# PERFECT FLAME<sup>®</sup>

## THE CHALLENGE

When Harris Products Group developed the Perfect Flame™, they created a production brazing system that revolutionized the industry. Now, for the first time ever, manufacturers have an engineered method to control the flame. With a library of up to 100 sharable presets, production engineers can standardize handheld production brazing performance throughout their organization. And it captures important data, which contributes to OEMs continuous improvement goals. As part of our strategy to introduce this new technology to the market, we set out to educate the industry on the benefits of investing in the Perfect Flame.

## THE SOLUTION

In order to introduce the Perfect Flame, we began by branding the industry-leading technology that powers the machine: ViziBraz™, which was the first product in the history of brazing where end-use customers could benefit from insightful, real-time data. We then worked with Harris to coordinate the product launch at the largest international trade show, targeting a very niche market that represents a huge sales volume: OEM refrigeration coil manufacturers. Building up to the launch, we created a product teaser video that showed a practical demonstration and benefit-driven illustration of this all-new ViziBraz™ technology.

We fortified our pre-release awareness-building strategy by promoting news stories to trade publications and building a microsite while creating an overarching communications strategy. In conjunction with these efforts, we created assets to assist in on-the-ground sales that reinforced the overall branding. Finally, Harris is dedicated to supporting their customers after making a sale. So we created an instructional video that would aid in adapting to this new technology.

## THE RESULT

Harris Products Group enjoyed a highly successful launch, which began with high traffic from engineers at their booth. In fact, it was the most traffic that they had ever seen. The Perfect Flame is a big part of Harris' strategy of working together with their customers to enable a new level of success. Their clients have achieved better control over their operations, a higher level of standardization in their manufacturing, a greater level of first-pass yield and consistency throughout all plants worldwide. It has directly led to Harris landing some very large consumable contracts, which was the primary goal of the Perfect Flame launch.



**PERFECT FLAME<sup>®</sup>**  
**WE'VE**  
**CHANGED**  
**THE GAME**  
**FOR GOOD**

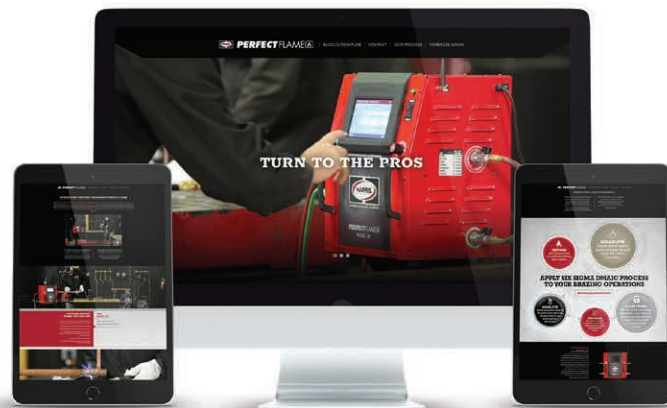




[view the teaser video here](#)



[view the promotional video here](#)



[view the microsite here](#)