



**FOR IMMEDIATE RELEASE**

## **National Sales Meeting Draws Reps to Buffalo**

*Hydro-Air Substitutes ASHRAE Show for a Meeting at their Plant*

(Buffalo, NY, December 2007) – Rittling hosted their sales representatives at their new plant/office facility in Buffalo, New York on December 3-4, 2007 for a national sales meeting. Because the facility is less than a year old, only a few sales associates had visited the plant before this event, so this was an opportunity they otherwise may not have had. The overall response to the sales meeting was very positive.

“The idea was to bring people into Buffalo and let them see for themselves, the changes we’ve made, the growth we have experienced, and the expansion in our scope of work,” said Clark Zacaroli, Vice President of Sales & Marketing for Hydro-Air Components, Inc. “Once they have seen our world-class manufacturing facility and the improvements we continue to make, they will have a fresh perspective on where we are coming from as a company.”

Over 90 sales associates from all over the country and Canada were slated to make the trip into Buffalo for the meeting. Although the weather wasn’t too bad in Buffalo, a few reps did have to cancel their travel plans from other areas in the Northeast due to ice and storms. The first night brought everyone together socially for dinner and Monday Night Football party where Ron-Air Sales was awarded with an award for 25 years of service with Rittling. The following day was filled with meetings and plant tours for all attendees. It was a jam-packed schedule, but much was accomplished in a short time.

The focus was to communicate the following key ideas about Rittling to all sales reps so they could take the information back to their offices:

- Rittling operates a world-class manufacturing facility with the best people and technology available.
- They have a broad scope of product and unique features and benefits which stand out amongst their competition.
- Rittling is poised to become a viable supplier for “green approach” HVAC technology.

In order to accomplish this goal, there was a complete plant tour, two product showrooms set up, a tour of the building systems and a short presentation by Clark Zacaroli and Walter Zurowski, President.

The plant tour focused on six areas of the manufacturing facility – fabrication, the paint line and packing/shipping areas, a discussion with Tony Scime, Operations Manager, the sub-assembly areas, the four assembly lines and a presentation by Sam LaMancuso, Director of Engineering, in the new testing lab. Two of the Product Managers – Jim Blount and Russ Hugenschmidt - presented the heating and cooling lines in a showroom area created to display some of the finished equipment. This allowed people to interactively learn more about the product features in-person.

Additionally, a team of personnel also toured the attendees around the office and plant facility to observe and learn more about Rittling’s “green” HVAC system components and how they are practicing what they preach regarding sustainable energy. From the radiant ceiling panels to the

J.E. Stork Air Exchange unit to the heat exchanger from the paint line in the plant, the tour showed some of the reasons why the facility has earned LEED points for its energy efficiency.

The National Sales Meeting was very successful this year and Rittling will meet with their sales representatives again as a group when they are scheduled to exhibit at next year's ASHRAE expo in Chicago, January 2009.

Based in Buffalo, New York, Hydro-Air Components, Inc. operates and manufactures the Rittling product line from a 160,000 sq. ft. manufacturing plant and office facility. Rittling was founded in 1946 and has a current product line that includes hydronic heating and cooling products and a full line of fan coil units. Further details about the company and product line can be found at [www.Rittling.com](http://www.Rittling.com).

If you would like further information about this topic, please feel free to call Leah Marchewka, Marketing Coordinator at 716-827-6510 or email Leah at [LMarchewka@Rittling.com](mailto:LMarchewka@Rittling.com)

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