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The Independent & Free Press Real Estate Digest



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## Heating and air conditioning firms team up to form ClimateCare alliance

A province-wide network of residential heating, ventilation, and air conditioning companies announced recently that they have formed an alliance to strengthen their individual businesses. ClimateCare members will maintain their independence while benefiting from being a part of a larger organization.

ClimateCare is a not-for-profit organization currently consisting of 35 member com-

panies from all across Ontario, from Cornwall to Windsor, and North Bay to St. Catharines. The organization is 100 per cent member-owned and operated. Collectively the members have total sales of more than \$48 million and employ a workforce of 480 people. They plan to double in size over the next three years.

ClimateCare members offer brand name equipment and service as well as private label products to their customers.

Gerald Inch, Chairman, ClimateCare, said, "We have conducted extensive market research and have learned that our customers see a real need for local service with a national support network that ensures consistent quality standard and best value."

"We will continue to offer personalized, quality service to our customers. Our goal is to support our members by creating a common image, which reflects a shared commitment to service and long-term trusting relationships with our customers."

ClimateCare provides members with staff and management training, volume purchasing, advertising and marketing support, operational support and private label products.

ClimateCare members must pass a rigorous screening process, which evaluates their dedication to excellence in service delivery and customer satisfaction. They must also agree to abide by the ClimateCare Code of Conduct.

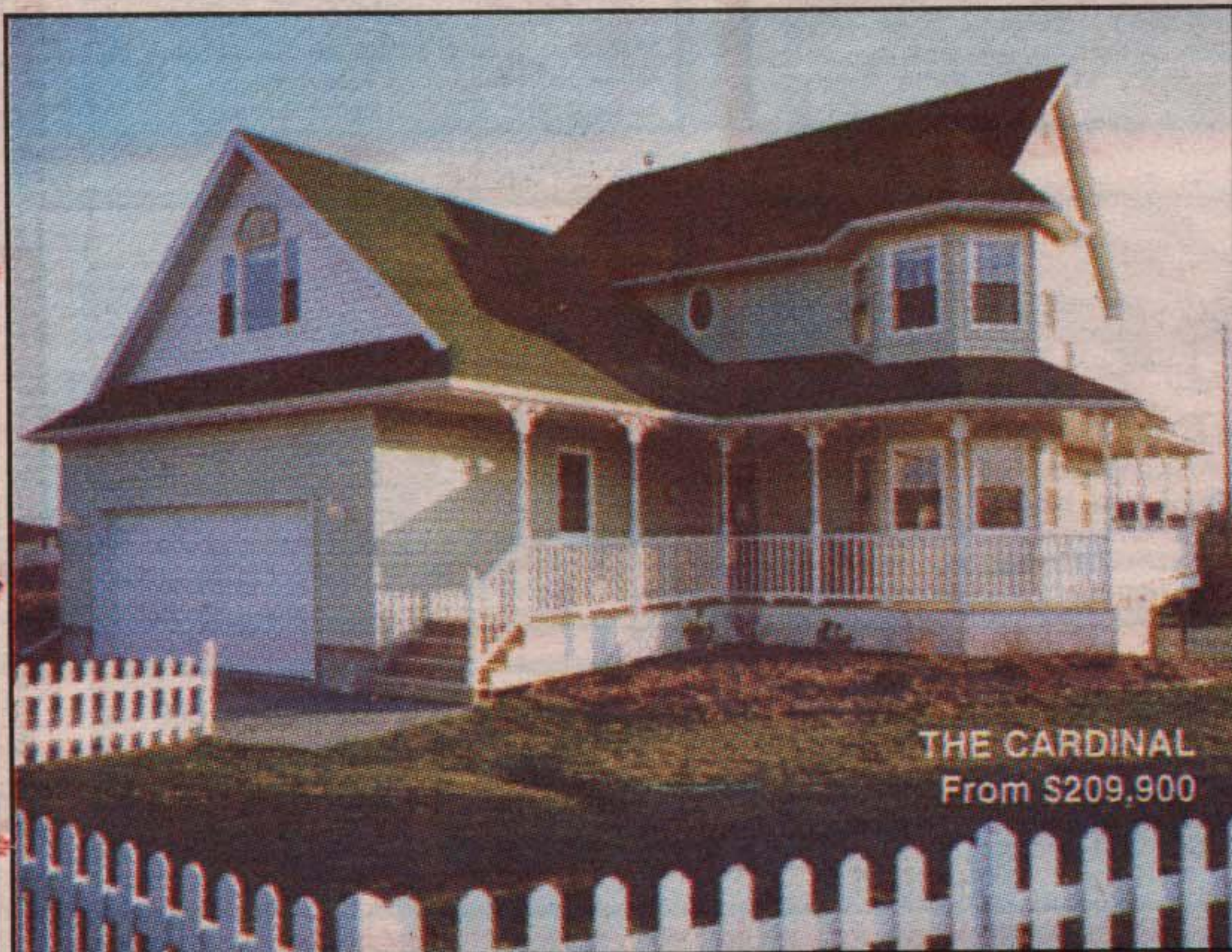
In response to consolidation in the HVAC industry resulting from energy deregulation, the ClimateCare network aims to become the 'Home Hardware' of the HVAC industry. Home Hardware was established in the 1960's, when the threat of discount chains prompted independent hardware companies to offer a cooperative buying and distribution network, as well as personal local service to its customers.

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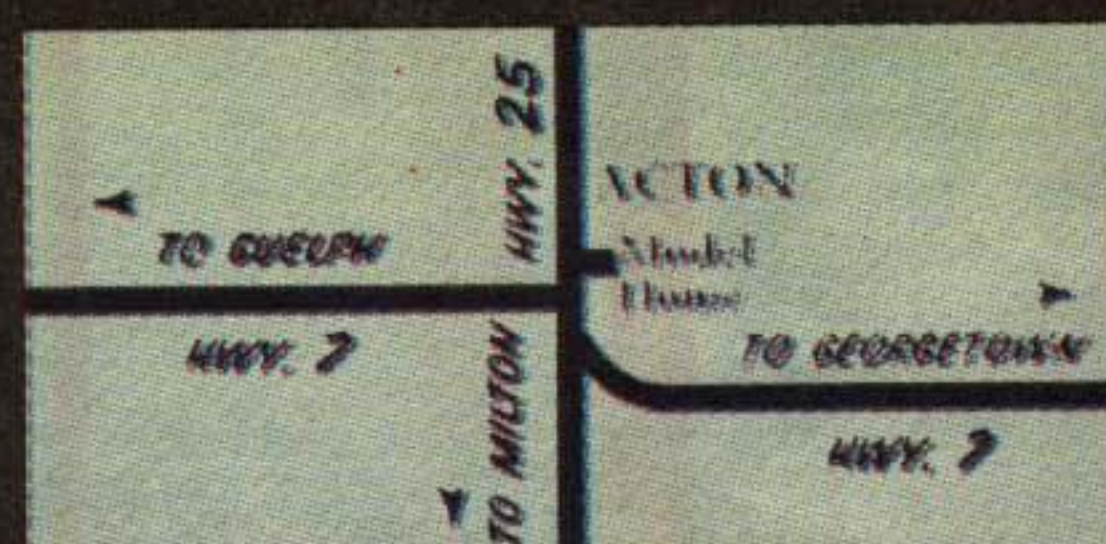
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