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Sales Rep: Lauren Wieand
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Customer: Reading Hospital, Tower Health Systems

Company Profile

Tower Health Systems, owns Reading Hospital in West Reading. Reading Hospital provides acute care, post-acute rehabilitation, behavioral health, and occupational health services to the people of Berks and adjoining counties. The hospital was founded in 1867 and currently employees over 2,200 people. Along with Reading Hospital, Tower Health has an is in the process of acquiring local hospitals and emergency care centers in the surrounding areas of PA.

The Situation

In the past, Cory Lock had been working with Reading Hospital for aftermarket orders and fore market projects. Cory brought me in to introduce me to the team at the hospital, and to hand off the account going forward at the beginning of December 2017. The following month, January 2018, I scheduled a meeting with Russell Pleva, the Facilities director, Mike S. the Assistant Director and the HVAC head tech, Tim Bentz. I had discovered during this meeting that we were no longer providing them with ASHRAE filters, as they had a "contract" with Tri-Dim. We were however providing BIBO service and Cory was working on new construction jobs with the mechanical contractors and engineers. During this meeting I requested that General Aire review their current filter list and perform a survey of Reading Hospital to determine what filters they were using.

The Action

In March 2018, I met with Tim Bentz, in charge of HVAC filter changes, and reviewed the filter list he had and surveyed the hospital. They were using link Tri-Dim panel filters, standard capacity pleats and box style rigid final filters. There was an assortment of stock and competing brands of filters all over the storage areas of the hospital. Upon my survey I also noticed the presence or UV-C lights in some of the AHU's. I made note but quickly forgot about the lights when I was presented with the 25-page list of filters, sizes and locations. I spent the next 2 months compiling a list of GA and Camfil filters that we could provide for Reading hospital to reduce their energy costs and labor costs. After presenting my quote/solution to them in April 2018 I was notified by their purchasing department that our pricing was 30% higher than the incumbent, Tri-Dim, and they were under a contract for the next few years with them as well. I reached out for an explanation and to question how General Aire could help the hospital make the change to a more energy efficient filter. Unfortunately, the purchasing coordinator would not respond. I decided to refrain from the emails and calls for a little while. A few months later, in July 2018, I was going through some of my survey notes, and realized that I hadn't pursued the UV-C light replacements. I reached out to Mike S about the UV-C lights that were put into their new AHU's and asked about any existing if he had changed the bulbs in the last year or so. We got to talking and I determined there was an opportunity to capitalize on the UV bulb replacements. I had scheduled Dean Saputa, of UVResources, to join me on a educational sales call with Mike S in the beginning of October 2018. Dean and I spent the hour that we had with the customer reviewing the basic benefits of UV-C and what UVResources could provide as far as competitors lamp replacements and retro fitting existing units.



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The Proof

Two Days after the UV light meeting with Mike S at Reading Hospital, I received a call from him to quote 20 replacement lamps in existing units. By the end of that week I had a purchase order. The following week, at the end of October 2018, I received another RFQ for lamps, and received another purchase order for 30 lamps. My intentions at the start of my relationship with Reading Hospital was to convert all of their Filters from Tri-Dim to General Aire/Camfil. I have learned throughout this customer relationship, there are other product opportunities that General Aire has in its wheelhouse that I can lead with when building a customer relationship. Therefore, I shouldn't get filter tunnel vision and my line card is my constant reminder.