

Please join us in helping to ensure that the launch of our new brand on November 14th is a huge success. The value of our new name will be determined by your efforts in maintaining the exceptional levels of service and support that our customers have come to expect.



Jeremy Cartee
Group Vice President
PremiStar



Gerry Grilec
Group Vice President
PremiStar

Why are we joining forces under the PremiStar brand?

Today, we operate under 15 different brands in the Midwest. When field techs from different branches show up on site, it is confusing to customers and team members. Together, we are the best commercial HVAC, mechanical, and plumbing company in the region. As individual brands we are not leveraging the power of the combined business. Embracing a single brand will help avoid confusing customers. Additionally, joining forces under one brand name will help us build the most powerful commercial HVAC service brand in the Midwest. This will enable us to attract more customers from competitors, giving us an even more stable base of ongoing work and a more diverse range of projects to expand your skills. In times of economic uncertainty strong united brands always come out ahead.

What else is changing other than the new brand name?

Nothing is changing other than our brand name, which will replace all our current brands on signage, vans and trucks, websites, business cards, and work shirts. However, it is very important that each of us continue to do our absolute best to make sure that every customer receives the same level of excellent service and responsiveness that they have come to expect. Your exceptional performance is the very thing that will give the PremiStar brand value and meaning in the eyes of customers, partners, and the marketplace.

Will there be any organizational or operational changes that affect me personally?

There will be no organizational or operational changes. Additionally, there will be no changes in our team. You'll still be working out of the same branch office, reporting to the same manager, and your compensation, insurance, and benefits will not be affected outside of normal open enrollment periods.

When will we start seeing the PremiStar brand?

To get a head start on the November 14th brand launch, we'll begin rebranding vehicles and installing new signage the first week in October. Your GM and dispatchers will notify you when your vehicle is scheduled for new signage. The vehicle rebranding process will continue in November and December until all vehicles have been updated. Other items, such as business cards, work shirts, and PremiStar branded giveaways will be distributed in October.

—Continued on next page

Where did the name come from?

The name PremiStar is a combination of two words. **Premise:** A building and the area of land it is on. **Star:** Represents elite performance, quality, capability and strong core values.



LAUNCH SCHEDULE



**SEPT. 6TH to
OCT. 31ST**
Office Signage
Planning &
Installations



**SEPT. 15TH to
OCT. 31ST**
Work Shirt
Branding &
Hardhat Decals



**OCT. 3RD to
END OF YEAR**
Van Rebranding
500+ vehicles



NOV. 10TH
**Pre-Launch
Celebration** with
great PremiStar
branded gifts &
refreshments for
everyone!

SEPTEMBER

OCTOBER

**AUG. 1ST to
NOV. 11TH**
Website
Development



**AUG. 26TH to
NOV. 10TH**
Weekly
Rebranding
Workstream
Meetings



OCT. 27TH to NOV. 10TH
Pre-Launch Customer
Email Notifications



NOV. 14TH
Launch Day!
New websites go live
in Illinois, Indiana, and
Wisconsin
Email blast to all
customers
Social media and ad
campaigns begin

PARTICIPATING BRANCHES

PremiStar Illinois

Southwest Town
Corrigan
Arrigo
General Mechanical
RMC
Northern
Commercial
First Point
Broesch
Chicago Cooling
Protek
Tessendorf

PremiStar Indiana

Parkway

PremiStar Wisconsin

Just
AccuTemp



What should I say to customers when asked about the new name?

Tell them that we have 15 different sister brands throughout Illinois, Indiana, and Wisconsin that have been working closely together since the pandemic. We are now joining forces as PremiStar to better serve our customers throughout the Midwest. It is important to tell every customer that your role in meeting their needs and the entire team that supports them will not change and together, we are committed to providing them with the same level of service they have come to expect from us. They'll still call the same phone numbers and people, and we'll be communicating with their accounts payable departments to let them know that no changes in billing procedures or payments will be needed.

What should I say to vendors when ordering parts?

You will still have parts and supplies billed to the same account you currently use. In November, you will receive new business cards with that account information on the back, along with a phone number for vendors to call if they have any questions.

Who should I speak with if I have questions?

Please contact your service manager or GM directly. Your support for our new brand is fundamental to our success in protecting our future together.