



# The Flanders Way

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Volume 3, Number 1

## **Corporate Office:**

**Flanders/PrecisionAire, Inc.**

**2399 26<sup>th</sup> Ave. N.**

**St. Petersburg, FL**

**Phone: (727)-822-4411**

**Toll Free Phone: (800) 800-2210**

**Fax: (727) 823-5510**

**Toll Free Fax: (888) 594-2592**

## **Sales / Technical Office:**

**Flanders Corporation**

**531 Flanders Filters Road**

**Washington, NC 27889**

**Phone: (252) 946-8081**

**Toll Free Phone: (800) 637-2803**

**Fax: (252) 946-3425**

**Toll Free Fax: (800) 531-5928**

## **Holiday Plant Closings**

The Flanders Corporation will observe the following holidays:

**May 26, 2008**

**July 4, 2008**

We look forward to working with you in meeting your needs around these holidays as well as the coming year!

## **Locate us on the web!**

- [www.flanderscorp.com](http://www.flanderscorp.com)
- [www.flanders-ffi.com](http://www.flanders-ffi.com)
- [www.flanders-csc.com](http://www.flanders-csc.com)

## **Flanders Moving Forward**

By Charlie Kwiatkowski, V.P. Commercial & Industrial Sales

We hope this newsletter finds you and your staff doing well. In November 2007, we announced the internal reorganization of Robert Amerson, Chairman of the Board and Chief Executive Officer, Harry Smith, Chief Operating Officer, and Cully Bohush, Chief Financial Officer.

Six months has proved positive as we continue to make great strides into the second quarter. Some of our first quarter achievements were to eliminate unnecessary expenses and overhead while improving product quality and lead-times.

In achieving this, the following positive results have occurred:

- Several branch offices were sold and the manufacturing facility in Salt Lake City, UT was eliminated. A distribution center will be opened in Salt Lake City, UT within the 2008 calendar year, improving lead-times to the west coast.
- We are exploring multiple alternatives to increase automation within our facilities; therefore decreasing overhead and improving lead-times.
- To improve the poly throwaway filters, PolyStrand® media is being utilized in our Texas manufacturing facilities. PolyStrand® media, a new-engineered poly coated fiber technology increases particle size efficiency with its enhanced fiber density.
- Flanders/CSC relocated to the Washington, NC office proving positive as staff members work closely together to improve communication and overhead; therefore decreasing lead-times and errors.

Other items helping to enrich the company are as follows:

- We plan to re-introduce Flanders/Air Seal with three new pieces of literature in the second quarter.
- The Commercial & Replacement catalog will be reprinted and ready for distribution by the end of May.
- The R&D Department will hire additional personnel within the second quarter to boost new Flanders products into the marketplace.
- Additional personnel will be added for QC.
- Dock auditors were implemented in December 2007.

These are just a few items to demonstrate Flanders Corporation has a vision to rebuild this company to be the top filter supplier in the industry. We will accomplish this with our new and improved management staff and its employees. We understand there are multiple issues that remain to be addressed but we ask for your patience as we continue to move forward!

Thank you for your business and loyalty to Flanders Corporation.



**Contact Your Regional Sales Manager If Questions Arise!**

#### Northeast Regional Manager

Tim Robinson

Cell # (508) 345-2870

trobinson@email.precisionaire.com

#### Southeast Regional Manager

Jim Parrish

Cell # (727) 793-7436

jparrish@email.precisionaire.com

#### Central Regional Manager

Drew Price

Cell # (210) 865-0049

dprice@email.precisionaire.com

#### West Coast Regional Manager

Dave Sickels

Phone: 858-271-8111

Cell: 619-921-3535

dsickels@email.precisionaire.com

## Housing Labels

The Marketing Department recently printed the housing label pictured to the right. Distributors are welcome to utilize these labels as a promotional item for tradeshow or sales calls.



Actual size is approximately 8.5" H x 4.5" W. They are printed on a weatherproof durable material for permanent applications. A permanent marker is required. Please contact Paige Lewis or your Regional Sales Manager for copies.

## Distributor / Rep of the Quarter

By: Paige Lewis, Marketing Coordinator

Starting with this newsletter, we will begin highlighting a Flanders Distributor/ Rep each quarter. The honoree will be a trusted and loyal Distributor/Rep who we feel makes a difference in the air filtration industry by promoting Flanders. This first recipient is Ryan Filter Sales in Mississauga, Ontario Canada.



Tom and Lorraine Ryan founded Ryan Filter Sales, Inc. in April of 1992. Tom was first introduced to filters in 1967. He had worked with Cambridge Filter Corporation for over twenty years when the company was sold to new employers. After working with the new owners for one year, new opportunities presented itself with the opening of Ryan Filter Sales. They began the business without a filter line, warehouse, phone line or any customer base. Within thirty days, Tom had filters to sell, a warehouse and three phone lines. Tom, Lorraine and their daughter, Kerrie took care of the daily business activities with first month sales over \$10,000.

Today, after 40 years of business, the company is about to move into a new 24,000 square foot facility to serve the 100+ service contractors and customer base of 600.

Tom's forte is HEPA filters, but Ryan Filter Sales also produces a number of their own products in-house. He takes pride in being able to replace any competitor's filter with a reliable Flanders Filter. He states, "Proper HEPA selection is critical when thousands of dollars of product are at risk".

A NAFA member since 1995, Ryan Filter Sales finds the organization to be helpful, educational, and informative to the air filter industry. Tom believes both sales and manufacturing companies should be active and involved in the organization to ensure their place in the industry. Tom was proud to be the first International member to become NAFA President. He has also served on its Board of Directors.

Ryan Filter Sales is truly a family business with Tom, Lorraine, Kerrie Julie and one son-in-law all working together to make them a truly successful filter supplier. The business also employs ten full-time employees and part-time employees to help with their success.

Quality and service has always been their motto and we are sure they will continue to have many successful years of service in this industry. Flanders appreciates their loyalty as a customer for the last 15 years. We look forward to working with Tom and his staff for many years to come.

## Executive Rep Council Meeting

By: Paige Lewis, Marketing Coordinator

Flanders held its first annual Executive Rep Council Meeting in Williamsburg, VA on March 2-4. We consider our reps and distributors as one of the key variables of running a successful and profitable company; therefore, we felt it was important to get their input. The meeting turned out to be very positive for all parties involved and we look forward to implementing a number of suggestions given by these reps and distributors. Members of the 2008 Executive Rep Council were as follows:



## Interphex-PA

Flanders Staff, Shawn Windley and Gary Chrismon recently attended the 2008 Interphex - Philadelphia Show.



“INTERPHEX is the world's most trusted source for leading-edge technology, education, and sourcing of the products and services that drive scientific innovation for Life Sciences manufacturing from drug development to market - accelerating regulated products for patient care globally.”<sup>1</sup>

National Air Filter from Carlstadt, NJ assisted Flanders with qualified booth staff on a daily basis. Thanks to everyone who participated!

1. [www.interphex.com](http://www.interphex.com)

## NAFA Technical Seminar / Sponsor



Charlie Kwiatkowski, Shawn Windley, Andrew Duncan and Jim Parrish attended the 2008 NAFA

Technical Seminar on April 16-18 in Memphis, TN.

Andrew and Jim both received their Certified Air Filtration Specialist certification. This test educates individuals who manufacture, distribute, specify, sell or service air filtration. Congratulations to both Andrew and Jim for a job well done!

Flanders Corporation supported NAFA with being a Silver Sponsor, as well as helping sponsor the BBQ Outing.

## Executive Rep Council Meeting - cont.

- Air Cleaning Technologies - Pete Laiti - Sterling, VA
- Air Cleaning Technologies - Pete Noe - Sterling, VA
- National Air Filter - Don Borghoff - Carlstadt, NJ
- Northeast Air Solutions - Bob Couture - Wilmington, MA
- Quality Air Service, Inc. - Gale Stephens - Portage, MI
- Ryan Filter Sales, Inc. - Tom Ryan - Mississauga, ON
- Southeastern Eng. Sales, Inc. - Jim Grubbs - Colonial Heights, VA

Some of the topics discussed: 2007 Review, 2008 Goals, Flanders Divisions, Marketing, Production, R&D, Competition, and Pricing. Flanders staff in attendance was Charlie Kwiatkowski, Glen Moore, Shawn Windley, Tom Morse, Kevin Boyd and myself. Again, we feel this meeting was very important to the future direction of Flanders and we appreciate everyone's participation.

## Million Dollar Club!

By: Charlie Kwiatkowski, V.P. Commercial & Industrial Sales

As Flanders Staff makes their way across the United States, we will be awarding our “Million Dollar Club” distributors / reps who have exceeded sales of \$1,000,000+ for the 2007 calendar year. Those distributors / reps will be highlighted in our newsletters throughout 2008. We would like to introduce two such companies.

### P&M National Sales

Flanders is pleased to announce P&M National Sales, Inc. as Million Dollar Club Members for Flanders Corp. Glenn Pinta and Mark Molzahn worked in the filtration industry for nineteen years before starting P&M Filters, Inc. in 1994. Glenn and Mark named the company by combining their initials from their last names. In 1995 they merged with National Air Filter to become P&M National Sales and began selling ASHRAE products through Flanders Corporation.



Left to Right: Mark Molzahn, Sonia Ortiz, Guy Pinta and Glenn Pinta

Today, they still represent the Flanders product line for the Chicagoland area with 9,000 square foot of warehouse and office space located in Bensenville, IL. P&M National Sales has been able to supply most products on a one-day service that has proved beneficial to their success. They also supply industrial type filtration products, such as Air, Liquid, Paint Booth, Compressor, and Dust Collection Systems, along with Good-Year V-Belts, Sheaves, and Bushings. P&M also offers a Duct and Coil Cleaning Division to their product line.

On a personal note, Glenn is an 18-year cancer survivor of two different types of cancer. He loves Lionel Trains and has a 500-ft. track layout, which he constructed during his sickness. Mark on the other hand lost his wife to cancer many years ago and is now engaged. Both Glenn and Mark love selling Flanders Filters! Flanders Corporation is proud to be associated with P&M National Sales and we look forward to a long partnership in the filtration industry.



[NAFA Technical Seminar / Sponsor: cont.](#)

We are pleased to once again be a member of an organization that educates its members and the general public to the benefits of improved air quality with filtration.

## Upcoming Shows

Flanders staff members will be attending the following shows:

- AGS Annual Conference  
July 14-16, 2008
- Interline Annual Meeting  
September 1-4, 2008
- Johnstone Annual Meeting  
September 17-19, 2008
- ABSA Conference  
October 19-22, 2008
- Annual HARDI Show  
October 25-28, 2008
- AHR Expo  
January 26-28, 2009

We look forward to seeing you!

## Newsletters

Past issues of "The Flanders Way" can be found on our websites:

[www.flanderscorp.com](http://www.flanderscorp.com)  
[www.flanders-ffi.com](http://www.flanders-ffi.com)

Please contact Paige Lewis  
[plewis@flanderscorp.com](mailto:plewis@flanderscorp.com)  
if you would like to submit an article of interest.

## Million Dollar Club! - cont.

### National Air Filter

A long-term representative and distributor, National Air Filter has represented the Flanders product line for over 15 years. From providing simple filter cleaning and replacement services in 1939, National Air Filter has developed into one of the nations largest independent, full-service Quality Air Management companies.

Their success has been in providing solutions in those industries requiring clean air for their manufacturing processes, maximizing filter service life and effectiveness, while minimizing expenditures. Primary markets served include the pharmaceutical, electronics, automotive, commercial, and power generation. The main office and warehouses are located in Carlstadt, NJ.

We appreciate their loyalty to both Flanders/FFI and Flanders/CSC. We look forward to continuing to work with National Air Filter in the future.



*L to R: Gary Chrismon & Don Borghoff*



*L to R: Shawn Windley & Don Borghoff*

## Catalogs

Paige Lewis - Marketing Coordinator

We have made a decision to outsource the task of printing catalogs and literature to a local printing company in North Carolina. Glover Printing began filling the ASHRAE, Cleanroom and Equipment catalog and the Flanders/CSC Containment catalog requests on May 7, 2008. Ordering instructions for these two catalogs are as follows:

Catalog orders need to be placed on a separate purchase order noting the following:

- Quantity
- Contact person
- Appropriate ship to address
- Catalog part numbers:
  - ASHRAE, Cleanroom and Equipment - #F0626496
  - Flanders/CSC Containment - #05-130

Fax purchase orders to the attention of the Sales Department. Please fax to 252.946.3425. Orders also can be mailed to the following address:

Flanders Corporation - Sales Department  
531 Flanders Filters Road - Washington, NC 27889  
Phone: 252-946-8081

Catalog requests will be shipped UPS or FedEx Ground unless requested otherwise. Please provide a UPS or FedEx account number if catalog request requires to be shipped in a more expedient manner.

The Commercial and Replacement "bound" catalog is currently out of stock. This catalog will be reprinted and released by June 1, 2008. Request for this catalog should be sent to Fay Boyette in the Smithfield, NC office or Marsha Demrose in the St. Petersburg, FL office.

We do apologize for the delay in supplying catalogs and data-sheets, as we know it is important to have the necessary marketing materials to assist in selling Flanders products. Feel free to contact me via phone or email if needed.



## Flanders® / Air SEAL

Flanders/Air Seal continues to move forward with a new manufacturing facility and the naming of Derek Gibbs as the Sales contact and coordinator.

To recap those previous announcements, Flanders/Air Seal moved into a new 51,000 sq. ft. facility in Rosenberg, Texas. This facility offers 45,000 sq. ft. of manufacturing space, a 2,000 sq. ft. paint booth, and 4,000 sq. ft. of office space.

Flanders/Air Seal  
2502 Wehring Road, Rosenberg,  
TX 77471



All inquiries and sales opportunities should go through Derek utilizing the contact information below:

Derek Gibbs  
Flanders Corporation  
531 Flanders Filters Road,  
Washington, NC 27889  
Cell: (252) 402-7282  
Direct Phone: (252) 948-3322  
Toll Free: (800) 637-2803  
Fax: (252) 946-3425  
Email:  
dgibbs@csc.flanderscorp.com

Derek and the Flanders/Air Seal staff looks forward to servicing all of you filtration needs.

## New CSC / FFI Representatives

By: Glen Moore, V.P. Containment Products

Flanders/CSC and Flanders/FFI proudly announce two new reps.

1. **Air Treatment Corporation** represents all of California, Hawaii and Northern Nevada, effective March 2008.

Air Treatment Corporation, based in City of Industry, California, has several branch offices throughout this territory. They can be contacted at the main office by using the following information:

### AIR TREATMENT CORPORATION

957 Lawson Street - City of Industry, California 91748

Phone: 909-869-7975 - Fax: 626-965-3541 - Website: [www.airtreatment.com](http://www.airtreatment.com)

Mark Hartman, President is based at the main office. We look forward to working with Mark and his staff.

2. **Provedora Industrial** is based in Mexico and represents all of Mexico, Costa Rica and Panama, effective January 2008. Proveedora Industrial has several branch offices throughout this territory. They can be contacted at the main office by using the following information:

### PROVEEDORA INDUSTRIAL

AV. Aviacion 1002-12

CP 45019 San Juan De Ocotan, Zapopan Jalisco Mexico

Phone: 011-52-333-777-4858- Fax: 011-52-333-777-4859 - Website:  
[www.pipsa.com.mx](http://www.pipsa.com.mx)

Pablo Tapia, President is based at the main office. We look forward to working with Pablo and his staff.

## Stainless Steel Pricing

By: Glen Moore, V.P. Containment Products

As most of you are aware, our economy is experiencing some trying times. Unfortunately, the stainless steel market is no different. As previously stated in past newsletters, stainless steel prices continue to spiral upwards. Due to this reality, Flanders has no choice but to pass these charges to our valued customers. I realize these increases are difficult but I also believe everyone understands this situation is real.

As always, thank you for your continued support and interest in Flanders/CSC products.

## Flanders / CSC®

By: Glen Moore, V.P. Containment Products

As a reminder, Flanders/CSC Engineering and Sales Departments have relocated to 531 Flanders Filters Road, Washington, NC. Employees have settled into their new offices and are ready to assist our customers.

**Please make a note to revise Flanders/CSC Sales and Engineering contact information to the following:**

Flanders/CSC - Phone: (252) 946-8081 - Fax: (252) 946-3425

Currently, the Flanders/CSC email addresses have **NOT** changed, so you can continue to use the email addresses as in the past.

We ask for your patience during this transitional period, as the overall goal will benefit our customers.