



The Flanders Way

Newsletter Date: November 26, 2007

Volume 2, Number 3

Holiday Plant Closings

With the holidays rapidly approaching we would like to take this time to remind customers to place their purchase orders accordingly. Be certain to complete orders error free in eliminating customer service questions and mistakes. Please feel free to contact your Customer Service Department or Regional Sales Manager should you have any questions.

The Flanders Corporation will observe the following holidays:

Christmas - Dec. 25, 2007

New Years - Jan. 1, 2008

We look forward to working with you during this holiday season and the coming year!

Flanders Corporation

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Flanders Moving Forward

By Paige Lewis, Marketing Coordinator

We hope this newsletter finds you and your staff doing well. As most of you are aware, Flanders Corporation experienced a considerable internal reorganization during the month of September naming Robert Amerson, Chairman of the Board and Chief Executive Officer, Harry Smith, Chief Operating Officer, and Cully Bohush, Chief Financial Officer.

Positive internal changes are being made to strengthen the company within the filtration industry. Several ways we are accomplishing this is through production, customer service and the marketing of our products.

Our production staff now has goals and incentive programs tied to quality and on-time shipment of products. We have reorganized the Accounting and Customer Service Departments so our staff can give greater attention to detail and everyone will see a more positive attitude throughout these departments. We also now have a greater focus on our marketing of products. In the near future, all Divisions will be offering catalogs, pricing catalogs, CD's, as well as other marketing tools to our vital customer base.

These are just a few of the major revisions taking place within the Flanders Corporation. Other positive internal changes are currently being incorporated to improve product lead-times and service to our customers. The Flanders Corporation is excited to be moving forward with these qualified individuals leading the way.

We would like to personally apologize for the difficult past 12-months, but we feel we are working through those turbulent times and are on our way to bigger and better things associated with Flanders Corporation

Thank you for your business and loyalty to Flanders Corporation

New Flanders Logo

By Paige Lewis, Marketing Coordinator

The Flanders Corporation unveiled a new logo at the Foremarket and Cleanroom Sales Meeting during March 4-6, 2007. We are proud to showcase all divisions as one company working together to build and strengthen our organization to be the number one filter manufacturer within the HVAC industry. Be on the lookout as we make a running change in revising most of our printed material to reflect this new logo.





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

Email: dsickels@email.precisionaire.com

Contact Us

With the many personnel changes taking place within the Flanders Corporation, we have attached updated contact lists to this email to help you contact sales staff and support members quickly and efficiently. Please make these available to all branches and personnel within your organization. Contact Paige Lewis email plewis@email.precisionaire.com if you are in need of these contact sheets.

Flanders Surface Finishing Division

By: Jim McGill, National Sales Manager Paint Booth Sales

Our current goals, expectations, and responsibilities as a division of Flanders Corporation are to meet the daily sales goal demands and product marketing challenges of this very complex surface-finishing marketplace. It is imperative that we first segment and identify the end-users as industrial or aftermarket. This is very important because of the differences in manufacturing processes, sales, products, and current competitors that are unique to each one of these market segments.

- The Industrial segment includes any direct or in direct seller to end users, who applies any original coating or finish to a product surface.
- The Aftermarket segment requires that only product can be sold in direct to end-user or for resale to an end user.

The Surface Finishing Division continuously develops product related sales tools, new products, sales promotions, and product marketing strategies. Additionally, we also provide product training and make marketing literature available as needed to sales personnel and key customer accounts. We will also provide on-site field sales support directly to our aftermarket rep-agency group and our direct industrial sales groups where it is appropriate. This companywide support is to increase all sales of paint booth filtration and related product lines nationwide.

We currently offer a complete line of paint booth media for Intake and Exhaust Filtration for the following applications:

- Downdraft Spray Booths
- Cross Draft Spray Booths
- Industrial Spray Booths
- Powder Coating Booths

Thank you for taking the time to let us introduce the Surface Finishing Division. Please contact Shawn Turner or Jim McGill if we can help with any future paint booth filtration applications.

Surface Finishing Division - Contact information

Sales Office

Jim McGill

8611 Beckett Pointe Dr., West Chester, OH 45069

Phone: 513-759-7400 - Fax: 513-759-9098 - Cell: 727-515-0413

Email: jmcgill@email.precisionaire.com

Customer Service Department

Shawn Turner

Flanders Corporation

2399 26th Avenue N., St. Petersburg, FL 33713

Phone: (800) 800-2210 Ext. 22002

Fax: (888) 594-2592

Email: sturner@corp.precisionaire.com



“Fish” Philosophy

The Customer Service Department leads the St Petersburg corporate office as they learn to “catch the energy and release the potential” with the “FISH” philosophy.

As a way to re-energize the organization and inspire the customer service team to be the heartbeat of Flanders Corporation, Patti Ellingson introduced the FISH philosophy.

She is excited at the opportunity that has been presented and looking forward to the challenges and rewards that are sure follow. The St. Petersburg customer service team is the only Flanders Corporation contact for many of our distributors and we want to infuse our service levels with the 4 basic steps of FISH.

-Choose your attitude:

It all starts here. There is always a choice about the way you approach your work, even if there is not a choice about the task itself.

-Play:

Make-work fun, fun is energizing.

-Make their day:

Engage the customers in ways that will create energy and goodwill.

-Be Present:

Focus on the task at hand and interact with the customers.

These basic principals are good for business and will give the Precisionaire customer service team the satisfaction that comes from serving others, because customer service is more than a philosophy, it is an experience.

FLANDERS PRECISIONAIRE®

FOREMOST IN AIR FILTRATION

In today's complex world, it takes an equally complex combination of intelligence, commitment and scientific resources to solve and meet today's marketplace challenges for air filtration products. When such a market need arises, Flanders Precisionaire for its customers becomes a total product solution. We proudly introduce our new product, the Flanders Precisionaire

Dispenser-Box Exhaust Media Rolls

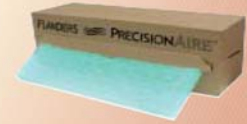
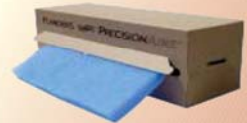
Flanders Precisionaire is now offering all our customers a fiberglass exhaust media roll, in all standard widths by 100' length only in a dispenser-box.

- **End user-** easier to install product in paint booth
- **Service companies-** for paint booth filters installment, quicker and easier change-outs, product boxed in assorted width sizes to reduce the amount of storage space required in transporting products.
- **Booth manufacturing companies-** product package to reduce the amount of inventory warehouse storage space required, lower packaging and freight cost in shipping out new paint booth to your customers.
- **Inventory space saver-** product packaging will reduce inventory space by 11/2 times. The normal space require for bulk rolls of paper, poly and fiberglass rolls. Also, product can be palletized for easy storage and shipments upon request.
- **Lower freight cost-** this product will reduce your LTL/freight rates and it can be shipped by U.P.S.
- Product will only be sold in boxes of assorted width sizes with a (3) box minimum purchase requirement per order.

To place your order for this new paint booth filtration product and to also receive your 10 percent introductory discount offer, please contact the closest distributor or rep. Or call

1-(800) 800-2210

today for the number of our local distributor in your area.



New Facility - Lake Wells, FL

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

Flanders Corporation has recently opened a new manufacturing facility to replace the Bartow plant destroyed by a fire. The facility primarily focuses on glass disposables and pleated (standard and custom) products.

Now that we are into the fourth quarter and temperatures are beginning to drop, we look for lead-times to decrease and capacity levels to increase as the Lake Wells facility continues to increase its capacity. We continuously review ways to satisfy customer needs by analyzing inventory levels of standard products with the goal of having adequate products moving forward. Our goal is to provide the best quality product in a timely manner and in the quantities and part numbers desired. We realize supporting our customers is the best way to encourage top line growth for Flanders.



Technical FFI Personnel

We are pleased to introduce Andrew Duncan as Flanders Filters Inc.'s newest Technical Salesman. Andrew comes to FFI from an extensive military background along with a six-year career selling and servicing filter-testing equipment. Andrew can be reached at the following:

Direct Line: 252-948-3343

Email: aduncan@ffi.flanderscorp.com

Flanders/Airpure

Flanders/Airpure in San Diego recently moved to their new location, 7466-101 Carroll Road, after being in their previous location for 30-



years. The new location consists of 32,000 square feet with roughly 3,000 square feet of office space. The warehouse is centrally located in San Diego to better suit the "will call" business.

This location services San Diego County and supports product for six other stocking Airpure branches, ARW accounts, and distributors throughout the western region.

Our customers rely on our experienced staff. Together, sixteen members of our staff totals 250 years of service strictly with Flanders. Customer Service 110-years, Sales 50-years and Shipping and Receiving 90 years. We are proud to have on staff Bonnie Cadwallader, Customer Service, which has been on staff for 30-years. Believe it or not, only a few of us are old and gray!

Flanders High Purity Sales Update

Shawn Windley - Director High Purity Products

I hope this article finds each Flanders Representative doing well and coming to the end of a successful 2007 campaign. I would like to extend on behalf of my staff and I, our sincerest thanks for all of the hard work and efforts put forth by each of you to promote the Flanders Corporation. I would also like to thank FFI's Plant Manager Levie Hardy and his staff for all of the efforts and long hours put forth to facilitate a successful 2007, Our regional managers Tim Robinson, Jim Parrish, and Drew Price for there hard work and dedication to our success, Our new management team for giving us the tools to succeed, and our families that understand the demands of being on the road promoting our products. I would also like to thank my inside staff consisting of Al Algar, Jimmy Harris, Janie Harris, Chris Winstead, Scott Waters, Olivia Wilkins, Peggy Cherry, and L.E. Hoggard for their efforts and hard work.

As we draw closer to the end of the year, FFI is gearing up for the typical "Christmas Rush" and is ready to meet all of your filtration needs and demands. Flanders has endured a great deal of change on the 2007 calendar year and will be looking for great things as 2008 approaches. Plans are in place for facility and equipment upgrades that will allow us to continue our growth for years to come. Key personnel such as Tom Morse and others have rejoined the company to assist in manufacturing and engineering to better serve our customer base. We are also in the process of consolidating our inside sales and engineering forces to allow for a more streamlined customer services department. Flanders has recently become a member and plan on being active in the Controlled Environment Testing Association (CETA), International Society of Pharmaceutical Engineers (ISPE), and the National Air Filtration Association (NAFA). This is in addition to our existing American Society of Heating and Air Conditioning Engineers (ASHRAE) and our (Institute of Environmental Science and Technology (IEST) memberships. I will remain active as a senior member of IEST helping with specifications and recommended practices for our industry.

From a design standpoint, several new products and process changes will debut in 2008 to reduce costs, improve efficiency, and also gain more of a market edge as an innovator within the industry again. These projects will be under the direction of Tom Morse and his Research and Development staff.

In closing, I am available to help and assist you with sales calls within your territory and hope to see most of our representatives in 2008. Good luck and best wishes.

Custom Laminar Flow Products

By: Gary Chrismon and Jeremiah Chamberlin

Custom Laminar Flow Products has recently emerged as a viable product line at Flanders. We here at Flanders/CSC are working hard at increasing our share of the Custom Laminar Flow market. Over the last two years Jeremiah has developed a baseline to increase its development. As a company, we have proven ourselves capable by meeting delivery schedules on the medium to large jobs, which exceeds millions in dollars; while also taking on the challenges of the smaller, highly customized, units for demanding applications.

Listening to the needs of our customers, we are forging new Flanders/CSC's standards for materials of construction, product design, craftsmanship, and quality control. We continue to use stainless steel almost exclusively in our construction, but are examining ways to eliminate waste and reduce cost.



Upcoming Shows

Flanders staff members will be attending the following shows:

- AHR Expo
January 22-24, 2008
Javits Convention Center
New York, NY
Ahrexpo.com
- Interphex PR 2008
February 14-15, 2008
Puerto Rico Convention Center
San Juan, Puerto Rico
Interphexpuertorico.com

We look forward to seeing you there!

Custom Laminar Flow Products *cont.*

Custom Plenums and Laminar Flow Modules continue to be our biggest sellers and we plan to concentrate first on their development. Other distinct products include Downflow Booths, Fan Walls, self-supporting Portable Cleanrooms and Clean Benches.

We hope you are as excited as we are about the prospect of increasing the sales for these products. Jeremiah and myself are available (1) to answer your questions, (2) to train you in selling your products, and (3) to make sales calls with you.

Call us using the given contact information below.

Jeremiah Chamberlin

Direct # (252) 948-3310

Washington Switchboard (252) 946-8081

Cell # (727) 686-8982.

Gary Chrismon

Bath Switchboard# (252) 923-2911

Cell # (252) 944-1171

Flanders Corporation Joins!

By: Paige Lewis. Marketing Coordinator

Flanders Corporation has recently joined The National Air Filtration Association. To become more involved, Charlie Kwiatkowski attended the NAFA Convention in Indianapolis, IN during September 2007. We look forward to becoming a key member of this organization.

