

 VENSTAR®

AIR SQUARED WINS BUSINESS WITH VENSTAR'S THERMOSTAT LOGO PROGRAM

CHALLENGE: Earn More Business Through Greater Visibility

As an HVAC contractor covering a large Northern California territory, Air Squared Mechanical's growth initiatives included expanding its business through new and existing customers. For greater visibility, Air Squared's construction manager Gary Walker chose Venstar's thermostat logo program to create brand recognition for the company.

“Having our logo featured on Venstar thermostats has exceeded our expectations, helping us gain brand visibility and drive sales.”

- Gary Walker Construction Manager, Air Squared Mechanical

SOLUTION: Venstar's Logo Program for Greater Brand Recognition

Walker chose Venstar's logo program due to the high quality of the logos that are easily visible on the thermostats. In addition, Air Squared always buys thermostats in 12 units or more, so their full-color logos are free.

RESULTS: Increased Business, Including a Major Hotel

According to Walker, having the Air Squared logo on thermostats has helped Air Squared gain both repeat customers and new business, including a major hotel franchise. Venstar's thermostat logo program has exceeded the company's expectations, creating greater visibility that results in more business. Now, users to think of Air Squared when they need new thermostats or service.

“Venstar's custom logo program enables HVAC contractors to promote their companies, providing new business opportunities and increased customer service.”

- Steve Dushane President and CEO of Venstar



About Air Squared Services

Air Squared Mechanical, a leading Northern California HVAC dealer, has participated in Venstar's custom logo program for many years. Air Squared's logo, imprinted on Venstar's Explorer Mini



thermostats, has created brand recognition as well as cost savings for the company.

Since 2002, Air Squared and its reliable team has provided its clients with a wide range of services, from residential maintenance and service to industrial changeouts and repairs.