



Friday, March 7, 2025

To: Valued Industry Partners & Specifying Engineers

From: Matt Spink – Chief Sales Officer, Greenheck

Subject: Greenheck Announces Nationwide Air Distribution Strategy

Dear Industry Partners,

I am pleased to announce that Greenheck is implementing a nationwide air distribution strategy under the METALAIRE brand. This strategic move is designed to ensure that our representative partners can offer their customers competitively superior products across the full array of airside products.

We acquired METALAIRE, a brand of Metal Industries, Inc., in December 2021 as part of our commitment to providing high-quality HVAC solutions. Over the past three years, we invested heavily in new product development, factory automation, and IT system upgrades, making METALAIRE an even more complete and competitive air distribution product line.

Initially, we marketed air distribution products under both Greenheck and METALAIRE brands. We've concluded that a single brand creates the best U.S. coast-to-coast marketing strategy. This approach allows us to have one exclusive representative in each market territory and one unified brand across all territories. Therefore, we will transition our air distribution product line to METALAIRE by the end of 2025.



We kindly request that specifying engineers add METALAIRE as an acceptable brand for grilles, registers, diffusers, and air terminal units.

As we transition to the METALAIRE brand, we want to assure you that the air distribution product line remains an integral part of Greenheck's family of high-quality HVAC solutions. You can expect the same commitment to product quality, innovation, and customer service excellence that you have come to know and trust with the Greenheck brand. The product line continues to be managed by the same Greenheck leadership team, ensuring a seamless experience and continued reliability.

Thank you for your continued support and partnership.

Best regards,

Matthew J. Spink, P.E.
Chief Sales Officer, Greenheck