



Air Conditioning & Heating

News Release

Contact: Rex Anderson - 713.263.5064 - rex.anderson@goodmanmfg.com
Or Mark Klein – 281.536.6063 – mark@markrklein.com

It's a New Look for the Goodman® Brand

HVAC brand launches completely rebranded website,
advertising, marketing and dealer support materials

HOUSTON, Nov. 11, 2016 – The heating, ventilation and air conditioning (HVAC) manufacturer that designs, engineers and assembles its products in the United States has engineered a new look for its brand.

The rebranding is a comprehensive one, from its website, marketing and HVAC dealer support materials to its latest television and radio commercials. The new look is designed to be modern, fresh and focused on the benefits that Goodman products and its HVAC dealers bring to homeowners, explains Jeff Underwood, Vice President, Goodman business unit.

At www.goodmanmfg.com, navigation has been simplified while its clean, contemporary design makes finding product features, customer reviews and warranty information easy.

The new television commercials feature “The Coldest Place on Earth” and “The Hottest Place on Earth,” all focused on the HVAC dealer as the hero, with the exceptional value he brings to a homeowner, explains Underwood.

Radio ads compliment the television spots while other ads feature Goodman’s “Designed, Engineered and Assembled in the U.S.A.” campaign. Those, says Underwood, are for dealers who want to promote that attribute of Goodman. Goodman products are now rolling off a brand new assembly line at a state-of-the-art, \$417 million campus that is currently under construction near Northwest Houston.

For dealer lead generation and marketing support, Goodman refreshed all of its materials with its new look, including newspaper ads, door hangers, postcards, billboards, maintenance postcards, vehicle wraps, home show displays and more.

“We have a complete line of materials for the dealer who is proud to sell products that are designed, engineered and assembled in the U.S.A.,” says Underwood.

For more information about Goodman, visit www.goodmanmfg.com.

###

About Goodman

A member of the DAIKIN group, Houston-based Goodman Global, Inc. is a leading manufacturer of heating, ventilation and air conditioning products for residential and light commercial use. Goodman's products are predominantly sold through company-operated and independent distribution networks, with more than 1,000 total distribution points throughout North America. For more information, visit www.goodmanmfg.com.

