

GREENMILL TRADE BULLETIN

**INSIDE
ISSUE #15**

➤ The future of sustainability

InDuct is specifically developed for energy savings and sustainability.

➤ Marketing when you get busy

Marketing is often the first thing to fall by the wayside when workload builds up.

➤ Free resources & customer gallery

Have you checked out all the resources and support on www.greenmilldesign.com?

➤ What about the small print?

Valuable advice on your Terms & Conditions, from a qualified legal expert.

The future of sustainable ductwork



A **PERFECT** FIT FOR YOUR VAN



A **PERFECT** RETRO FIT



A **PERFECT** FIT FOR YOUR SITE



A **PERFECT** FIT FOR YOUR SITE STORAGE



A **PERFECT** FIT FOR YOUR BUSINESS



A **PERFECT** FIT FOR YOUR SCHEDULE



A **PERFECT** FIT FOR YOUR BUSINESS

These days, most industries have a focus on sustainability, and HVACR is no different. So if you're looking for a more sustainable alternative to traditional ductwork, choose STÖRNCH InDuct.

Manufactured in Sweden, InDuct is specifically developed for energy savings and sustainability. The pre-insulated system offers a massive 80% CO2 saving, when compared with standard steel ducting and lagging. InDuct also has the potential for up to 30% reduction in energy through lower pressure drops and decreased fan speeds. So how does InDuct achieve these significant savings? It's all in the innovative design and materials.

Consisting mainly of glass, sand and soda, InDuct features a patented aluminium foil on both the inner and outer surfaces, which provides an effective barrier against condensation. The system is over 50% lighter than metal ductwork, and importantly it's flat-pack, which means it can be transported and stored much more efficiently and cost effectively.

The Swedes seem to be a couple of years ahead on sustainable materials, which is why InDuct is already being installed with great success on numerous projects, including the Kronan office complex in Stockholm. Completed in 2022, the Kronan installation has the potential to

save up to 1.2 million kWh over the next 20 years in operation alone, delivering a significantly lower energy bill and saving approx. 145 kg tonnes of CO2 emissions. **That's the future of sustainability!**



Download our STÖRNCH InDuct Supplement to find out more: www.greenmillac.com/stornch-induct

Keeping your name in front of your customers

By Lance Pittman

Head of Marketing at Greenmill



One of the things that challenges a lot of companies, is how to keep marketing when you get busy!

Marketing activities are often the first thing to fall by the wayside when the pressure of workload builds up. However, this invariably leads to a drop-off in sales.

This impact is logical. Your potential clients are being bombarded by other companies 24/7. When they're not seeing your name, they'll be seeing your competitors! You need a strategy to stay top-of-mind.

My advice to any business, regardless of size, is to have a marketing calendar. No matter how simple the calendar, this will allow you to commit to regular and consistent marketing activities that keep your name in front of your audience.

We see 90% of AC install companies begin with a brave engineer going it alone. Their daily task list seems unending, and (almost) understandably, marketing never quite reaches top priority. Our free resource hub, greenmilldesign.com was created for AC contractors with teams of less than 10 staff. It gives you access to simple own-branded marketing assets to use on social media, and printed materials to distribute around local businesses and communities.

With online print companies knocking out flyers for minimal cost, you could ensure that every person who meets your team is guaranteed to walk away with an attractive company hand-out. My plumber often leaves a few business cards and asks me to refer them to friends, family and neighbours.

Ensuring that the right people see your name is also critical. Who is your target customer? One way to figure this out is by analysing your current best customers. For example, you may know hospitality like the back of your hand, but lack expertise for hospitals. Main contractors may turn down your tenders, but home-owners may seek your experience. Are you best at installs or servicing?

By asking yourself questions, you can define your target customer, then you can get your name in front of more of these people. That's what marketing is all about.

If you wish to make use of our free marketing assets please visit:

www.greenmilldesign.com

GREENMILLDesign

Helping our Customers...



YOUR LOGO HERE
Customer Branded Artwork

One of the reasons we developed our Greenmill Design website (during COVID) was because we recognised that many of our customers had braved going it alone in business, and already had a hundred and one things to sort every day. So free

marketing resources, especially for our smaller customers, proved very popular. A couple of years down the line, we are still providing access to simple own-branded marketing assets for use on social media and for print. Online printers

can knock out really cheap flyers, ideal for distributing around local businesses and communities. So if you're looking for high quality free marketing resources, head over to greenmilldesign.com and see how we can help to support your business.

www.greenmilldesign.com

Showcase YOUR Projects

Don't let your hard work go unnoticed...

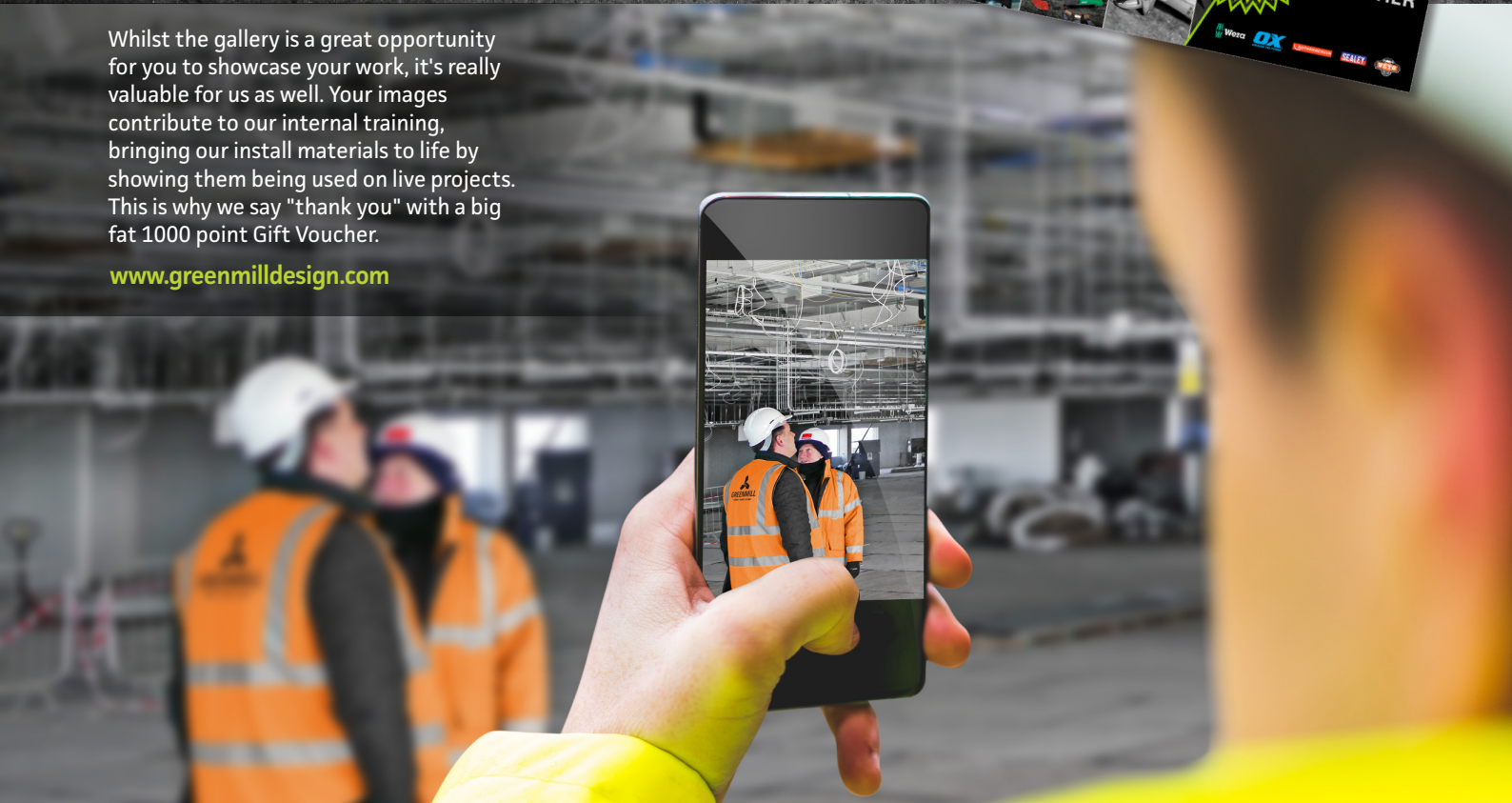
Share some of your best images with the GreenmillDesign Customer Gallery and show everybody just how good your projects are.

1000
Gift Voucher
Reward Points
for each
submission



Whilst the gallery is a great opportunity for you to showcase your work, it's really valuable for us as well. Your images contribute to our internal training, bringing our install materials to life by showing them being used on live projects. This is why we say "thank you" with a big fat 1000 point Gift Voucher.

www.greenmilldesign.com



Keep control of your orders with our **Engineer Approval system**



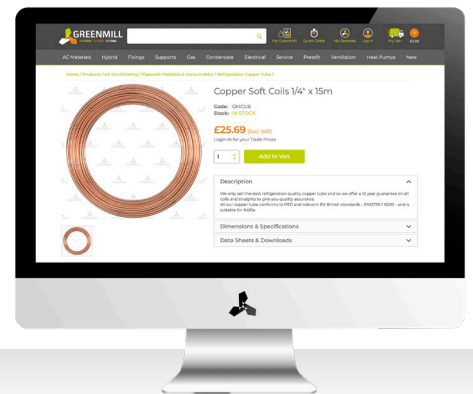
On-Site Order



Approved in Office



Delivered to Site



www.greenmillac.com

Part of the My Greenmill Dashboard - Engineer Approval adds a valuable extra layer of sign-off to your online ordering process. Perfect for when you've got

groups of engineers or subbies on site. They can quickly create an online order list for all the materials they need and submit for approval. Accounts or

purchasing get to review and approve all orders before they are placed, helping you to keep control of your project spend.
www.greenmillac.com/dashboard

What about the small print?

By David Roberts
Principal at MyInhouseLawyer
www.myinhouselawyer.uk



Whilst a lot of companies say they don't want to be spending hard earned money on 'expensive lawyers', it is sometimes worth taking a moment to reflect on a little bit of housekeeping that may pay dividends in the longer term and potentially getting advice from a lawyer that knows their business and at fees that make sense.

Most businesses are keen to win business – but sometimes fail to get into the details of what has been won, what are terms and conditions for supply and delivery and what risks are being taken – and what are the hidden risks that may not even be known about.

It is worth having some basic terms and conditions setting out the terms on which the purchase of goods and services takes place and also the terms on which these are then delivered to customers.

For example – what are the terms around delivery (what happens if goods are late or get damaged in transit?). Who bears the costs? What happens if a supplier doesn't perform?



What happens about the warranty on goods bought and sold on?

As prices of materials change so quickly, how do you know that the price quoted to a customer will still cover the cost of the goods bought in if that price changes?

It is worth spending some time to make sure that the terms and conditions set out the key principles, such as:

- **What is the price for the goods? How long is that price valid for? Can the supplier change it? Is the quotation to the customer valid for a limited period only and the price can be changed if needs be?**
- **What is the warranty from the supplier and does it line up with any warranty given to the customer?**
- **Is the scope of work to be provided clearly understood and agreed and written down?**
- **What are the payment terms? Is payment being made to the supplier before payment is received from customers, thereby raising cash-flow implications.**

These things can be covered off in terms and conditions. They can be set out on the back of order forms or now more commonly can be set out on a website – so that both suppliers and customers know the terms on which business is conducted.

We have our own experiences of such matters and one thing that can help avoid disputes is to make sure buyers and sellers have a clear position on what they have agreed to and have some appropriate terms and conditions to cover the position.

If you would like more advice please feel free to contact us and we may be able to help.

You may also want to look at a series of articles on LinkedIn posted by MyInhouseLawyer under the Lawskool banner which pick up on some common legal or contractual issues facing businesses.

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Top inhouse lawyers working flexibly with ambitious businesses

ADD. BRAZE. REMOVE. REPEAT.

Heat Shield

A reusable insulating paste designed to protect areas near welds or solder joints from heat damage.

- Apply, remove, reuse
- Reusable up to 40 times



REUSE UP TO
40x

PRODUCT CODE: GMBZA10



Redeem your oldest Gift Vouchers now

Gift vouchers issued in September 2021 will be expiring this month. Login now to check that you don't lose out.



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