

## **EXPERTS AT YOUR SERVICE – HAVE WE GOT A STORY FOR YOU!**

### **TEMO Story Ideas & Fast Facts**

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With more than 30 years of experience in the sunroom industry, TEMO has cultivated wide-ranging expertise in multiple areas of interest to consumers, trade professionals and businesses.

This includes all aspects of business from Production, Engineering, Administration and Sales/Marketing.

TEMO's fully staffed in-house Corporate Marketing Department is available to provide or develop articles on demand as well as grant information as an expert source for articles you develop. Our graphics and art department is available to lend additional support.

### **PRODUCT DEVELOPMENT & ENGINEERING**

- The American Dream: From the vineyards of Italy to CEO, how Nino Vitale went from carpenter to head of a multi-million dollar industry.
- Do you know what a sunroom is? It's not your grandma's porch enclosure. What advances in engineering make today's sunrooms so different?
- Your sunroom looks good and performs well today, but what will happen in 10 or 20 years? Facts every consumer must know about sunroom construction before investing in one.
- What is thermal engineering? How does it affect climate control and comfort in a sunroom?
- How much do sunroom windows matter? What are the choices and how do you compare quality?
- What's the difference between 3-season, 4-season and extended season sunrooms? How do you know which you need?

#### **Facts:**

- Nino Vitale emigrated from Italy at the age of 22, unable to speak English or possessing a skilled trade. With a true visionary's dream, he created his own opportunities in the building industry, and drove innovation in new territories.
- TEMO innovated the use of thermal wall and roof systems in sunroom design, significantly taking porch enclosure designs of the past to the next level of sophistication in engineering.

- TEMO is the only sunroom manufacturer with an in-house engineering staff devoted to on-site product development and testing.
- TEMO has developed a patent-pending roof system that surpasses standard span capabilities to allow greater design opportunities.
- TEMO Sunrooms has developed and brought advanced engineering design to sunrooms that result in a product designed to last a literal lifetime. For example, our TEMKOR is an indestructible exterior and interior surface option.
- TEMO sunrooms are independently tested to meet or exceed national standards for all parts of the sunroom including windows, roof and walls.
- TEMO Sunrooms makes its own windows to ensure quality.
- Windows made by TEMO Sunrooms are the only in the industry independently tested for quality and certified by the exclusive American Architectural Manufacturers Association Gold Label program.
- TEMO windows can withstand hurricane-force winds.

## **PRODUCTION**

- Working to keep production costs down: TEMO employs the latest hi-tech advances in manufacturing to combat rising costs.

### **Facts:**

- TEMO's unique position in the sunroom industry as an on-site manufacturer of its products has driven time saving and cost-saving innovations. For example, a state-of-the-art supercomputer, nicknamed "Hal" creates on-site prototypes of parts, eliminating costly off-site production. Prototypes can be created in 7 hours, compared to an off-site turnaround of 7 hours and can be produced for an average cost of \$15 per prototype, compared to off-site costs of up to \$2,000.

## **SHIPPING**

- From the factory to the dealer: Innovations in shipping that help drive business superiority.

### **Facts:**

- TEMO leads the industry in shipping with just 2-4 weeks turnover from dealer order to dealer delivery, compared to an industry standard of 4-6 weeks. All TEMO products are custom made to spec, one order at a time.
- TEMO uses a dedicated shipping fleet, with an in-house operation base, to control shipping.
- TEMO shipping uses GPS systems to increase efficiency.

## **SALES**

### Consumers

- Sunroom cost: Why are there such variations in sunroom prices in the marketplace?
- How does TEMO justify higher-end pricing?

#### **Facts:**

- TEMO Sunrooms are exclusively manufactured to higher quality standards, and produce an estimated 70% or higher return on investment, depending on regional location.
- TEMO warrants their products to last the owner's lifetime, eliminating replacement purchasing. Additionally, and allows the transfer of warranty to new owners, producing a value-added element to the home on resale.

### Careers: Sales/Dealers

- What is the career outlook in sunroom sales?
- Becoming a sunroom dealer – How do the retail opportunities compare to other home improvement industries and what does it take to become successful?

#### **Facts:**

- TEMO sunrooms are sold throughout the United States and Canada, offering diverse career opportunities.
- TEMO sunrooms offer industry-exclusive in-depth sales training at the corporate and dealer levels to encourage sales success.
- As a career, TEMO sales people have an opportunity to earn above-average livings with a high-demand product proven to withstand variable economic trends. Nationwide, in 2002, TEMO dealers almost doubled the number of sales personnel to achieve a million dollars in sales over 2001, from 24 in 2001 to 43 in 2002.

## **ADMINISTRATION**

- New ways of doing business: Carving unique territory in non-franchised, franchises.
- What does it take to keep today's distributors on board?

### **Facts:**

- TEMO dealers are primarily window and siding companies. A percentage has dropped auxiliary lines in favor of a TEMO Sunroom-only product line.
- More than 120 dealers operate across the U.S. and Canada.
- Tony V's Sunrooms and Spas is the Michigan retail outlet for TEMO Sunrooms, with two locations: Clinton Township and Canton. Open since 1995, the retail outlets, with full showrooms, offer a unique learning environment in which to develop and test new sales, training and administrative procedures before presenting to the general dealership.
- Sunrooms as a retail product off more profit potential compared to the typical window replacement or home siding job, for essentially the same man-hours.
- TEMO dealers can experience net returns of 15 to 20 percent, with up to two million dollars in gross retail sales if they follow our Sales Growth System.
- The TEMO Sales Growth System is an industry-exclusive system of training that includes sales, installation, administration and marketing training offered at the corporate level through TEMO University to dealers at every stage of development from start-up to expansion. Unlike typical manufacturers, TEMO supplies a product and the method for successfully operating a dealership and properly training sales staff as experts in sunroom design and sales.

## **MARKETING**

- Taking it to the next level: Doing what other manufacturers don't – offer non-franchised dealers full marketing support. Does it make a measurable difference?

### **Facts:**

- TEMO provides full marketing support on request to its dealers to help ensure successful operation. An exclusive feature in the industry, TEMO Corporate Marketing operates from the corporate complex and provides a full range of marketing services that includes: training and materials, media planning and placement services, copywriting and video production, print graphics, and strategic analysis and support –at zero or minimum cost to the dealer.
- By offering individualized strategic marketing service to dealers that requested it, TEMO Corporate Marketing enabled 51% of our dealers to increase their 2003 YTD dealer purchases by 26% over 2002.

## **SUNROOM LIFESTYLE & HEALTH BENEFITS**

- Is a sunroom a “need” or a “want” product? How does new health threats such as the West Nile Virus change the picture?
- Good-bye second-hand smoke: Sunrooms get the smokers out of the house.
- The new cigar movement opens a new market for sunrooms.
- Humans – attracted to the light: Sunrooms and light therapy.
- Spas: New therapeutic benefits of water therapy in treating rare diseases.

### **Fact:**

- Sunroom additions rank in the top 7 home improvement projects, representing 33% of requests to more than 520 remodelers surveyed in four US regions, according to a recent Remodelers Council report.
- Studies link health benefits to light therapy, especially in the elderly and those that suffer seasonal depression.
- Sunrooms that feature spas offer additional relaxation and health benefits such as relief from back pain, muscle injuries, arthritis and fatigue. A lesser-known advantage of spa use is in the promotion of healing associated with some rare diseases such as the often-fatal skin disease, Epidermolysis Bullosa.