

PARAMOUNT CONCEPTS LTD.

Customer Success Story – Habegger Indianapolis

Welcome to Indianapolis, the 12th largest city in the U.S., home to the Indianapolis Motor Speedway, and a market where over 15,000 new homes are built each year.



Contractors are under constant pressure to get the job done faster AND better. Paramount Concepts, Ltd. and The Habegger Corp. make it happen.

HABEGGER
THE HABEGGER CORPORATION

Habegger's Indianapolis Branch was an early adopter of the Paramount H adjustable register installation frames. They recognized that this new technology could deliver substantial savings for contractors, and became one of the first companies to market the product.

The results? Habegger Indianapolis has sold over 11,000 H frames in the first half of this year! How did they do it?



*Over 11,000
H Frames
sold in the
first half of
this year by
Habegger's
Indianapolis
Branch!*

Partnership according to Ken Hurst, Regional Parts Manager, who says "We had a lot of help from Paramount on direct contact to the contractors. Paramount is very easy to work with, and very willing to do whatever it takes."



Ken Hurst
Regional Parts Manager
Habegger Indianapolis

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It also helps to have a great salesperson. Brett Myers, Territory Manager with Habegger Indianapolis, makes it sound easy. According to Brett “I just took it out to the job sites and let the customers play with it. The Paramount H is one of the few products we have that will actually sell itself.”



Brett Myers
Territory Manager
Habegger Indianapolis

We all know it’s not that easy. It takes skilled distribution partners like the pros at all Habegger locations. It takes a committed vendor, and Brett believes “Paramount has been, to say the least, awesome. It’s been outstanding.” It also takes a manufacturer’s rep like Andy Miller (Miller – McAtee) who’s willing to work tirelessly to develop a new market.

The proof is in the field, with contractors, and that’s where Brett prefers to sell the Paramount H. “We have been successful with the Paramount H because the customer can see the payback instantly.”

“I have a customer who now does all of their boots in a 6,000 square foot house in 20 minutes, instead of a whole day,” says Brett. “I started having customers sell me on the product.”

Innovation also has to be affordable. According to Ken, “Paramount has been very helpful at putting us at (price) points in the market where we need to be. You (Paramount) have been very tuned to the needs of the customer.”



What makes this success story possible? Contractors who recognize a quality new product that saves money, a manufacturer committed to practical innovation in HVAC, a driven manufacturer’s rep, and a distribution partner who sees great advantage in being first to market. Thank you Habegger (and a special thanks to Ken and Brett).