SALES PRESENTATION CASE STUDY

The Scenario

You are a new Outside Sales Representative for Rite-Hite, an industrial equipment manufacturer. Your territory covers the Greater Toronto Area (GTA) and Southwest Ontario.

You are tasked with targeting and eventually selling to the industrial manufacturing clients in your territory. After completing a six-month training program from Rite-Hite, you have developed in-depth knowledge of a wide variety of Rite-Hite's best-selling products.

Your District Manager has just informed you that Rite-Hite has been given the opportunity to present to Rachel Singh, an interior systems specialist from NextStar Energy in Windsor, ON. In a conversation with the district sales manager, Rachel mentioned that the plant will be a massive facility covering approximately 4.5 million square feet. This large-scale manufacturing plant will be Canada's first electric vehicle (EV) battery gigafactory. The facility will be able to produce over 45 gigawatt hours (GWh) of lithium-ion battery cells and modules annually, supporting Stellantis' EV production across North America. Its size and production capabilities are designed to meet the growing demand for electric vehicles while positioning Canada as a key player in the global EV supply chain.

The Seller: Rite-Hite

Rite-Hite is a global leader in the design and manufacturing of industrial equipment aimed at improving safety, security, and productivity in industrial environments. Their product range includes loading dock equipment, industrial doors, safety barriers, high-volume low-speed (HVLS) fans, and curtain walls. Known for innovation, Rite-Hite developed industry-leading solutions like the DOK-LOK® trailer restraint and hydraulic dock levelers, which are widely adopted worldwide. Their mission is to enhance industrial safety and efficiency through continuous innovation and quality.

RITEHITE
ALWAYS LOOKING AHEAD

The Rite-Hite Revolution high-volume, low-speed (HVLS) fan is designed to improve air circulation in large industrial and commercial spaces. Its advanced design allows it to move large volumes of air at low speeds, providing efficient cooling and ventilation while reducing energy consumption. The Revolution fan helps regulate temperatures, reduce hot and cold spots, and maintain consistent airflow, improving facilities' overall comfort and air quality. It also aids in controlling moisture, reducing the risk of condensation and mould. By enhancing ventilation, it contributes to a safer, more productive work environment, making it ideal for warehouses, manufacturing plants, and other large spaces.

The Prospect: NextStar Energy

NextStar Energy is a groundbreaking joint venture between LG Energy Solution and Stellantis in Windsor, Ontario. Established to drive innovation in the electric vehicle (EV) industry, NextStar Energy is poised to become a key player in Canada's green energy transition. The company focuses on producing state-of-the-art lithium-ion battery cells and modules, supporting Stellantis' ambitious plans to expand its EV production. With its advanced manufacturing facility in Windsor, NextStar Energy aims to create hundreds of high-skilled jobs, contribute to sustainable transportation, and cement Canada's role in the global shift toward cleaner energy solutions.

Rachel Singh is an interior systems specialist at NextStar Energy who is deeply involved in the internal construction of the new plant in Windsor, Ontario. With a mechanical engineering background and industrial facility design expertise, Rachel is responsible for planning and implementing the plant's internal infrastructure. This includes installing essential systems like ventilation, power distribution, and HVAC to support the complex battery manufacturing processes. Rachel works closely with contractors and engineers to ensure that the facility's interior spaces meet the operational requirements for safety, efficiency, and sustainability. Her attention to detail and innovative approach help ensure the facility is equipped to handle the high-tech demands of NextStar Energy's production lines.

The Challenge

NextStar Energy would need high-volume, low-speed (HVLS) fans installed in their facility to ensure efficient climate control and proper ventilation in a large manufacturing environment. These fans are particularly beneficial in battery manufacturing for several reasons:

1. Temperature Regulation: The production of lithium-ion batteries requires precise temperature control to prevent overheating, maintain product quality, and ensure safety. HVLS fans help distribute air evenly, reducing temperature fluctuations and hot spots throughout the facility.

RITEHITE
ALWAYS LOOKING AHEAD

2. Energy Efficiency: HVLS fans circulate a large volume of air at a low speed, which reduces the need for high-powered HVAC systems. This can help lower energy consumption and operating costs, aligning with the company's goal of sustainable production.

3. Worker Comfort and Safety: Keeping the facility cool and well-ventilated helps maintain a comfortable and safe working environment, which is crucial for employee productivity and well-being, especially in a large-scale, high-tech operation.

4. Moisture and Dust Control: Proper airflow can also help control humidity and dust levels, which is essential for protecting sensitive electronic components used in battery production.

Many competitors in the HVLS space, such as Sky Blade Fans, are likely to pitch their companies as viable options to ensure NextStar Energy has proper climate control and ventilation.

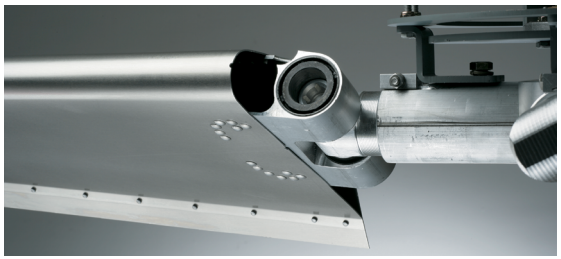
Your Task

Your task is to develop a sales presentation with a proposed solution that considers the prospect's specific needs

RITEHITE
ALWAYS LOOKING AHEAD

Revolution®
High-Volume, Low-Speed (HVLS) Fan

A change is in the air.



Performance

- Improve productivity by providing evaporative cooling
- Exclusive Propell-Aire™ aluminum blade incorporates tilt, taper, and twist to produce consistent airflow across the entire length of the blade, eliminating pockets of stagnant air under the center of the fan
- Covers 31,000 sq. ft., moving air up to 100 ft. in all directions from the center of the fan

Safety

- All fans feature a three-way motor-to-hub safety connection, as well as stabilizing cables, a beam clamp and motor housing
- A unique safety ring is provided for back-up security for the motor to hub connection. Each hub “blade arm” is connected to the safety ring

Warranties

- 3 year parts & 3 year labor warranty
- 10 year structural integrity warranty
- Lifetime warranty on workmanship of blades and hub
- 12 month customer satisfaction limited money-back guarantee
- Listed to UL507 Standard

NOTE: Control box ships standard with connection locations to receive a low voltage stop signal from a fire panel to comply with NFPA 13.

Construction

- Precision-milled aluminum hub and bolt
- Vibration-dampening material is incorporated to reduce stress to the hub by 50 to 75%
- The blade and hub are rotationally balanced for smooth, efficient performance
- Maximum weight is 300 lbs. Actual weight varies according to the fan size and mounting style
- Backed by Rite-Hite’s 50 year track record as an industrial manufacturer

Wireless Controls

- Customizable 7-day scheduling. Manage up to 24 fans from the wireless touch screen control station
- Standard Ethernet connectivity allows remote access to fan controls from a PC or mobile device

Fan-Commander®

Specifications/Survey

REVOLUTION®

Date _____

Company Name _____

Address _____

City _____

State _____ Zip Code _____

Representative _____

Salesperson _____

Quantity _____ Signature _____

Fan Diameter:

- ☐ 8’ (2440 mm)
- ☐ 12’ (3660 mm)
- ☐ 16’ (4880 mm)
- ☐ 20’ (6100 mm)
- ☐ 24’ (7320 mm)

Mounting Option:

- ☐ Standard I-Beam Bracket (No Charge)
- ☐ Laminated Beam Kit
  Wood Beams Typically
  Standard I-Beam Bracket Included
- ☐ Truss Kit
  Standard I-Beam Bracket NOT Included

Drop Tube Assembly:
If ordering a 20’ or 24’ fan, a 30” (minimum) drop tube is recommended.

- ☐ 18” (460 mm) (No Charge)
- ☐ 30” (760 mm)
- ☐ 31” to 84” (785 mm to 2135 mm)
- ☐ None

Voltage / Phase:

- ☐ 208-240V / 1 PH
- ☐ 208-240V / 3 PH
- ☐ 400-480V / 3 PH

600 Volt Transformer:
Typically required for Canada

- ☐ No
- ☐ Yes (requires 400-480V / 3 PH)

Low Headroom Blades (reduced tilt):

- ☐ No
- ☐ *Yes

Optional Motor Shroud:

- ☐ No
- ☐ Yes

EMC Compliance Option:

- ☐ No
- ☐ Yes

Custom Color: Blades and Hub:

- ☐ Standard Mill Finish
- ☐ Yes. RAL K5# _____ (20% gloss)

Custom Logo:

- ☐ No
- ☐ Yes. Custom Logo Specification:

_____

Shipping Destination:

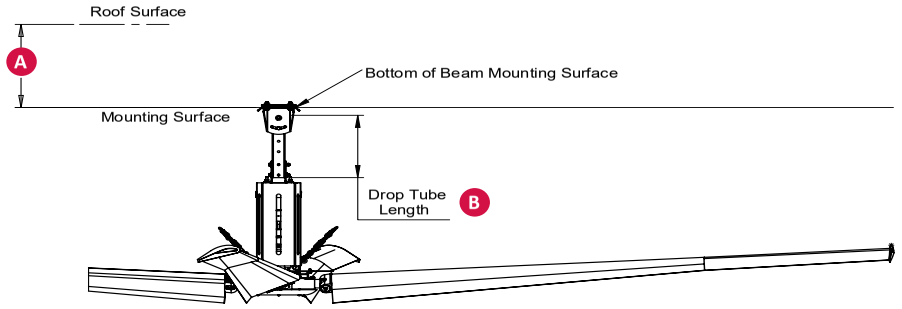
- ☐ North America
- ☐ International

Ship VFD Controls Separately:

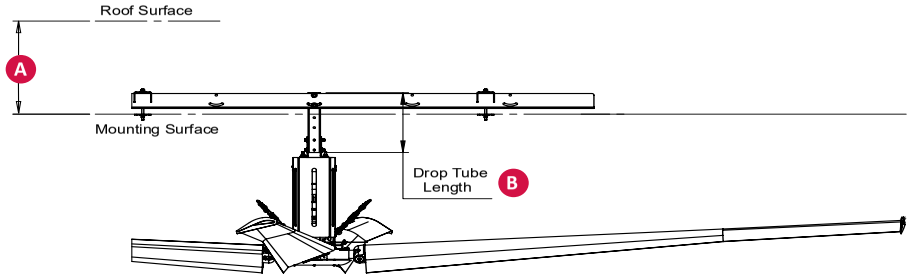
- ☐ No
- ☐ Yes. *For Yaskawa (wireless) controls, please order p/n 7642. If you are replacing a fan or adding a fan to Fan-Commander System that uses modbus cable (CPHVLSFC), you will need the Schneider controls. For Schneider controls, please use p/n 1752.*

Note: Controls are not included. Please order Fan-Commander® separately.

BEAM KIT MOUNTING



CEILING TRUSS KIT MOUNTING



	A = Extra Air Intake – Extra Height Above the Mounting Surface					
	Beam Kit – Drop Tube Length = B			Truss Kit – Drop Tube Length = B		
Fan Ø	**No Drop Tube**	**18in [457mm]**	**30in [762mm]**	**No Drop Tube**	**18in [457mm]**	**30in [762mm]**
8ft [2440mm]	None	None	None	2in [60mm]	None	None
12ft [3660mm]	5in [130mm]	None	None	16in [410mm]	None	None
16ft [4880mm]	20in [510mm]	7in [180mm]	None	30in [770mm]	14in [360mm]	3in [80mm]
20ft [6100mm]	34in [870mm]	21in [540mm]	9in [230mm]	45in [1150mm]	27in [690mm]	17in [440mm]
24ft [7320mm]	49in [1250mm]	36in [920mm]	24in [610mm]	59in [1500mm]	41in [1050mm]	32in [820mm]

Notes: Use stranded copper wiring only.
Drop tube length recommendations are calculated from the 1/4 diameter equations.
**Uses a reduced tilt blade to avoid obstructions. Not available for 8’ diameter fans.*
See Owner’s Manual for allowable options.

RITEHITE®
ALWAYS LOOKING AHEAD

A19REVFSS0224H1

Milwaukee, Wisconsin, USA

www.ritehite.com

P 414-355-2600 (800-456-0600)
F 414-355-9248