

Centrotherm Competitor Analysis January 2020



HVAC Industry Trends - and Centrotherm's Opportunity

1. HVAC, whether a manufacturer, wholesale distributor, contractor or installation field services, and regardless of size or # of years in business, is only as good as their customers' last brand experience (including Amazon, Google, Best Buy, etc.). **A streamlined online customer and user experience is the only sustainable competitive differentiator** for a brand, both for customer acquisition and post-transaction engagement. (Even better is when that experience is delightful.)
2. HVAC Customers (including influencers - homeowners, home inspectors) are becoming more sophisticated, doing online research, considering reviews / social proof, desiring self-service options. **Face-to-face in-person sales is deferring to digitally-enabled sales.** Education, marketing and selling needs to be available online at customers' convenience. HVAC must convey trust, transparency and efficiency, as well as consider customer preferences and behaviors.
3. The Internet of Things (IoT) and smart technology are changing the HVAC industry; everything is inter-connected, and customers expect the entire range of functionality to be invisible. **Real-time data, cybersecurity, connectivity and integrated processes throughout the business lifecycle are all essential** elements of responsible HVAC business today.
4. HVAC mobile solutions must pace the speed of business and customer expectations. **Apps and APIs for both customers and field techs** must be part of the IT infrastructure.
5. The common point of pain is lack of labor to support business. **Enabling workers through education is a competitive advantage for both attracting and retaining talent.**

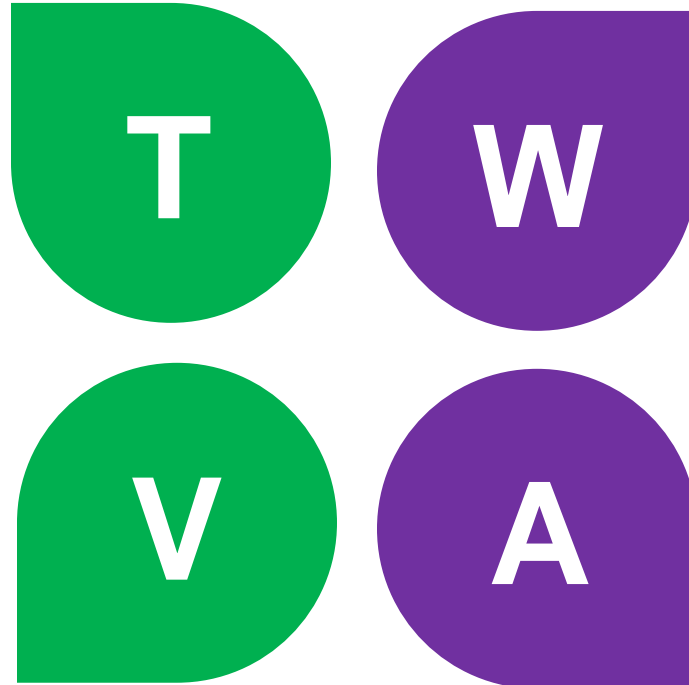
Altogether...

To be competitive in today's digital environment means integrating, unifying and streamlining customer and user experiences, processes and technology – insightfully, seamlessly and invisibly. **This could be a key advantage for Centrotherm over industry competitors.**

IPEX System 1738

Tagline

Venting. Reinvented.™



Value Proposition

The first engineered PVC Flue Gas venting system certified to UL 1738

Leader in thermoplastic piping systems

The New Standard in Life Safety

Website

System 1738 Flue Gas Venting offers a full range of pipe, fittings and termination components that are manufactured from an engineered PVC compound, rated for a maximum flue gas temperature of 149°F and that are fully certified to the rigorous requirements of UL 1738 venting standard for gas-burning appliances, Categories II and IV.

IPEX offers detailed installation instructions, training on proper solvent welding, and onsite assistance to ensure the integrity of your next FGV system and its safety features.

About

The use of plastic venting systems on gas fired water heaters, furnaces and boilers has undergone a significant change. The NFPA 54-18 and IFGC-18 Fuel Gas Codes now recognize the UL 1738 venting standard across the United States.

The safety concern today is in the use of plumbing Solid Wall Schedule 40 or Foam Core DWV pipe and fittings in FGV applications. These products were never intended to be used in FGV applications, but they have been chosen because they are often the least expensive materials available.

Some manufacturers of these products have stated repeatedly that these products are not designed for FGV. These products do not meet the key performance requirements nor most of the material requirements of UL 1738. Simply put, plumbing DWV products are NOT designed to meet the life safety standards of FGV applications.

IPEX Positioning Statements

The Leaders in Thermoplastic Piping Systems

As the leader in thermoplastic piping systems, the IPEX companies design and manufacture the largest, most recognized and diverse range of integrated piping products – Everything professionals need to manage the full spectrum of today’s municipal, industrial, commercial and residential challenges.

The Responsible Choice for Over 50 Years

Every day construction projects are breaking ground in some of the world’s toughest and most demanding environments. Chances are IPEX brand products and people are there. Whether it’s a water pipe being installed for a municipal system in the dead chill of an Alberta winter, or electrical fittings being installed in a new Arizona residential development under a punishing desert sun, an IPEX company is hard at work delivering reliable performance and value.

But what IPEX offers goes far beyond pipes, valves and fittings. Our commitment to excellence means IPEX also brings accountability, reliability and integrity to each and every project, backed by strong distributor relationships and the industry’s most comprehensive and experienced sales and support network. It’s what has made IPEX the responsible choice in North America for over fifty years.

IPEX Integrated Total Solutions

IPEX companies offer a comprehensive range of thermoplastic materials, products and accessories for a wide spectrum of demanding markets and applications. From systems that convey water, chemicals and gases, to conduit that carries power and data cabling. In resin materials from PVC and ABS to PVDF and PE. From solvent cements and cutting tools to electrofusion systems. No matter the product or application, every IPEX system comes with the integrated system advantage. What this means is that customers can be confident everything they need for their particular application is backed by the same company, instead of buying a piping system with components from different manufacturers.

IPEX About

The IPEX companies: Committed to excellence in people, products and services

Passion is Contagious

Honesty, fairness, integrity, the golden rule: a customer-first culture. Customers want it - even demand it. And it's so easy to promise.

This is 'distance race' thinking, and building a business on it is harder than you might think. It requires you to sacrifice many short-term opportunities for gain. It means spending whatever time it takes to help a customer solve a problem on deadline. It means resisting the urge to cut corners on materials that, once in place, no one will ever see.

It means innovation: going beyond what your customers want or expect, and working relentlessly to create new products and ideas to fill unmet needs. It means keeping your word, even when it's inconvenient, and honouring relationships over transactions, even when it costs. And it means building a team with people who believe it, live it, and stand by it.

At IPEX we've long-since made a decision to embrace this long-term thinking, not just when it's easy, but every day, in everything we do, for every customer and every employee. We don't do it because we're nice people, though we like to think we are. We do it because it's good business, and that the reputation we've built over time, job by job, one customer at a time, pays the best dividends.

Alex Mestres, Chairman & CEO, IPEX Group of Companies

IPEX Systems Positioning Statement(s)

IPEX System 1738 (USA): <http://www.ipexna.com/usa/products/plumbing-mechanical/flue-gas-venting-systems/system-1738-pvc>

- UL 1738 certified vent system for Categories II and IV gas burning appliances
- Rated for flue gas temperatures up to and including 149°F (65°C)
- Pipe, fittings, cement, and venting accessories, sizes include 2", 3", and 4"

[Read the UL 1738 overview here.](#)

[Read brochure here.](#)

[See infographic here.](#)

IPEX System 636 (Canada): <http://www.ipexna.com/usa/products/plumbing-mechanical/flue-gas-venting-systems/system-636-cpvc/>

- CPVC is rated up to 90°C (194°F)
- Manufactured and supported by CPVC piping system experts
- Installer training is available.

[Read brochure here.](#)

Customer Case Studies

[Plastics News](#) (USA)

[HGTV Celebrity](#) (Canada)

IPEX Brand / Marketing Assessment

LinkedIn: <https://www.linkedin.com/company/ipex-management-inc> 18k+ followers

Youtube: https://www.youtube.com/channel/UC1notDo4Od2OOz4J16Qtq_g 527 subscribers

Acquired Silver-Line Plastics 11.19: <https://alixaxis.com/alixaxis-completes-stock-purchase-of-silver-line-plastics/>

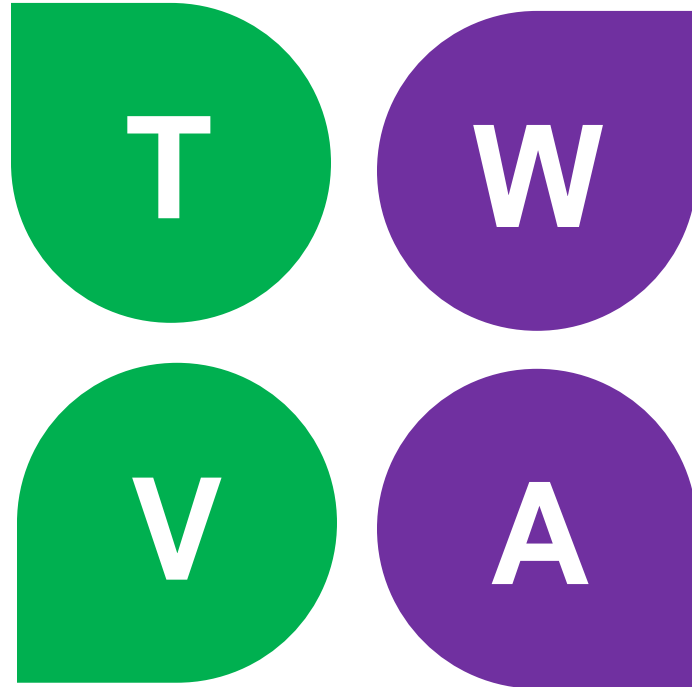
Website is in the language of information - technical, detailed, fairly 'flat' (lacking personality and EQ) - presumes customers know why they should buy from them (not a lot of 'top of funnel' content).

Site footer still dated 2019

M & G DuraVent (Poly Pro)

Tagline

N/A



Value Proposition

What Makes Us Different From The Rest?

- Lightweight and designed for quick and easy assembly.
- PolyPro provides safe installation.
- There are no corrosion of metals or chlorides.
- PolyPro is corrosive condensate resistant and 100% recyclable.

Website

DuraVent is dedicated to the design and manufacturing of venting products. As experts in this industry, our team is passionate about creating innovative, quality products. We invest in equipment with the latest technology to develop and test venting products that are engineered to one standard: excellence.

All measuring equipment is calibrated to the same levels as used by testing agencies and are compliant with ISO 1702: the test-laboratory standard.

About

A fully engineered venting system designed for use with high efficiency furnaces, condensing boilers and tankless water heaters. ULC S636 Listed Vent System.

PolyPro and PVC/CPVC: PVC pipes are commonly used for venting water heaters, condensing boilers and warm air furnaces, yet PVC was never designed for such use. PolyPro is an engineered alternative for condensing gas appliances.

Engineered for venting, it is easier and faster to install than PVC, saving the contractor time and money. Polypropylene has a higher operating temperature limit of 230°F/110°C (PVC is 149°F/65°C max and CPVC is 194°F/90°C). PolyPro is engineered with a condensation management system.

DuraVent Positioning Statement

[DuraVent](#) (home) and [DuraVent Poly Pro](#)® Environmentally safe venting system for high-efficiency appliances, including water heaters, condensing boilers and warm air furnaces. ULC S636. PolyPro® Flex - PolyPro double-wall flex lining system. Environmentally safe venting system for high-efficiency appliances, including water heaters, condensing boilers and warm air furnaces. ULC S636.

Products: Polypropylene



PolyPro®

Environmentally safe venting system for high-efficiency appliances, including water heaters, condensing boilers and warm air furnaces. ULC S636.

[Learn more](#)



PolyPro® Flex

PolyPro double-wall flex lining system. Environmentally safe venting system for high-efficiency appliances, including water heaters, condensing boilers and warm air furnaces. ULC S636.

[Learn more](#)

[Explore product catalog here.](#)

[Read sales sheet here.](#)

[Read features and benefits here.](#)

[Read brochure here.](#)

[Read PolyPro Flex sales sheet here.](#)

[Documents Library is here.](#)

DuraVent Brand / Marketing Assessment

Offers Marketing Support for distributors: <http://www.duravent.com/MarketingSupport.aspx> and DuraQuote: <http://www.duravent.com/DuraQuote.aspx>

Does not reference UL 1738 as much as ULC S636

Company mission: DuraVent is a recognized technological leader in the venting industry. Consistently the first-to market with new innovations in venting systems with best-in-class design capabilities.

Company vision: To be the industry leader in innovative products that move air and gas with the best in class service and support, cutting edge technology and a world class delivery system.

Site is devoid of tagline, personality, EQ and is not user-friendly. Very technical.

Missing SSL so site is not secure

Social media (or, social medias, according to their site):

LinkedIn: <https://www.linkedin.com/company/duravent> 2,650 followers

Youtube: <https://www.youtube.com/user/DuraVent> 288 subscribers

Twitter: <https://twitter.com/duravent> 324 followers

Instagram: <https://www.instagram.com/duraventinc/>

Facebook: <https://www.facebook.com/duravent> 401 followers

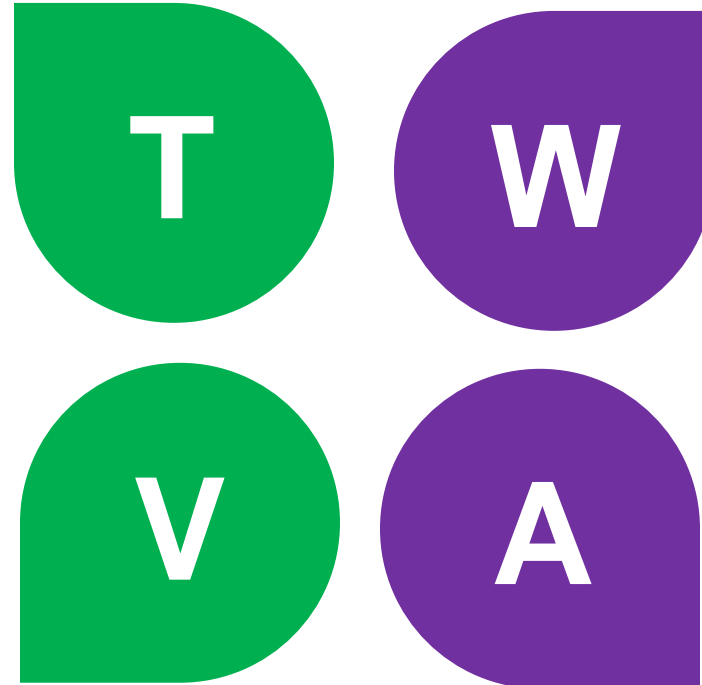


Royal Building Products or NAPCO

Tagline

Thousands of possibilities.
One Royal.

Build royal.



Value Proposition

Continuously adding value through investment and innovation.

A comprehensive product portfolio driven by design.

Backed by a global leader in PVC manufacturing.

Manufacturing and building bold home designs from innovative exterior building materials since 1970.

Website

Creating the Best Exterior Possible
Whether it's homeowners, builders, remodelers or installers, the demand for siding that's a cinch to work with and install while setting durability and design standards is real. From breadth of products to industry-leading performance to sales support, Royal® Building Products connects pros and homeowners to exteriors like no other company.

About

We're a category leader that offers:
Two strong vinyl siding brands

The broadest selection of PVC trim and mouldings profiles

Industry-changing lines like Celect® Cellular Composite Siding and Zuri® Premium Decking

A contemporary color palette that balances classic options that are always in style and ever-changing trends and preferences, and some of the darkest colors in the industry

Authentic woodgrains, brushed paint looks, and dozens of popular profiles



Royal Building Products Positioning Statement

Royal Building Products

Vents

Beautifully proficient and energy efficient.

Our utility and gable vents are the right choice if you're looking for a clean, color-coordinated look that matches your siding. Their patented internal snap lock system makes them a cinch to install on traditional vinyl, insulated siding and fiber cement siding. Plus, they're durable, water resistant, fade resistant, virtually maintenance free and help you achieve a finished look.

Our vents do more than control temperatures and ventilate attics. They come in a variety of shapes to match a broad range of tastes and architecture styles. Plus, they're color-matched to blend effortlessly with your siding.

We're able to achieve, advance and grow through the support of Westlake Chemical, an industry-leading Fortune 500 company that shares our commitment to continuous innovation. Vertical integration from our parent company's raw materials through Royal's finished products ensures quality control.

Facebook: <https://www.facebook.com/RoyalBuildingProducts> 18k followers

Instagram: <https://www.instagram.com/royalbuildingproducts/> 3k followers

Pinterest: <https://www.pinterest.com/royalbp/> 245.6k monthly viewers

[Learn more here.](#)
[Read brochure here.](#)

Royal Brand / Marketing Assessment

No case studies.

Manufacture a lot of exterior home products - including vents.

Offers home design tools.

Nice, bold site with lots of images.

Pinterest is a main branding strategy.

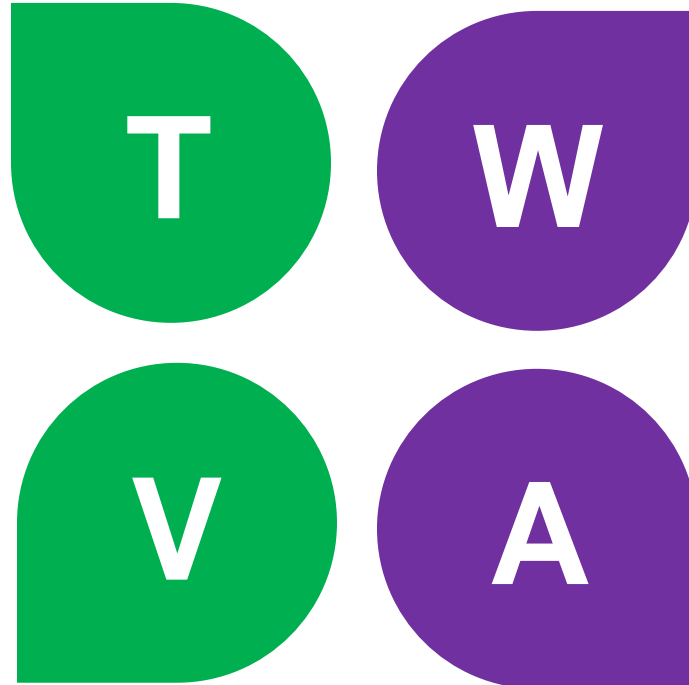
Centrotherm



Tagline

solutions beyond

intelligent simplicity (Europe)



Value Proposition

The intelligent alternative for flue gas venting systems.

Safety, speed and innovation in alternative flue venting systems.

(Note: not found on site - found on Dropbox info the public would not find on their own.)

Website

Established in 2009, for the purpose of introducing Polypropylene Vent Systems to the North American market, Centrotherm Eco Systems is a member of the Ubbink Centrotherm Group (UCG).

The UCG is the building products division of CENTROTEC Sustainable, A.G., one of Europe's leading manufacturers of sustainable building solutions. With a rich history dating back to 1896, Ubbink combined with Centrotherm in 2000 to create the Ubbink-Centrotherm Group (UCG). Today, the UCG has subsidiaries in the United Kingdom, France, Italy, Belgium, The Netherlands, Germany, and China.

About

In North America, Centrotherm Eco Systems now produces its InnoFlue® Polypropylene Vent Systems, BlitzFlex® air-intake systems, and accessories based on a wealth of technical know-how and accumulated experience. Field proven for over 20 years, Centrotherm products have been installed and are performing successfully in millions of homes in the North American, European, and Asian markets today.

Centrotherm Eco Systems supplies its InnoFlue® Polypropylene Vent Systems, BlitzFlex® air-intake systems, and accessories to heating professionals through heating and plumbing wholesalers, as well as commercial specification representatives, and OEMs.

Centrotherm Positioning Statement



With a mission to “Never Compromise the Future”, the Ubbink-Centrotherm Group (UCG) is committed to developing and manufacturing sustainable products for the plumbing, heating, and building products markets. Centrotherm explores ways to improve our world by taking a collaborative approach to creating intelligent building solutions.

In addition to vent systems, Centrotherm Eco Systems designs, produces, and delivers internal componentry to many international high efficiency boiler, tankless water heater, and furnace manufacturers.

Relentless attention to customer needs has driven Centrotherm Eco Systems to be the innovation and safety leader in flue gas venting and combustion air technology and Centrotherm continues to focus on “constructing the future” by creating circular building solutions for the generations to come.

Centrotherm has set a tradition of groundbreaking industry firsts, including:

- ULC-S636 and UL-1738 listed vent system
- Vent manufacturer to earn ISO 9001:2015
- North American extrusion of polypropylene vent systems
- Dedicated air-intake systems
- 1/4” per foot pitch
- 10’ effective vent lengths
- Commercial diameter vent products
- Centrotherm is the right choice for wholesale distributors, engineers, OEMs, and installers.

[Explore product catalog here.](#)

[Read brochure here.](#)

[Read OEM brochure here.](#)

[See InnoFlue vs. PVC here.](#)

[Watch training videos here.](#)

[Documents Library is here.](#)

Centrotherm Brand / Marketing Assessment



Tagline doesn't have meaning to brand promise

Products and Solutions dropdowns on website are virtually the same thing... why click on one vs. the other?

Confusing PR pages...? <http://www.centrotherm.world/press/news/browse/19/> and <http://www.centrotherm.world/press/news/browse/33.html>

PR that is on site is from 2018

Invite to manufacture together is a differentiator

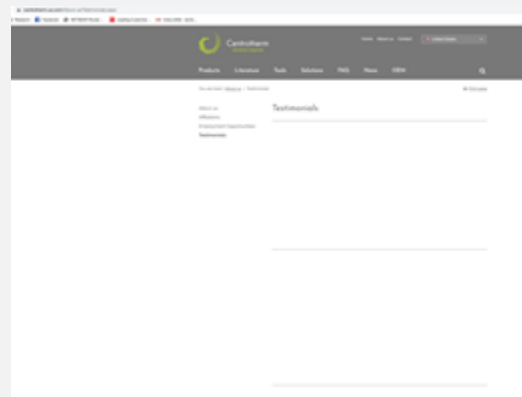
Social Media Channels:

Youtube: <https://www.youtube.com/channel/UCYb8YoujMX6kNOi5dxgyVEQ> 45 subscribers

LinkedIn: <https://www.linkedin.com/company/centrotherm-eco-systems-llc/> 334 followers

Facebook: <https://www.facebook.com/Centrotherm-Eco-Systems-LLC-391321244355864/> 147 followers

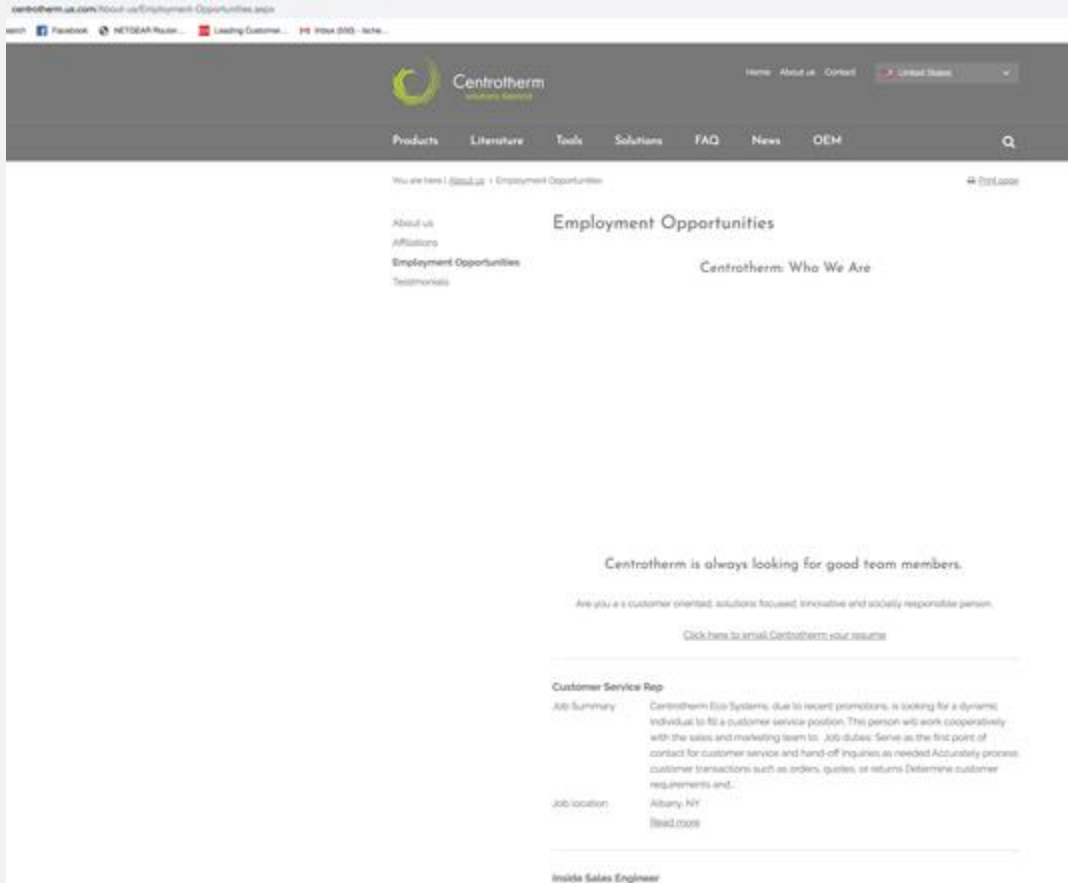
No case studies on website. Testimonials page is blank.



Centrotherm Brand / Marketing Assessment



Careers page has blanks:



In the digital market, you are ahead of most competitors. The collateral you currently have is great and your consideration of slicks for partners to add their information, brilliant.

The Blitz logo is great.

Need a privacy policy on website - like SSL is standard to establish trust with your visitors.

Centrotherm Features and Benefits

- Economical - save install time and money
- Versatile
- Efficient
- Safer
- Ease/flexibility of install
- More attractive product
- Service leader - sales support, engineering support
- Sponsors field training
- Life safety impact

An accessory product with life safety impact.



“

Centrotherm:
The intelligent alternative for flue gas venting systems.

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