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Air Conditioning & Heating

HVAC Dealers Choose Goodman Manufacturing Products

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By Kathy Bowen Stolz

Goodman Manufacturing is the giant of the HVAC manufacturing industry, but few consumers recognize the brand name because it doesn't advertise nationally. But that's okay with Goodman, according to Edward Neumann, a national accounts manager for the company. HVAC dealers nationwide recommend Goodman systems to their customers because of the great value and performance of Goodman units.

He pointed out that a market survey revealed that only 15 percent of consumers have a brand preference when it comes to buying a heating, ventilation or air conditioning (HVAC) product. Eighty-five percent trust their dealers' recommendation. And thousands of HVAC professionals prefer Goodman products, whether they need air conditioners, heat pumps, gas furnaces, air handlers, ductless systems or system controls.

And there are good reasons why those dealers prefer products from the three Goodman brands of Daikin, Goodman and Amana.

One reason is the wide range of models. Goodman has air conditioners, heat pumps and furnaces to meet the customer's requirements from a basic system up to and including systems with communicating controls. Goodman offers all sizes of units from small to large in each of its product lines. Neumann cited that the company has heat pumps and air conditioners with SEER ratings from 13 through 18. Included are single- and two-stage units. Its furnace lines provide both 80 AFUE and 90+ AFUE furnaces, including modulating furnaces with 96+ AFUE ratings.

Neumann pointed out that the company has units to meet

the different needs of each region of the country. He stated "we sell from a full wagon." Unlike other manufacturers, Goodman does not have "trophy units," he said. (An example of a trophy unit is a furnace with the highest efficiency but only available in one size.)

Another reason HVAC dealers prefer Goodman products is their reliability. The facilities are ISO 9001-certified, a benchmark for quality manufacturing and management processes and are also ISO 14001-certified, an international environmental certification. The company's engineers focus on quality from the beginning to the end of the design and manufacturing process, using Six Sigma and Kaizen manufacturing principles to ensure quality.

For example, it has 20 testing chambers to certify performance. Every unit is leak-tested and run-tested before leaving the plant. Another example is Goodman's "smart frame" air handlers that feature an internal steel frame that does two vital functions. The steel frame adds rigidity to the unit and is also used to hold the



interior insulation in place. In many of the competitor's air handlers the interior insulation is held in place with glue. Eventually the glue fails and the insulation falls off the panels. In the Goodman air handlers the insulation is glued in place and then the "smart frame" interior steel supports are screwed in place. This two-step process ensures that the insulation will not fall off, even if the glue dries out over time.

In addition, Goodman Manufacturing offers exceptional warranties. Its unique all-aluminum evaporator coils have a 10-year warranty, which was the first for the industry. Its furnace heat exchangers even have a lifetime warranty!

Yet another reason that HVAC professionals love Goodman products is the company's devotion to service and access to parts. Because Goodman has vertical integration in its manufacturing process, it can provide its dealers any and every part with its overnight delivery system. Its logistics staff can identify, pick and send products from the automated warehouse located within the manufacturing plant outside Houston. It truly is a one-stop shop!

Neumann noted that the company uses independent HVAC professionals as its dealer system; it consequently has 1,500 points of distribution in the United States. The dealer network is the backbone of the company, he said. And he should know. At one time Neumann himself was a Goodman HVAC dealer himself!

He added that only licensed contractors who apply can become Goodman Manufacturing dealers. The company provides ongoing technical training to the dealers at its Houston facility and around the country.

The Goodman Manufacturing facility is the second largest manufacturing facility in the country, second only to the Boeing airplane assembly building, Neumann stated. He also noted that their plant is air conditioned; Boeing's is not!

The new plant at Daikin Texas Technology Park brings together Goodman's manufacturing, engineering, logistics and customer support under one very large roof –

a 92-acre roof that covers 4.2 million square feet! In fact, the plant is so big that seven Empire State Buildings or more than 60 football fields could fit in it. But the plant is also efficient. Raw materials enter on one side of the facility and finished products exit on the other, he said.

But this multi-billion-dollar company started in the 19080s with one guy, Harold Goodman. Goodman was one of the largest HVAC dealers in the southern U.S., and he decided he could build a better HVAC system. He started manufacturing in an old J.C. Penney warehouse and just kept getting bigger and better. Many of the original



employees are still with the company. The company grew from a scrappy regional manufacturer into a world-class company. "He was a smart guy," Neumann said.

When Daikin Corporation, the world's largest manufacturer of HVAC systems wanted to enter the U.S. market, it purchased Goodman in 2012 because of Goodman's excellent manufacturing and distribution. The merger complemented the strength of both companies and has resulted in a very successful merger of the two companies, Neumann noted.

The company is constantly working to adapt to market and building industry changes, according to Neumann. For example, Goodman now offers inverter controlled systems that speed up and slow down to use only the energy needed at any moment.

In addition, he predicted that net zero energy houses are on the horizon. Net zero energy houses are designed so that they produce as much energy as they use over a year. Solar panels, increased insulation, high tech windows and super-efficient HVAC systems are all part of these new homes. Goodman is developing HVAC systems for these and other future needs now.

"The main thing we offer is a quality product with extensive factory testing and dealer support. Goodman Manufacturing products are the best value on the market," Neumann stated.

For more information visit www.goodmannmfg.com.

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Goodman, as an organization, is extremely focused on the residential new home and renovation market and we strive to develop products and programs that result in long-term relationships. Goodman[®] and Amana[®] brand systems feature outstanding limited warranties*, products with legendary performance, offering high-efficiency systems up to 18 SEER. Whether you build two or 200 plus homes per year Goodman has systems and builder programs that can help you grow your business. Builders can qualify for one of two builder programs when using Goodman or Amana brand HVAC systems. And one of the best things is that both Goodman and Amana brand products are proudly designed, engineered and assembled in the United States.



* Complete warranty details available from your local dealer or at www.amana-hac.com. To receive the Lifetime Unit Replacement Limited Warranty, Lifetime Compressor Limited Warranty, Lifetime Heat Exchanger Limited Warranty (in each case, for as long as you own your home), and 10-Year Parts Limited Warranty online registration must be completed within 60 days of installation. Online registration is not required in California or Quebec.