



# Invest. Innovate. Serve.

Corporate Profile

# Our Founding Principles

The founding principles of Price have never changed – business integrity, first class service, innovation and a commitment to people.



---

*“We have instilled a profound service culture in our company from top to bottom, front line to back office. Our service culture makes the Price Experience special and unique.”*

*Gerry Price*

---

Our dependable quality, reliable delivery and knowledgeable follow-up service have made Price a market leader in supplying air distribution and noise control products.

After more than 70 years, Price remains a privately held family company with a deep heritage and commitment to innovation and service. Our long-standing vision, traditional values and the Price way of doing business are the cornerstones of our leadership position in the non-residential air distribution industry.



*First Price building located in Winnipeg, Manitoba (1956)*

# What Sets Us Apart

Given that most suppliers in our industry offer a full line of competitively priced commodity products, Price has set itself apart from the competition with following these four areas of service:



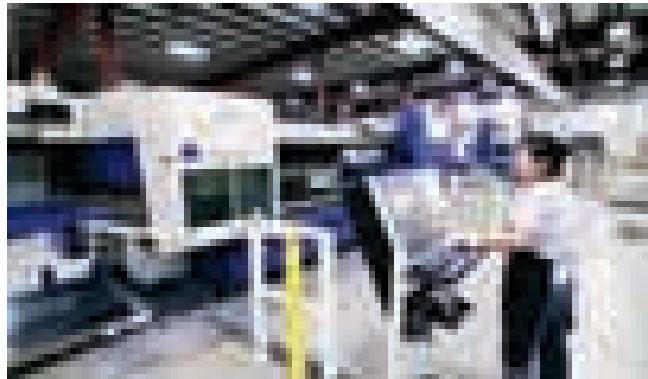
### RESEARCH & DEVELOPMENT

Price Research Center North is the industry's most expansive and well-equipped research and development lab, enabling us to develop new, fully-tested products in record time and provide performance data and product reliability you can count on.



### PRODUCT INNOVATION

We set the standard for innovation in our industry, relentlessly developing everything from commodity products to high-end specialized or custom system solutions. Our continuous investment in product innovation has resulted in a product offering unmatched in both breadth and depth.



### MANUFACTURING & DELIVERY EXCELLENCE

Our innovative and lean manufacturing techniques allow us to offer the shortest and most reliable lead times in the industry. We invest ahead of the curve, ensuring capacity to maintain our promised lead times as we grow.



### EASY TO DO BUSINESS WITH PRICE

Our responsive teams and All-In-One (AIO) software for specification, selection and ordering make it quick and easy to do business with Price. We act as though we are on the receiving end of our own decisions.

# CORPORATE PROFILE

## Vision

---



## Vision

Our vision at Price has remained the same for decades: Price has become the market leader by providing a superior customer experience.

The basis of our success lies in taking care of our customers and our people – everything we do is about service. We have found that if we do that, our bottom line takes care of itself. We pride ourselves on listening carefully, and look at the world through our customers' eyes. We respond to requests and requirements quickly and thoroughly.

### THE KEY ELEMENTS OF OUR VISION ARE:

- + **Service Culture** - A profound service orientation permeates everything we do at Price.
- + **Delivery Excellence** - We provide short lead times and reliable, on-time delivery.
- + **Easy To Do Business** - We make it simple and easy to do business with Price.
- + **Product Innovation** - We invest continuously and relentlessly in product innovation.
- + **Technical Support** - We provide the best and deepest technical support and application engineering in the industry.
- + **Custom Applications** - We welcome specials and custom designs for unique requirements.
- + **People** - We are diligent in hiring the “right” people. Our people share and embody our values.

---

*The Price Leadership Team is comprised of proven, trusted industry professionals with decades of experience at Price. This team is deeply committed to Price's values and business model, and completely aligned on Price's vision.*

---

# Values

Our corporate values, or the Price way of doing business, guide us every day and govern every decision we make. They are a constant reminder of the business we started in 1946, the business we have evolved into today and the business we see for ourselves in the future.

### OUR TRADITIONAL VALUES HAVE STOOD THE TEST OF TIME:

- + **Integrity** - When you deal with Price you get the “straight goods.” We stand by our commitments.
- + **Trust** - We trust our customers and people, and believe they act in our mutual best interests.
- + **Respect** - We value our company, our customers and our co-workers, and treat everyone with respect and dignity.
- + **Fairness** - We make decisions and take actions as though we were on the receiving end of these decisions and actions.
- + **Passion** - The tasks we address are urgent, compelling and gratifying.
- + **Participative** - Teamwork and collaboration are our preferred method of accomplishing goals and tasks.
- + **Family** - Family is important at Price. We encourage and support strong and fulfilling family and personal lives.

---

*It is our belief that winning is not everything. How we conduct ourselves is equally as important as whether we win or lose.*

---





## Price Research Center North

In 1978, Price opened our Winnipeg laboratory which quickly became one of the greatest product development resources at our team's disposal. Our laboratory has expanded and evolved since then into Price Research Center North (PRCN), located in Winnipeg, MB.

PRCN is a world-class laboratory and testing facility that houses more than **29,000 sq. ft.** of state-of-the-art testing rooms and an experienced and dedicated team of project engineers focused on developing new and improved commodity and niche products.

PRCN is the ideal place for engineers, contractors, architects and owners to view Price products operating under a variety of installation and operating conditions. This cutting-edge facility gives our customers the capability to customize test conditions and products in a real-time environment, resulting in accurate, reliable test data and interactive product experiences.

---

*Price Research Center North is one of a kind in North America and is one of the most advanced air distribution and noise control laboratories in the world.*

---

# CORPORATE PROFILE

## Research & Development



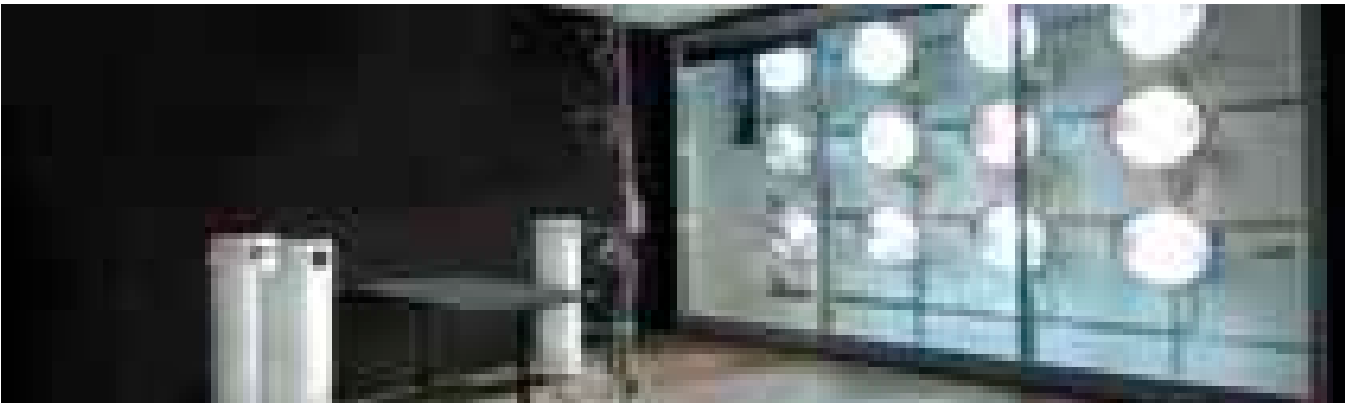
*PRCN's critical spaces include our Isolation Room, Laboratory Demonstration Room (shown), OR Demonstration and Test Suites and Venturi Valve Display*



*Our innovative product development chambers include a Hydronic Test Chamber (shown), Sound Laboratory and Controls Test Chamber and Display*



*Our Air Moving product divisions rely heavily on our Air Moving Test Areas, Nozzle Diffuser Demonstration Area (shown), High Bay Diffuser Area, Psychrometric Chamber and Fan Coil Test Chamber for testing products large and small*



*Our Mockup Rooms (shown) and the Alf Dyck Flow Visualization Room allow our customers to see firsthand how their chosen solution will work within the real-world conditions of their project*

# Price Technical Centers

Price's Technical Centers (PTC) offer industry professionals a unique, educational experience that leverages a wide spectrum of Price products. Locations include PTC East in Atlanta (Suwanee), GA, PTC West in Phoenix (Casa Grande), AZ and the Price Mechanical Tech Center (PMTTC) in Winnipeg, MB.



Specifically designed to combine “hands-on” product displays with active demonstrations, intuitively interactive stations and flow visualizations, all of Price's Technical Centers provide visitors with the knowledge and insight to build better environments as well as a deeper understanding of Price products and services. These exciting facilities give visitors the opportunity to evaluate products in a hands-on or simulated environment.

---

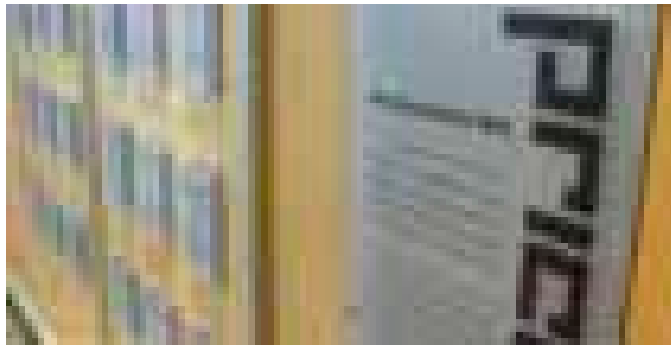
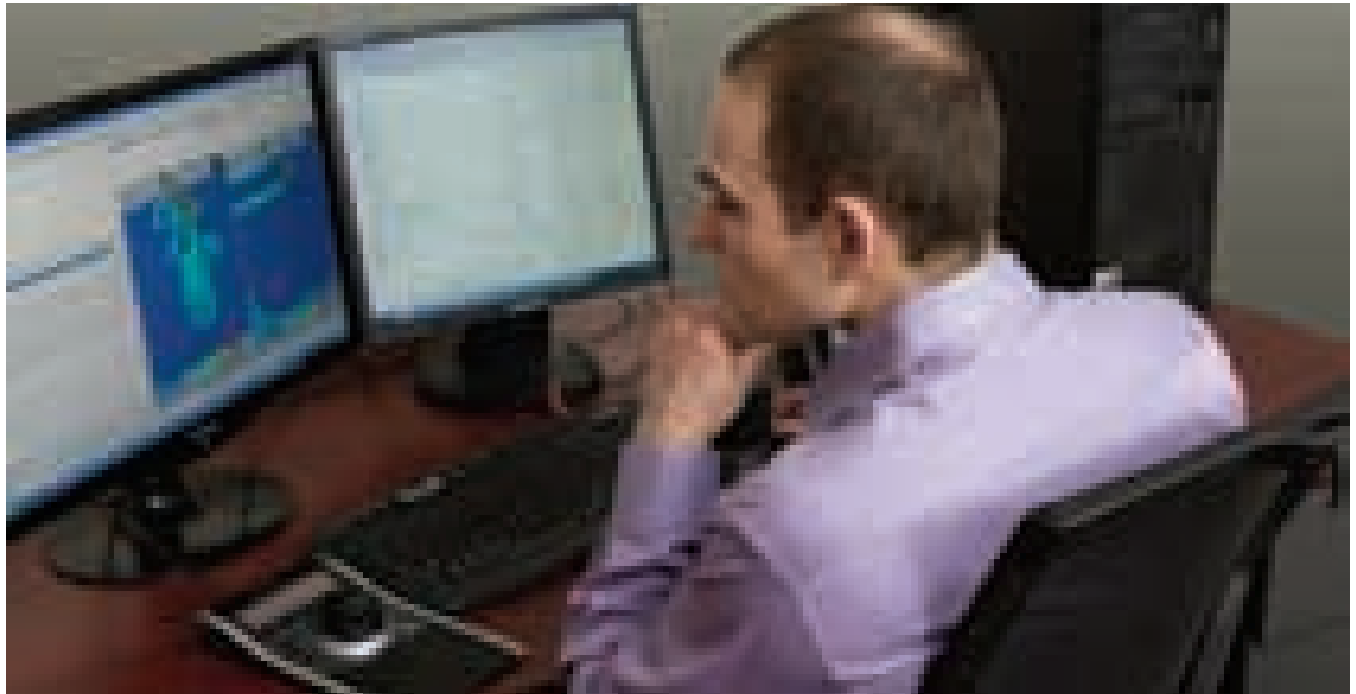
*At Price we have over 10,000  
face-to-face contacts with customers  
and engineers each year.*

---



# Product Innovation

Price's commitment to research, development, innovation and precision engineering remains the cornerstone of the company.



## HIGH SPEED RESEARCH & DEVELOPMENT

Every year, we introduce dozens of new products, and our customers have come to count on a constant and ever-evolving stream of new products, enhancements, extensions and improvements. Price has a large team of experienced and talented engineers who are constantly working on breakthrough product ideas. We are not afraid to move into new, highly differentiated and advanced product categories when we know there is a need and we have a contribution to make.

To achieve this pace, the Price Design Engineering team continues to grow, adding resources in design, applications and our labs. Cutting edge technologies in CAD 3D software and CFD analysis, data acquisition and instrumentation have been leveraged to enhance accuracy and speed.

---

*We invest relentlessly in product development, in both differentiated niche product categories and standard commodity products.*

---

# Manufacturing Excellence

Price is as innovative on the shop floor as anywhere else in the business. The result is a steady stream of product, process and quality improvements that help us serve our customers better than anyone else in the industry. Our approach has evolved over time, and is characterized by:



## INVESTMENT

At Price, we invest in new, cutting edge manufacturing technologies and approaches that improve our ability to serve our customers effectively and efficiently. We continuously invest in new equipment, tooling and manufacturing lines, as well as in developing our skills, knowledge and ability to be the best.

## FRESH THINKING

The status quo isn't good enough at Price. We've carefully created and nurtured a culture that values new ideas and fresh thinking by rewarding and recognizing these behaviours. The result is a continuous stream of improvements in productivity, quality and cost.

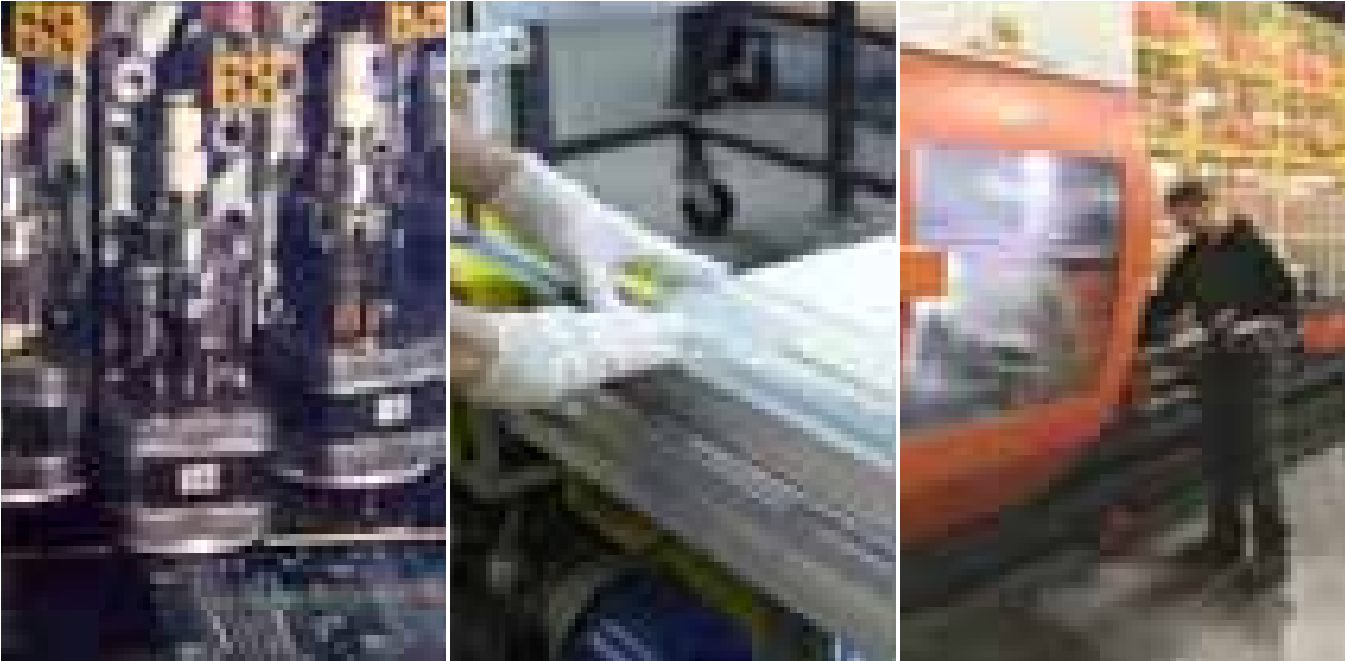


## EXPERIMENTATION AND LEARNING

We know that breakthrough improvements require time, experimentation and continuous learning. We can't always predict how things will work out, but we're prepared to try new things and break new ground. We provide the resources for our people to find breakthrough methods that have never been tried or perfected before.

# CORPORATE PROFILE

Manufacturing & Delivery Excellence



*All our US and Canadian manufacturing operations have achieved ISO 9001:2015 certification, ensuring manufacturing performance and support that you can count on today and tomorrow.*



### COLLABORATION

We listen carefully to the people on the front lines of our business because they are in the best position to determine how we can improve our manufacturing processes. We believe strongly in a collaborative approach, giving people with different vantage points and perspectives a chance to contribute to the improvement of our products and processes.



### LEAN MANUFACTURING

Our manufacturing leadership team is comprised of acknowledged industry experts with a deep understanding of Lean Manufacturing techniques. We invest heavily in educating everyone in our organization on these techniques, and encourage everyone to put them to use on the shop floor every day.



## Delivery Excellence

Rapid, reliable product delivery has been a cornerstone of the Price business model for many years. Our network of manufacturing facilities is strategically located to provide one to two-day shipping access for our commodity products from almost anywhere in the continental United States and Canada.

### **DEPENDABLE DELIVERY**

Our world-class manufacturing plants and precision manufacturing capability provide the most reliable lead times in the industry, as well as an array of quick-ship programs with lead times as short as two days. You can rely on Price to get it there when you need it, on time, every time.

---

*We invest ahead of the curve to meet capacity requirements in real time. Our scheduling system is a line of computer code that automatically specifies the same lead time no matter how busy we are.*

---

# CORPORATE PROFILE

Manufacturing & Delivery Excellence



### ORDER SCHEDULING

Our production systems are engineered to streamline order scheduling to ensure timely shipments, usually within 3 to 4 weeks or less if quick-shipped. We invest ahead of the curve to ensure we have the capacity in place to maintain drumbeat deliveries, no matter how busy we are.

### PRICE SHOPFLOOR INFORMATION MANAGEMENT SYSTEM (PRISIM)

A variety of systems ensure the right parts and pieces go in the right box and arrive ready-to-install on site, including the Price Shopfloor Information Management System, Price's innovative bar-coding system.



## Software

All Price software tools are available for download at [www.priceindustries.com](http://www.priceindustries.com).



**PRICE**  
**ALL·IN·ONE**

---

*Our All-In-One  
Software is specifically  
designed for the engineer  
who needs quick and  
accurate solutions.*

---

### SELECTION SOFTWARE

Price's **All-In-One for Engineers (AIO)** calculates the performance of key products using lab-verified equations from product lines including noise control, terminal units (including quick entry functionality), fan and blower coils, beams, diffusers and grilles/registers.

This software gives engineers the capability to generate product schedules for easy interaction with Price representatives and inclusion in the building design. The schedules can also be generated directly to Excel format for portability and integration with other applications.

Price is also proud to offer our **Active Beam Selection Program** and **Control Sequence Drawing Selection Tool** for additional assistance.

### DESIGN

Price is pleased to offer our **Room Designer** software to aid in visualizing and measuring the comfort of any space when using displacement ventilation products. Calculate free cooling efficiency with specific regionalization to any location across the globe, create room layouts to Title 24 and ASHRAE 62 design standards, import from TRACE and output a schedule that can be included in your design specifications.

We also offer a **CAD Terminal Layout Library** for assistance with design using Price terminal units and **Acoustic Analysis Software** that provides detailed noise modeling, prediction, specifications and more.

### COMMISSIONING SOFTWARE

In addition to our job site commissioning services, Price also offers software to maximize the efficiency of the commissioning process, including:

- + BACnet Commissioning Tool
- + Fume Hood Controller (FHC) Commissioning Tool
- + Healthcare Setup Wizard
- + Laboratory Setup Wizard
- + Linkersoft2

### REVIT® SMART PARTS

Price offers a library of almost 1,300 Revit® models for Building Information Modeling (BIM), allowing architects and engineers to develop the most accurate designs.

# PriceIndustries.com

We are committed to providing exceptional tools and services to the engineering community to make it as easy as possible to do business with Price.

We respect the challenges faced by engineers in designing complex systems in today's built environment, and are dedicated to equipping them with software tools, videos and training modules to bring efficiency to their day-to-day work.

Our website is updated frequently with new products and resources that allow us to address the real-time needs of the industry and create a culture of interaction and responsiveness, reaching thousands of customers on a daily basis.

We are committed to providing exceptional tools and services to the engineering community to make it as easy as possible to do business with Price.

## VISIT OUR WEBSITE FOR:

- + Catalog pages, cut sheets and product videos
- + Performance data
- + Manuals and installation videos
- + Specifications
- + Submittals
- + Case studies and project lists
- + Brochures
- + Presentations
- + Tech Tips and white papers
- + Training modules
- + Smoke tests
- + Webinars
- + Software downloads
- + Corporate news and updates



@price\_industries\_hvac



@PriceIndustriesHVAC



@PriceHVAC



youtube.com/user/PriceHVAC



price-industries



# Price Product Catalog Edition 8

The 8th edition of the Price Catalog is now available in one convenient book.

The catalog is a comprehensive collection of all the products that Price has to offer. Since the first edition of the Price All-In-One Catalog in 1993, our engineering team has continued to bolster the technical content and support materials included in the catalog.





# Price Engineer's HVAC Handbook

The Price Engineer's HVAC Handbook is a comprehensive guide to HVAC fundamentals, representing the accumulated knowledge and experience of hundreds of engineers related to the application of air distribution products.



Its fusion of fundamental principles, ongoing research, and building design guidance make the Handbook a world class HVAC reference.

- + Sign up once to access FREE OF CHARGE anytime
- + Contact your local Price rep to order your own personalized copy - over 29,000 of these Handbooks have been issued to date
- + Visit online in any browser on any device
- + Bookmark pages for easy access
- + Check back frequently for the latest updates



*To access your digital copy, please sign up for your personal access ID at [www.priceindustries.com/signup](http://www.priceindustries.com/signup)*

## Application Engineering

Price's experienced Application Engineering Department supports the diverse line of Price products.

Our application specialists provide in-house and on-site presentations, reviewing specific selection techniques and highlighting the unique features and performance benefits of Price products.

Training is another key element in our commitment to providing unparalleled technical assistance. Our team of application engineers provide customized training programs for design engineers, contractors and building owners.

---

*Training and Application Engineering support are key elements in our commitment to providing unparalleled customer service.*

---



# CORPORATE PROFILE

Easy to Do Business with Price

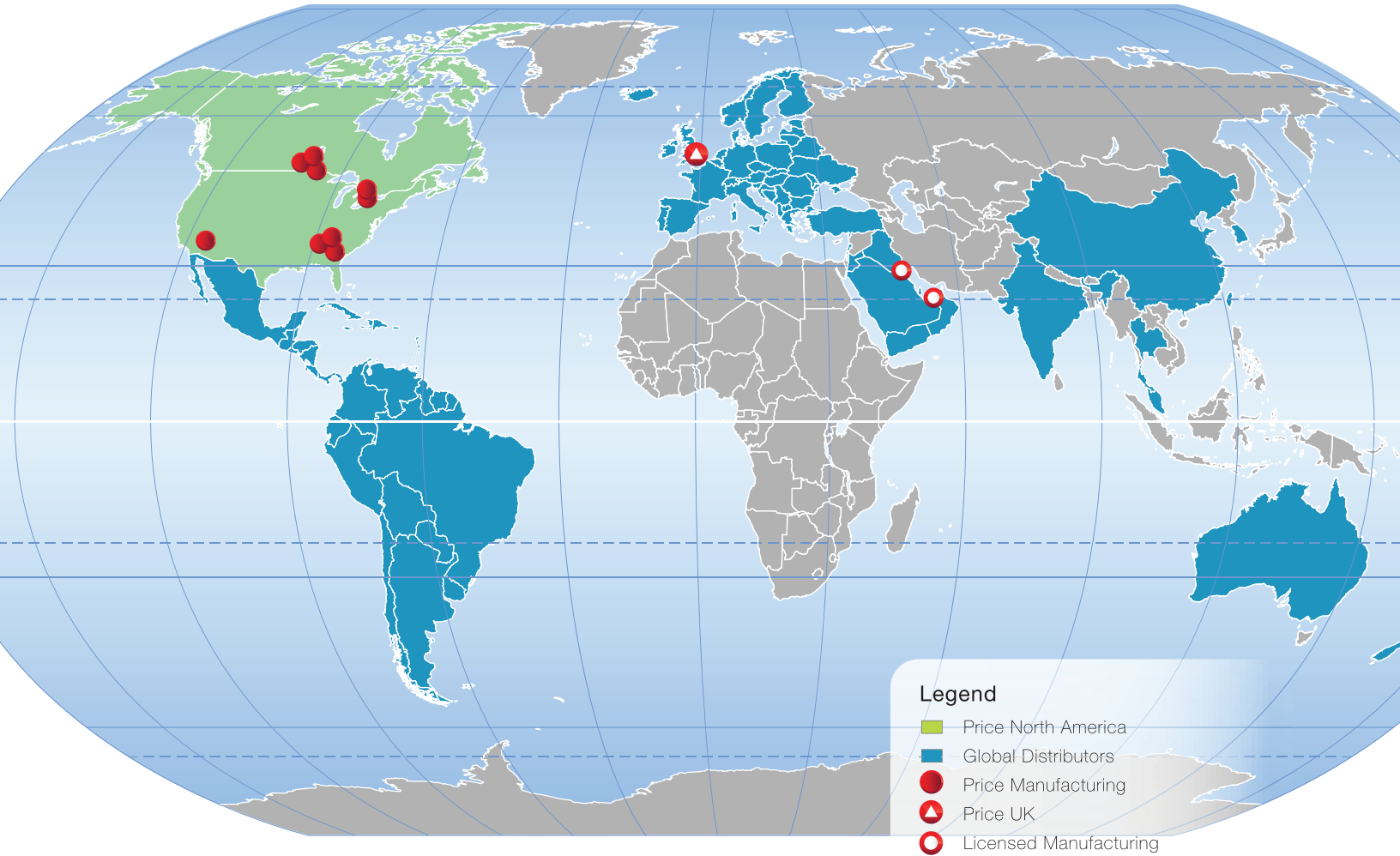
## Worldwide Distribution

Price partners with leading and like-minded independent sales representative organizations around the world to bring our products to the market. Most Price Reps are the market leader in their territory and invest, innovate and serve in the same manner as we do.

Our Reps have worked alongside us for many years to position Price as the leading brand in North America. Our Rep network in North America is well-established, experienced and highly respected.

### PRICE GLOBAL PROJECTS GROUP

Working from our international headquarters in London, UK, our vision is to become the Global Supplier of Preference for Air Distribution products. We now have a presence in most key international markets and Price products continue to be a part of marquee projects across the globe. Along with carefully selected regional strategic partners, our international network of leading Reps is expanding rapidly.





**CANI MERCHANDIZING PVT. LTD.**

**CANI MARKETING PVT. LTD.**

GN-2, First Floor, Shivaji Enclave -110 027, New Delhi, India

Tel : +91-11-25107261, +91-11-25107266

Email : [enquire@cani.co.in](mailto:enquire@cani.co.in)

Website : [www.canicco.in](http://www.canicco.in)

**Branches : Bangalore | Mumbai | Hyderabad | Chennai**

**Product Improvement is a continuing endeavour at Price.** Therefore, specifications are subject to change without notice. Consult your Price Sales Representative for current specifications or more detailed information. Not all products may be available in all geographic areas. All goods described in this brochure are warranted as described in the Limited Warranty shown at [priceindustries.com](http://priceindustries.com). The complete Price product catalog can be viewed online at [priceindustries.com](http://priceindustries.com).

Price is a registered trademark of Price Industries® Limited. © 2019. Printed in Canada 2019 | v100