



Welcome to the Hein Electric Supply Company E-Newsletter

April 2009, Volume 19



FEATURED TOPICS

- April Promotions
- Lighter Notes
- Hein Associate Highlight
- Product News
- Price Increases



April Promotions

BROAN[®] QTRE FANS IN STOCK!

Earn points for **BROAN** products purchased and your points automatically get you entered to win **\$500 cash!** Buy **ENERGY STAR** Products and increase your chances:

- 1 Point = Broan chime kits and non-Energy Star rated products.
- 3 Points = Broan/Nutone Intercom Systems, Central Vacuum Systems, Range Hoods, and Ironing Centers.
- 5 Points = Broan Energy Star Rated Products.**



GO GREEN, GET GREEN! Win \$500 Cash!

PROMOTION RULES

- Promotion Period: April 1 - April 30, 2009
- Points automatically get you entered to win the cash.
- Example: 5 Points = 5 Entries.
- 5 Winners will be drawn on May 1, 2009 and each will receive \$500 cash.
- Your account must be current to win.
- Promotion is valid at all Hein Service Centers.
- No purchase necessary to win. Visit hein.com for details.





Light Greener, Light Better™

Purchase **\$400** of Maestro products and receive a **FREE** Maestro On-Board Tool Kit.

On-Board Kit Includes:

- Maestro product display easel
- Diva, Skylark, Ariadni, Eco-dim dimmers
- Contractor catalogs, brochures, price sheets, selection guides, & door hangers.
- Maestro/energy saving DVD



PROMOTION ENDS APRIL 30, 2009

Promotion is retroactive back to January 1, 2009. Keep track of your invoices, mail them directly to Lutron, and Lutron will send you the Maestro Dimmer On-Board Kit! Please see the display boards on every Hein counter for more details.

Stop in to Hein Grafton, 1235A Dakota Drive, on Wednesday, April 22nd from 11 am to 1 pm for a Counter Day with Broan & Lutron! Our representative will be there with new energy saving products just in time for Earth Day! Lunch from Subway is on us!

Lighter Notes...

Last month we were fortunate to have representatives from over fifteen area school districts join us for a demonstration and training session on Lutron's Balance LC system. This system was designed for new construction as well as existing facilities, offering the ultimate in fixture control and energy savings.

With stimulus money on the way to upgrade facilities, the meeting was not only timely, but has also lead to several appointments with key decision makers, all of whom are interested in what Balance LC can mean to their bottom line. If you perform work with a school district and feel that they might be interested in learning about this user-friendly product, please let us know. We'd be more than happy to take our story "on the road" and show just what Balance LC can do for your customer.

Hein Electric Supply Company is committed to being your partner in business. This not only means great service and the products you need, but keeping you and your customer up to date with the latest technology as well. Offering worthwhile seminars is our promise now and in the future. If you have a topic that you would like to learn more about, let us know. We're always open to suggestions.



Until next time...

Ron Reinowski

Hein Associate Highlight

Mike Murel, Hein Electric Supply - Downtown Milwaukee Branch Manager

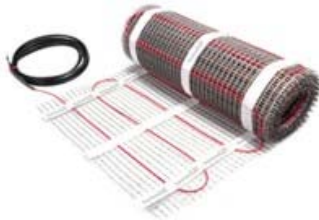
In the year Mike Murel started at Hein Electric Supply, Empire Strikes Back came out in theatres, Pac-Man was released to arcades, and Mike's daughter, Breean, was born. Twenty-nine years ago, Mike started with Hein as the Warehouse Manager, worked in pricing and at other branches, and is now the Downtown Milwaukee Branch Manger. Mike was born in Milwaukee and now resides in North Lake with his wife, Donna.

Their kids, Breean, Suzy, and Nick are out on their own working for Virgin America in Los Angeles, as a Veterinary Technician in Milwaukee, and as a carpenter for the Seattle Children's Theatre respectively.

Mike enjoys music of all kinds, plays drums, and paints in his spare time. His favorite product line is tools, and Mike's favorite part of this job is, "After being in this industry for so many years, customers continue to challenge me on a day to day basis."



Product News



Danfoss Electric Cable Heating Solutions Now IN STOCK at Hein Electric Supply!

Danfoss LX Electric Floor Heating Dual Adhesive Mats save 70% on installation time! Mats are available in various sizes and can be customized onsite (just don't cut the red cable). A complete assembly is ready for pick up today!

Danfoss RX Roof & Gutter Deicing kits are also in stock! See any Hein Service Center for more details!

Price Increases *In order by Effective Date

VENDOR

% INCREASE

EFFECTIVE DATE



Note: To unsubscribe from this newsletter, please send an email to: laural@hein.com