



Rebranding FAQs

Updated 10/20/20

Frequently Asked Questions

You may have heard about some exciting changes coming up for our CoolSys brand. We're sure you have a lot of questions about what these brand changes mean to you and the current operating brand you are part of, so here are some answers.

Q. Why are CoolSys companies rebranding?

A. Our vision for CoolSys is to be the nation's premier Refrigeration and HVAC Service provider. Wherever our customer is—anywhere we operate—the CoolSys name will signify the level of service, skill and expertise that customers can consistently rely on. Combining all our business under the OneCoolSys brand strengthens our presence, allows us to give consistent messaging to our customers, and increases our power in the market.

Q. What does “rebranding” mean?

A. Rebranding simply means that, eventually, all our businesses will adopt the CoolSys name, instead of their current company names. All the ways we communicate with and market to our customers will eventually display just the CoolSys name. That includes things like the company name on your vehicles, the signage on your building, and the name on your uniform, and a new website (slated for January 2021). Rebranding is a process that will take some time, so you will see brand changes happening over the next few years.

Q. How did the choice to rebrand come about?

A. This rebranding has been a long time coming. We developed and introduced the CoolSys brand three years ago to help bring together our growing family of businesses under one corporate umbrella. Right from the beginning, Energy Squared and Axiom adopted the CoolSys branding. For our other acquired companies, our initial branding strategy was an endorser strategy, with our operating company brands playing the lead role as we created awareness and acceptance of the CoolSys brand. Our long-term brand strategy was always to unify the companies under the CoolSys brand.

Q. Why is rebranding necessary?

A. These days, our customers are demanding a strong national brand with national capabilities. An example is Whole Foods who took a regional approach to hiring refrigeration and HVAC service providers until they were acquired by Amazon. Whole Foods went from having 450 vendors to 3 vendors per region, and we (CoolSys) are fortunate to be one of their leading vendor partners. We also recently completed a market research project that shows that a large percentage of our customers are, or will be working towards, consolidating their service providers to fewer, larger companies. The timing of our rebranding process is perfect!



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Q. What is the timeline for rebranding?

A. Source and Service Refrigeration have already rebranded as CoolSys earlier this year. Stage 2 of our brand transformation will impact Legacy, Agape and BAS who will “officially” become CoolSys Light Commercial Solutions, January 2021. Rebranding for our other operating brands and newly acquired companies will begin in phases over the coming few years when our systems can support the changes with no disruptions to our business. Communication with customers, vendors and suppliers to give them a heads up about the upcoming brand change and supply them with any necessary tax or legal forms will take place prior to the rebranding. For Stage 2, we will make the news public with the launch of our new website. We will also introduce new brand/ graphic standards and design templates for things like email signatures, sales materials, and PowerPoint presentations. Vehicles, building signage, uniforms, forms and other materials will be converted to the CoolSys brand over time, as needed and as inventory runs out. We will keep you well informed every step of the way and will provide everything you need to make a smooth transition.

Q. Is it OK for me to tell my customers about the CoolSys rebranding? If so, what should I say?

A. The CoolSys marketing team will be leading the customer communication. They will be reaching to our customers prior to each stage of the public launch of the new rebrand to let them know. We will also be communicating to them after the launch to make sure they got the news. After Stage 2 rebranding is public (January 2021), you are free to discuss the brand change with customers, in fact we encourage it. We’ll provide talking points to employees on the front lines, answering phones, in sales, working in dispatch and in the field.

Q. What are we going to tell our customers?

A. We are going to explain to customers our vision of providing them the best service and overall customer experience in the industry, delivered through One CoolSys. The CoolSys name and brand has been in the market and in front of our customers for over two years now, so the transition from our current branding strategy to the One CoolSys brand will be a logical transition for them.

Q. As part of the rebranding, will any services we offer be added or taken away?

A. We currently offer the services of all our CoolSys operating companies to all our customers, so from that standpoint, it’s business as usual. However, our message and complete services offering will become much clearer to customers once we start presenting them under the One CoolSys brand. It is our goal to provide complete end-to-end service solutions for all our customers’ engineering, refrigeration, HVAC, and energy optimization needs.

Q. Will anything be changing with our vendors—the people who provide products and services for CoolSys and our current operating companies?

A. No, it will be business as usual with our vendors. We will also be communicating with vendors in advance as each company adopts the CoolSys name as part of our rebranding communication plan, so they will be in the loop with the timing of this change.



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Q. Will all future acquisitions immediately be branded as CoolSys once acquired?

A. Not immediately. To help our future acquisitions and their customers get comfortable with the CoolSys name and being part of the CoolSys family, we will continue to use the acquired company's brand and name, endorsed by CoolSys, for a period of 12 -18 months before we rebrand them as CoolSys.

Q. Do all our current brands, like Source and Legacy just go away forever?

A. While all our businesses will eventually be rebranded as CoolSys, we are very proud of our heritage and do not want to lose sight of all the brands that make CoolSys the awesome company we are today! Therefore, we will honor all our acquired brands with a "Heritage" section in our new CoolSys website that will launch in January 2021.

Q. What's going to happen to my Benefits?

A. Fortunately, we've been preparing for this change for some time and, effective 1/1/2020, employees in all CoolSys companies have access to the same Health and Welfare benefit options and 401k plans. When companies are acquired, the employees are transitioned to the CoolSys benefit plans as soon as possible, usually within 90 days.

Q. Will I need to get rid of business cards, letterhead and so forth with my company's current name on them?

A. No. Please don't throw anything away yet. We'll provide you with regular updates on timing, when new materials are available and when you can throw things away. Until then, please keep using your current business cards and other materials.

Q. Will the rebranding affect telephone numbers, email addresses or other ways of communicating within the company?

A. Yes, rebranding will affect telephone numbers, but not immediately. You and our customers and vendors will receive plenty of advanced notice before changes are made to any telephone numbers. For now, it is business as usual. Also, as part of our rebranding, everyone will move to a CoolSys email address. Timing and details of email changes will be communicated to you in the coming few months.

If you have marketing/branding questions, please reach out to Mike Ochoa. If you have HR/people-related questions, please reach out to Ken Lipinski.