

# ENCON

I N T E R N A T I O N A L



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Encon is one of America's oldest and largest ceiling fan suppliers. This success can be attributed to the company's stable leadership.

Since its inception, Encon has had only two leaders. H.W. "Hub" Markwardt, who founded the company and served as CEO from 1977 to 1995, and Michael A. Markwardt, who serves as Encon's President and CEO today. Both generations have enjoyed numerous accomplishments.

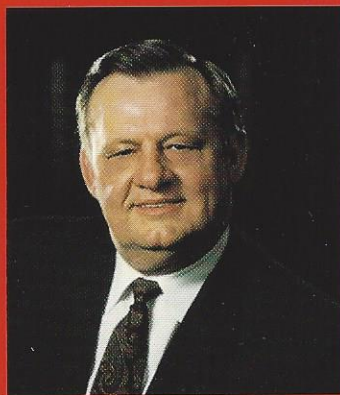
Hub Markwardt co-founded the American Fan Association and was a charter member of the Home Center Industry President's Council. Markwardt is credited with pioneering the import of ceiling fans into the US, allowing Encon to be the world's first company to offer quality ceiling fans at economical prices.

Michael Markwardt started working for his father as a college student, unloading truckloads of fans. He joined Encon full-time in 1982 as Regional Sales Manager and climbed the company ranks to President in 1991 and CEO in 1995. He serves on the Home Center Industry President's Council, is a member of the Young President's Organization, and is the driving force behind Encon's recent innovations in product design and brand expansion.

Experienced, stable leadership. Reasons why Encon International is the worldwide expert in ceiling fan design, manufacturing, distribution and marketing.



*Mike Markwardt*



*Hub Markwardt*



## WHAT'S IN A NAME?



1977

Encon. It's a name known around the world for ceiling fan design and marketing leadership.

A name recognized as one of the industry's most innovative companies. And a name respected for its commitment to excellence.



1985

But what does "Encon" stand for?

Although the name was originally created by combining "Energy Conservation," today it represents much more. Through exemplary leadership, sound

strategy and a passion for delivering superior quality ceiling fans, the company has grown from a small Texas-based company into one of the world's oldest and largest ceiling fan suppliers.

Encon International has become the worldwide expert in ceiling fan design, manufacturing, distribution and marketing.

And this is the story behind the name.



1998

## INNOVATIVE DESIGN

Time and again, Encon has revolutionized the ceiling fan industry. The company holds patents for product design and engineering on several of the most influential ceiling fan developments in history.

Encon was the first company to develop the "Combo" installation system. The Combo-Mount adds versatility to standard ceiling fan installation by allowing downrod-

style fans to be installed as a flush-mount on low ceilings or an angled mount on vaulted ceilings.

Encon was also the first company to package ceiling fans with integrated light fixtures. This gave consumers an alternative to separate accessory light kits. Today 85 percent of all ceiling fans purchased include integrated light fixtures.

But Encon didn't stop there. They were the first to introduce totally concealed remote control systems for ceiling fans. Designed to fit inside a

standard canopy as an easy upgrade, the concealed remote control receiver provides an attractive alternative to bulky exterior units.

Another industry first came when Encon introduced a True-Balance Ceiling Fan Stabilizing System which virtually eliminated ceiling fan "wobble".

Innovation. Just one reason Encon International is the worldwide expert in ceiling fan design, manufacturing, distribution and marketing.

## SUPERIOR MANUFACTURING

Encon International's production capabilities are second to none. Financial investments in overseas offices and Far East manufacturing facilities allow for an unprecedented amount of control over production quality, capacity and price.

Experienced Encon staff at offices in Hong Kong, China and Taiwan oversee production in factory locations throughout the Pacific Rim.

inventory control, production scheduling and order tracking systems.

Superior manufacturing facilities and the highest ISO-9002 quality control standards. Reasons why production capacity currently exceeds over 4-million units annually. And why Encon International is the worldwide expert in ceiling fan design, manufacturing, distribution and marketing.



At these locations, strict product specifications, manufacturing standards and rigorous on-site inspections ensure a consistent level of production quality. From design and engineering processes to final assembly testing, thousands of skilled workers ensure each component of every fan performs correctly.

To keep up with demand, all manufacturing processes are monitored by computerized



# WORLDWIDE DISTRIBUTION

No other ceiling fan company matches Encon's worldwide distribution capabilities. Encon fans are currently distributed throughout the USA, Canada, Mexico, Latin America, Europe, the Middle East, South Africa, Australia, and the Pacific Rim.

Domestic USA distribution is managed through Encon's state-of-the-art 265,000 sq. ft. worldwide headquarters in Fort Worth, Texas. This centrally-located facility is

All Encon distribution facilities employ EDI technology, radio-frequency order processing, and comprehensive vendor-managed inventory services.



## **Worldwide Headquarters**

- Fort Worth, Texas

## **Current Distribution Centers**

- Fort Worth, Texas
- Toronto, Canada
- Staffordshire, England
- Papenburg, Germany
- Mexico City, Mexico

## **Planned Distribution Centers**

- Santiago, Chile
- Shenzhen, China

## **Manufacturing Plants**

- Taichung, Taiwan
- Zhongshan, Peoples Republic of China
- Huizhou, Peoples Republic of China
- Monterrey, Mexico
- Prague, Czech Republic

## **Far East Trading Offices**

- Taichung, Taiwan
- Kowloon, Hong Kong



equipped to handle shipments of any size from coast to coast.

In addition to domestic sales and distribution, Encon has seven international divisions:

- Encon Canada
- Encon de Mexico
- Encon Hong Kong
- Encon Taiwan
- Encon China
- Encon United Kingdom
- Encon Germany

State-of-the-art, strategically-located sales and distribution facilities worldwide.

Reasons why Encon International is the worldwide expert in ceiling fan design, manufacturing distribution and marketing.



It's been over two decades since Encon first introduced the slogan "More in Store for You."

Today, that same commitment to retailer support is alive and well.

Through extensive consumer research, retail pricing analysis and superior category management strategies, Encon

International helps retailers bridge the gap between supply and demand.

Encon provides retailers these valuable services:

- Consumer demographics and purchasing trends.
- GMROI financial analysis
- Advertising and promotions support.
- Inventory management support.
- Direct import and domestic warehouse purchasing programs.
- Retail merchandising support.
- Customer service support.
- Ongoing market analysis, including reviews of retail advertising and retail pricing.

However, Encon realizes that sound category management strategy is useless without sound branding strategy. That's why Encon develops product lines and brands tailored for specific market niches.

**MONTE CARLO** is the company's Premium Lifetime Warranty brand, sold exclusively through selected lighting and furniture showrooms.

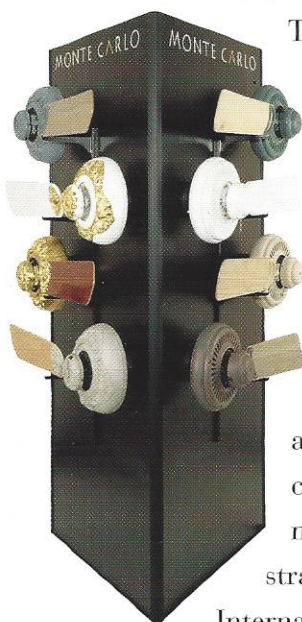
For the mass market, Encon offers the **Riviera** product line, featuring innovative fans with beautifully-coordinated light kits backed by limited lifetime warranties, and the **ENCON** brand, featuring classic design, high-volume, value-priced ceiling fans, light kits and accessories with 5-, 10- and 20-year warranties.

**Choice** is a line of heavy-duty, professional-grade fans with mix-and-match separate light kits, sold through lighting showrooms, electrical distributors and home centers.

Private Label brands and licensed/controlled brands are developed in partnership with Encon's retail and OEM customers.

Superior category management and unparalleled brand strategy. Reasons why Encon International is the worldwide expert in ceiling fan design, manufacturing, distribution and marketing.

## SOUND CATEGORY MANAGEMENT







MONTE CARLO.



Encon. The name known around the world for innovative design. Superior international manufacturing and distribution. Sound category management. And unparalleled branding strategy. It's the first name to import ceiling fans into the USA. The first name to pioneer the European market. The first name to penetrate Latin and South American markets. Encon International.

The first name in ceiling fans.

CONTRACTORS'  
*Choice*

Riviera.



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