



sunvent industries

div. of Sylro Sales Corp.



Family owned and operated for over 50 years, Sunvent Industries is a division of Sylro Sales Corporation, the largest exclusive manufacturer of vents in the nation. Flood Solutions, a newer company, specializes in vents that protect foundation walls from flood damage.

#### The best products. The best pricing.

A quick side-by-side comparison reveals why architects, contractors and engineers favor both Sunvent's and Flood Solutions's products: They are heavy gauge, readily available and competitively priced.

#### Quick lead times.

By providing outstanding, personal customer service, the company ships orders in two to five days—with no additional charge for custom sizes.



#### McGraw-Hill Construction

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McGraw-Hill Construction connects people, projects and products across the construction industry. For more than a century, it has remained North America's leading provider of project and product information, plans and specifications, industry news, trends and forecasts. McGraw-Hill Construction serves more than one million customers in the global construction industry through Dodge, Sweets, *Architectural Record*, *Engineering News-Record*, *GreenSource* and *SNAP*. To learn more, visit [www.construction.com](http://www.construction.com) or follow @mhconstruction on Twitter.

Sunvent Industries/Sylro Sales Corp.  
Flood Solutions

**Sweets empowers this family-owned business to reach architects and engineers at the moment they're ready to specify.**

#### THE CHALLENGE

- Compete against larger manufacturers for share of specification
- Maximize ROI of marketing dollars
- Launch startup company without in-house marketing resources

#### THE SOLUTION

An MHC marketing solution—with Sweets as the centerpiece—that:

- Builds brand awareness and credibility, and enhances quality image
- Reaches architects and engineers when they are ready to specify
- Provides continuous measurement of advertising effectiveness

#### THE RESULT

- In 30 years, Sunvent sales have grown 30-fold
- Quick, effective launch of new startup
- Increased brand awareness to develop rep network

You might say that Lori Joseph grew up with Sweets. As a young girl, she earned extra money by cleaning her father's office, which entailed dusting the "hundreds and hundreds of Sweets catalogues" her father accumulated over the years. Still, when she went to work for the family business in 1982, Lori never envisioned how important her connection with Sweets would become.

At the time, she envisioned helping out for awhile, then leaving to pursue her own career. But within days of Lori joining the company, her father fell ill and passed away just weeks later, leaving Lori in charge.

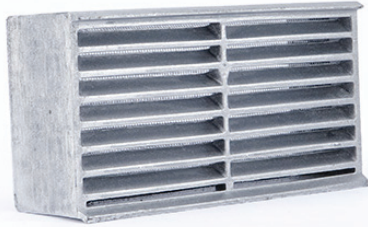
"I was in my early 20s, I had no training, and I basically was going to keep Sunvent alive just to close it out," Lori recalls. "But the orders kept coming in." So she kept moving forward, day by day, bearing in mind the two things her father had told her were crucial to running the business: Always pay your payroll taxes on time, and always advertise in Sweets.

#### A 30-fold increase in sales

"I couldn't understand it at first, but I knew it was important to my father, so I kept on advertising in Sweets, until I saw what came of it," Lori recalls. And what came of it? Thirty years later, Lori is president of

# success story

Sunvent Industries/Sylo Sales Corp.  
Flood Solutions



“I could do a million trade shows, and still not be able to reach the architects and engineers that Sweets reaches for me. It’s a huge bang for our buck.”

— Lori Joseph,  
Owner and President  
Sunvent Industries/Sylo Sales Corp.  
Flood Solutions



Lori Joseph

Sunvent Industries, a division of Sylo Sales Corp., and the company’s sales have increased 30-fold. She attributes the bulk of that success to Sweets.

Over the years Lori invested in a few trade shows, but no other vehicle could match the ROI she gets from Sweets. It is now the only marketing vehicle Lori invests in.

“I could spend a lot of money on trade shows, or advertising in trade magazines, but that won’t hit the architects when they’re looking for products. With Sweets, they’re finding us when they need us, and they can put us right into the spec. The timing just couldn’t be any better!”

#### Beyond brand awareness: credibility

“My father used to say, ‘Sweets is like the Bible to architects and engineers,’” Lori recalls. “It’s where they go to find companies they can count on. The credibility it adds is just amazing.”

Building a quality brand image helps Lori develop her network of sales representatives, as well as facilitate sales from other equipment manufacturers who package her private label products with their own.

“We’re very fortunate that these companies also recognize the importance of advertising in Sweets,” says Lori. “When they get into the specifications, we get into the specifications—and that’s our long-term goal.”

#### Invaluable marketing support

After years of researching her startup venture, Flood Solutions, Lori turned to her McGraw-Hill Construction team for help in launching the company. Without an in-house media team, it can be difficult and costly for a company to design a program and get it up and running quickly and smoothly.

Within weeks, Flood Solutions had a strong, competitive presence on Sweets.com, the Sweets Network Update e-newsletter and *SNAP*, with all necessary artwork—including BIM and CAD drawings—created as part of the package.

The MHC team provides invaluable guidance on where to place ads to generate the best response. “I can say, ‘I have this much money in my budget for advertising. Tell me what kind of hits we got from each placement, and what kind of response we can expect from, say, *SNAP* versus the e-newsletter.’ So I’m not just guessing that my advertising dollars are working. I get reports, and I can see that my money is well spent.”

“Sweets does all of those things that a small company really can’t do internally,” Lori adds. “Being out there in Sweets adds the credibility and name recognition that we are looking for, that can take Flood Solutions from being a startup to being a very well-recognized company. When architects and engineers see a product in Sweets, they know it’s a company they can count on.”

