



**HEATING AND
AIR CONDITIONING**

Johnstone Supply's Game Changing Agreement with Coleman

Johnstone Supply has proudly represented Coleman for over 25 years. In 2012, Johnstone and Coleman signed an industry game changing agreement. They agreed for Johnstone Supply to be the single-source national distributor of the Coleman brand. This industry first alliance gives Johnstone the freedom to come together with select business minded contractors. Allowing Johnstone to limit the number of contractors with the Coleman brand in a market. Best of all, the contractor wins. Limiting the number of select contractors representing the Coleman brand creates a pathway for these contractors to increase their net profits.

As the caretaker of the brand Coleman, Johnstone created its own unique Coleman contractor business model. The model provides the contractor representing Coleman a huge competitive advantage. It places competitive contractors in a near no win situation to beat the Coleman value position at the kitchen table. At the heart of the model, the focus is on creating reoccurring revenue for the contractor. This increases the net worth of the Coleman contractor's business.

Johnstone Supply is excited to discuss this amazing advantage to help more your business forward. To learn more about the Johnstone Coleman business model contact us at strategic.accounts@johnstonesupply.com.