

Price Industries Turns to IMAGINiT to Feature HVAC Products to Building Design Customers

The Company

Incorporated in 1949 as a sales company, **Price Industries** believed they could supply superior HVAC products and services at a competitive price, so they evolved from a sales organization into a manufacturer of commercial products. Today over 4,000 Price employees across the world focus on manufacturing air distribution products, including fan and blower coils, ceiling systems, diffusers, grilles and registers, and noise control equipment.

Headquartered in Winnipeg, Manitoba, Canada, Price strives to be the most specified brand, number one in sales, the easiest to do business with, the most imitated, and the most desirable employer. Contributing to their success in achieving these goals are their relentless innovations in products, tools, training programs, and resources.

The Challenge

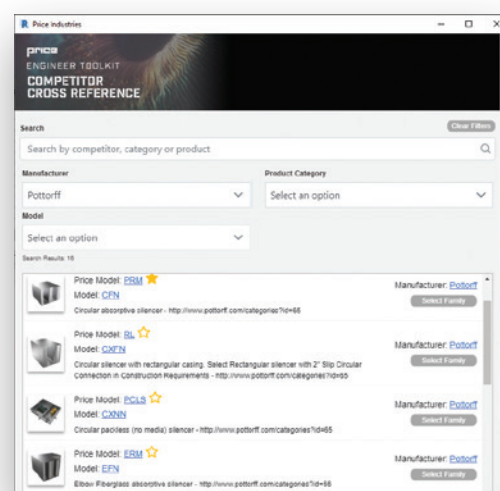
Consistent with their goal of being easy to do business with, Price creates product content in the form of Autodesk Revit families, so customers can easily drop the products into their building designs. "Although Price doesn't use Revit much, our customers do," said Dave Romanchuk, IT director at Price. "By creating content in Revit, we hope to encourage potential customers to design their buildings around our products, which will increase our chances of winning the sale when it comes time for them to buy equipment."

Dave was approached by company leaders with a request for his team to develop plugins for Revit that would make it even easier for designers outside of Price to work with Price products within Revit. "My team has primarily a computer science background," said Dave. "They have little CAD or BIM experience, and no hands-on experience with Revit, yet we needed to find a way to build tooling that would make Revit even more effective."

The Solution

Because Price's engineering department partnered with IMAGINiT for Autodesk software licensing, training and support, Dave reached out to his IMAGINiT account manager to start a discussion about their unique training needs.

"We didn't need to become Revit experts," said Dave. "We needed a crash course in what Revit does and how people use it, so we could look for opportunities to build tooling that would make it attractive for Revit users to place our products within their building designs."



Competitor Cross Reference

Unfamiliar with the Price product catalog? Discover Price Revit content using a handy competitor cross reference tool.

The IMAGINiT account manager brought in a technical expert, who discussed Dave's objectives and how IMAGINiT could help. They developed a solution that included IMAGINiT:

1. Developing custom training material suitable for Price's team of software engineers
2. Creating training material and delivering hard copies to all attendees prior to the online classes to follow the exercises during the training and reference the material post training as needed
3. Providing four days of online, instructor-led training for eight IT professionals

The Results

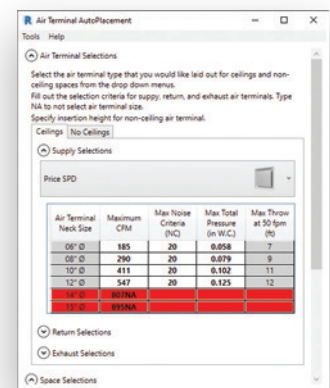
After completing the training, the Price IT team had the understanding of Revit needed to leverage the examples in the training materials and develop the plugins. Six months later, the **plugins were complete**, on the market, and receiving positive feedback from the engineering community.

In addition to meeting their objective of **creating plugins** that could help make it easier for building design customers to choose and use their products resulting in winning new business, Price also used their increased knowledge of Revit to:

- **Partner with a company who now features Price products with their Revit plugins.** "I don't think we would have been able to develop such an effective relationship had we not been able to speak their language," said Dave.
- **Teach their salespeople how their customers use Revit.** "Knowing a bit about Revit will help those who sell our products get in the door, identify challenges, and recommend solutions," said Dave.

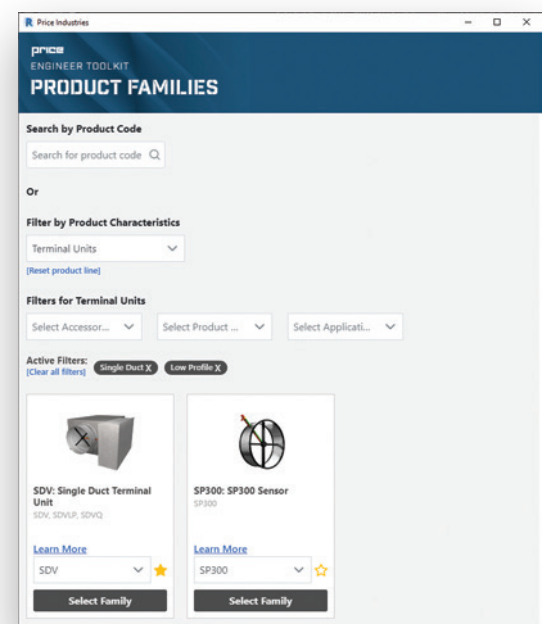
"Collaborating with IMAGINiT on our unique training needs proved to be incredibly valuable," said Dave. "We gained the knowledge needed to innovate the way potential customers use our products during the design phase. This early demonstration of how easy we are to work with establishes our commitment to customer service and sets the stage for long-term, mutually beneficial relationships."

Are you exploring ways to innovate and win new business?
Contact us today.



Ripple

For a more automated Revit experience, try the auto placement tools from Price's partners at Ripple Engineering Software.



Product Families

Find and use Price Revit content directly within Revit using intuitive searching and filtering tools.

Solutions Beyond Software

IMAGINiT Technologies, a division of Rand Worldwide, helps architects and engineers become more proficient in the use of 3D technologies to design, develop and manage complex engineering projects faster and more cost-effectively.