



# The Reitmeier Story

Reitmeier has been bringing balance to Oregon and SW Washington since 1984. Our history is one of dedication, passion, and unending improvement. The Reitmeier visual identity is an illustration of our story and a demonstration of all that we represent.

## Flag

One of our core values is Lead the Way—the red flag in our logo symbolizes our goal to be the very best. We have the highest standard of expertise, professionalism, and customer service of any HVAC provider.

## Commercial Building

Reitmeier specializes in commercial HVAC services and we take great pride in our area of expertise. The building icon represents the facilities that bring us together with our valued clients.

## Air Flow

Our approach to HVAC service results in enhanced building comfort. This balanced air flow is demonstrated by the loop in our logo, with the surrounding white space representing healthy, clear air.



# REITMEIER

*Bringing balance to your environment.*

## Brand Promise

Our ultimate goal is to bring balance to the environment of our community. We are invested in creating the right solution for our customers, while protecting and preserving the one we all share.

## Color

Our colors complement each other, with the gray representing calm stability and sustainability while the red showcases our confidence to take the initiative to develop the right solution.

## LEADING THE WAY IN OUR FIELD

### Reitmeier University



Reitmeier University is a two-year program developed to train and certify employees in commercial HVAC services. The crest logo is reminiscent of esteemed schools and represents excellence in the program.



### The Exchange

*big ideas, smarter buildings*

The moniker of our series of free educational workshops represents Reitmeier's ongoing goal of continuously exchanging knowledge, as well as an HVAC's exchange of hot and cold air. The lightbulb signifies the ideas we develop together.



## Our Mission is Balance

At Reitmeier, balance is the essence of our business. Balance is living in comfort; it's trusting in the systems that support you; and it's achieving sustainability in your life and in your work.

## OUR CORE VALUES



### Build Sustainable Relationships

Reitmeier believes in the power of long-lasting, harmonious relationships. We continuously go above and beyond for others both inside and outside the company.



### Create the Right Solution

Our team takes initiative to solve problems, ensuring the success of each other and the company. We continuously innovate and improve our operations, and always raise the bar for the highest standards possible.



### Lead the Way

Reitmeier works to lead the way in the technologies and services that we bring to our customers, and in the innovative that we create. We strive to be our absolute best.



### Own It

At Reitmeier, we believe in proactively tackling problems that come our way, and taking responsibility for issues. We see challenges as opportunities for team collaboration, learning, and growth.



Want to become part of the Reitmeier story? Visit us at [ReitmeierNW.com](http://ReitmeierNW.com)