

Company Focus

Mussun Sales

Mussun Sales celebrates 56 years of success

This supplier of HVAC equipment did it by adapting to customer needs

Mussun Sales Inc. is a manufacturers' representative and distributor for the premier heating, air conditioning and ventilation products in the HVAC industry. It was founded by William G. Mussun Jr. in 1951 as a sales office for about a half dozen lines in the Hanna Building in downtown Cleveland. In the 1960s, the company was on the grow in a major way. In 1962 it moved to a larg-



Mussun Sales provided the equipment for some of the state's most popular sports venues, such as Cleveland Browns Stadium.

PHOTO COURTESY: DOWNEY'S



**Cook and
Mussun Sales
"Team Mates for
50 Years"**

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Browns Stadium



Quicken Loans Arena



The "Jake"



er facility on E. 18th St. with a warehouse that allowed it to begin inventorying products, and that same decade saw new offices opening in Akron and Columbus. In 1964, Mussun hired University of Toledo grad Jeff Andres as a salesman, and within 12 years he had worked his way to the top as president. Mussun has expanded due to its knowledge of HVAC products, in which Andres specialized.

The year 1990 saw the Columbus office move to a larger facility and add a warehouse to ease service to central Ohio with shorter ship times and counter space. In 1993, the corporate home office moved again, using 44 tractor-trailer loads, this time to a 58,000-sf building at 3419 Carnegie Avenue in the Midtown Corridor, accessible to all major interstates. The larger warehouse



Terry O'Brien and Jeff Andres

allowed the firm to take on more lines and increase its inventory. The lower level was converted into a Learning Center, with seminars held on a regular basis for engineers, architects and contractors.

In 2001, Mussun Sales celebrated its 50th anniversary. It now has close to 50 employees, half of them in the sales department. The firm plans to carry on in its tradition of representing premier products, running a profitable operation and perpetuating the company name and its mission of quality and service. It seeks work in other areas and new lines that fit well and augments its current product offerings. It also sees the importance of adopting new, state-of-the-art technology. Andres quickly saw the importance of computers and networks to tie the operation together as the company grew, and today the firm is updating its website "into the 21st Century," says Andres, allowing customers to order online and supporting manufacturers with electronic pricing. **BXM**

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The Three Ps

Mussun Sales concentrates on products, people and perpetual growth

Product lines

- Acutherm
- Aerofin
- Atco
- Cook
- FanAm
- Grease Master
- INDEECO
- Metalbestos
- Miro
- Modine
- Nederman
- Pate
- Precision Air
- Purolator
- Qmark
- Ruskin
- Sieho
- Semco
- Spunstrand
- Titus
- Vent Axia
- Vibro-Acoustics
- Waddell
- Young Regulator

Mussun Sales Inc. believes in being the premier manufacturer's rep in the region, being profitable and perpetuating Mussun Sales as an entity forever

Geoffrey Andres says the firm is the premier rep in the area and represents the industry's leading products, "the Cadillacs," as opposed to just another car. "Some 90% of the time on private projects," he says, "the specs say Mussun Sales products." But in addition to quality, the firm also offers a large quantity of products, becoming a one-stop shopping experience and offering a sales floor with attractive displays of the company's entire offering right at hand. It allows those picking up product to get a few of those last-minute tool and widget items as well, what Andres calls the "gum and candy aisle."

Another P is profitability, and that depends on people. Andres says that Mussun's are top notch, the "most important asset." All of the salespeople are college grads, he says, so they are educated—and service-minded. Mussun Sales is very active in ASHRAE, and several of its employees have served as chapter presidents. They are also experienced, with several having been on the

*Top: The Mussun facility is expansive enough to have the right quantities of the right products for quick delivery.
Bottom: Mussun's training facility keeps customers and specifiers updated on technologies and procedures.*





Top: Joe from the Brian & Joe radio show and Jeff Andres. Mussun won a radio promotion for free breakfast from MIX-106.5.

Above: The product showroom at Mussun Sales is well organized, and employee expertise guides customers in specifying, installing and using products.

job for over two decades, so they have demonstrated know-how about both product lines and how they can best meet customer needs.

"We don't sell on price, we sell on quality and service," says Andres. "Commodity is for Wal-Mart. We like to be easy to do business with. We make customers' lives easier for them." This can involve something as simple as a cold drink and TV to watch while waiting at the counter to no-hassle returns.

Adds Terry O'Brien, Cleveland branch manager, "We take care of people. We focus on what we can do for them, and not what we can't."

As far as perpetuating itself for the ages, Musson does that by looking at the long-term, marketing to owners, specifiers, mechanical engineers and contractors alike, and using its Learning Center as a way of keeping all of its constituencies, including architects and building inspectors, educated--not only about new technologies and products but about changes in building codes and other issues.

"It is all part of our continued growth," says O'Brien. "In fact, we like to think, in spite of the fact we are 56 years old, that we are just getting started." **BXM**



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Company Focus



From the top, clockwise: The Cleveland skyline includes Key Tower, the Stokes Federal Courthouse and several other Mussun projects, Nationwide Arena, WKYC Channel 3, The Horseshoe, Quicken Loans Arena, Jacobs Field



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innovations
Salutes **Mussun Sales**
- partners for over 50 years

- Anti-smudge diffuser - 1957
- Variable air volume (VAV) terminal - 1961
- Architectural linear diffuser (FlowBar®) - 1993
- First commercial use of ECM technology, in terminal units, through a partnership with GE - 1995
- Developed the SteriTec linear air curtain barrier system to reduce internal contaminants in operating rooms - 1995
- Thermally powered variable air volume diffuser (T₃SQ) - 2005
- Linear slot diffuser using shaped memory alloy technology (DynaFuser™) - 2007

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Mussun projects range the gamut

The firm has done complex projects including major sports venues, schools and health care facilities

Sports facilities

- Gund Arena (Quicken Loans Arena)
- Jacobs Field
- Cleveland Browns Stadium
- Nationwide Arena
- The Ohio State University Horseshoe
- Schottenstein Center

Offices and industrial

- Key Tower
- The FBI Building
- WKYC Channel 3
- Louis Stokes Federal Courthouse
- Parker Hannifin
- Bank One Building

Health care, civic and education

- Rock and Roll Hall of Fame and Museum
- Louis Stokes Wing of Cleveland Public Library
- The Cleveland Clinic
- University Hospitals
- Cleveland Museum of Art expansion



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Founded in 1951 by William G. Mussun Jr.,
a pioneer in the manufacturer representative business,
Mussun Sales, Inc. continues on in his tradition of marketing
the finest in HVAC and architectural products made in the
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customers in the Buckeye State.



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