

For immediate release
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Firwin Corp – New Faces in Customer Service and Marketing

Firwin Corp, a Toronto-based manufacturer of removable insulation blankets, is pleased to announce the recent hiring of new personnel in customer service and marketing.

Chris Heck was recently added to Firwin's customer service department. "Our business continues to grow, and we want to ensure that the high level of customer service to which our customers are accustomed grows accordingly", said Paul Herman, Firwin's president.

Chris, who hails from Whitevale, Ontario, brings to Firwin 4 years of experience in industrial engineering. An entrepreneurial sort, he has also run his own businesses, in areas as diverse as woodworking, and even a Bed & Breakfast in France. "I like Firwin's entrepreneurial spirit", says Chris. "They are constantly looking for new and better ways of doing things. Plus, the folks here are a pleasure to deal with."

Chris's responsibilities include preparing quotes, responding to customer inquiries, preparing CAD drawings, and the occasional insulation blanket installation. His handyman skills have also come in handy during Firwin's recent expansion of its office and production space.

Firwin's other recent hire is Sid Tannenbaum, who heads Firwin's marketing department. Sid, who holds a MBA from York University, brings to Firwin 7 years of experience in the marketing arena. He has worked as a marketing manager for a biotech start-up, and as a market manager for the Norwegian government's Canadian trade office.

Sid's mandate includes creating new marketing literature, designing new ads, and managing Firwin's web strategy. "While marketing has always relied on the traditional avenues of brochures, print ads, and trade shows, the web is now overtaking these areas. Indeed, more and more of Firwin's new business is coming in via the web", notes Sid.

Since Sid's arrival, Firwin has implemented its quarterly e-newsletter "Insulation Insights", created new print ads, upgraded its website content, and improved its search engine ranking. "One of the major challenges in any organization is to track how effectively its marketing dollar is being spent. Part of my mandate is to help Firwin better track the effectiveness of its various marketing efforts", adds Sid.

About Firwin Corp:

Founded in 1982, Firwin Corp is a manufacturer of removable insulation blankets. The company's focus is to provide insulation solutions to industries using diesel-powered engines and equipment. Industries that Firwin services include power generation, off-road equipment, gen-set, mining, forestry, marine, and the military. The company provides removable insulation blankets for both OEM and end-user applications.

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