



AIRVENT UNIVERSITY LESSON PLAN

October 2025 Lesson Plan

One Brand. Many Solutions. AirVent Knows Airflow.



WE KNOW AIR FLOW™

AIRVENT

There are exciting things happening at AirVent. Our parent company Gibraltar owns many companies within the Gibraltar Building Accessories Division and some of them also manufacture

ventilation products as does AirVent. Those products carry their own brand name. A few examples include Dot Metals in San Antonio, Texas; Norwesco in Fife, Washington; and Southeastern Metals (SEMCO) in Jacksonville, Florida. But now, all those products no matter which company makes them will be branded under the name AirVent.

“What I hear as I travel the country is that AirVent has strong brand recognition,” says **Donnie Anderson**, General Manager Ventilation, Gibraltar Building Accessories Division, in our recent podcast interview with him. “This is something that we thought was the case for a long time internally, but we had nothing tangible to prove it. So, we hired a third party to do a Gibraltar Brand Study to look at all the different brands Gibraltar owns. It turns out that AirVent was the most recognized within our Gibraltar companies. We were excited to get validation of what we had been thinking for a long time.”

As part of the transition to the AirVent one brand, all the packaging and sales & marketing collateral for any Gibraltar-made ventilation product will be branded as AirVent. “You will see the AirVent brand on ventilation products regardless of where we manufacture them around the country,” says **Anderson**. While this is happening, the packaging is being refreshed for clarity and easy reading. “We’re eliminating extra wording and inserting more identifiable icons so it’s easier for someone to quickly understand the benefits of the product inside the carton. And it will be bilingual so we can reach our Spanish-speaking customers.”

“At the retail level, it will give us a fresh look and a consistent message. The packaging will tie into the signage in the stores making it easier for the homeowner – which is important because many homeowners do not fully understand the importance of attic ventilation, for example,” says **Anderson**. “We’re trying to make the shopping experience as easy as possible.”



“For our wholesale distributors who may stock our products in their facilities across the country, refreshed packaging with a consistent look and message make it easier for their teams to pull orders and deliver it to their customers,” **Anderson** says. They’ll quickly be able to identify the right product model number, part number, and description which helps them service their customers.”

“And for roofing contractors, I think it assures them this is an AirVent product I can be very confident installing, and it will do all the things AirVent says it will do, and I’m not going to receive a callback complaint,” **Anderson** says.

AirVent’s lineup of products includes nationally recognized and installed products as well as regionally popular products. Whatever the customer’s needs may be, AirVent will now have them all under one brand. “It’s a brand that is trusted and relied upon backed by strong support and warranty protection,” **Anderson** says. “We are very excited to bring all our ventilation products under the AirVent brand. It gives us the most complete line of ventilation products of anyone in the market.”

For contractors seeking an extended shingle warranty by bundling their attic ventilation with the brand of shingles they are installing, **Anderson** says AirVent can be part of that equation. “In many cases you can obtain the extended warranty by a combination of the shingle-branded products and the AirVent ventilation products, you don’t have to 100% buy the shingle branded products. It can be a mix.” he says.

Anderson notes that the Gibraltar Building Accessories Division that AirVent is part of not only can meet your ventilation needs but also your trims and flashings needs, your pipe flashing needs, and your metal roofing needs. “It is a very exciting time to be at AirVent and to be part of the Gibraltar Building Accessories team,” he says.

To test your knowledge about what you learned in the October 2025 Lesson Plan please take our short 5-question Pop Quiz.