



# TRANE PROUD

# Trane Proud Distributor Usage Guide: Summary



## PROGRAM OVERVIEW:

Trane Proud is an initiative dedicated to showcasing our factory employees in a way that will help consumer and Trade audiences make a more personal connection with the Trane brand.

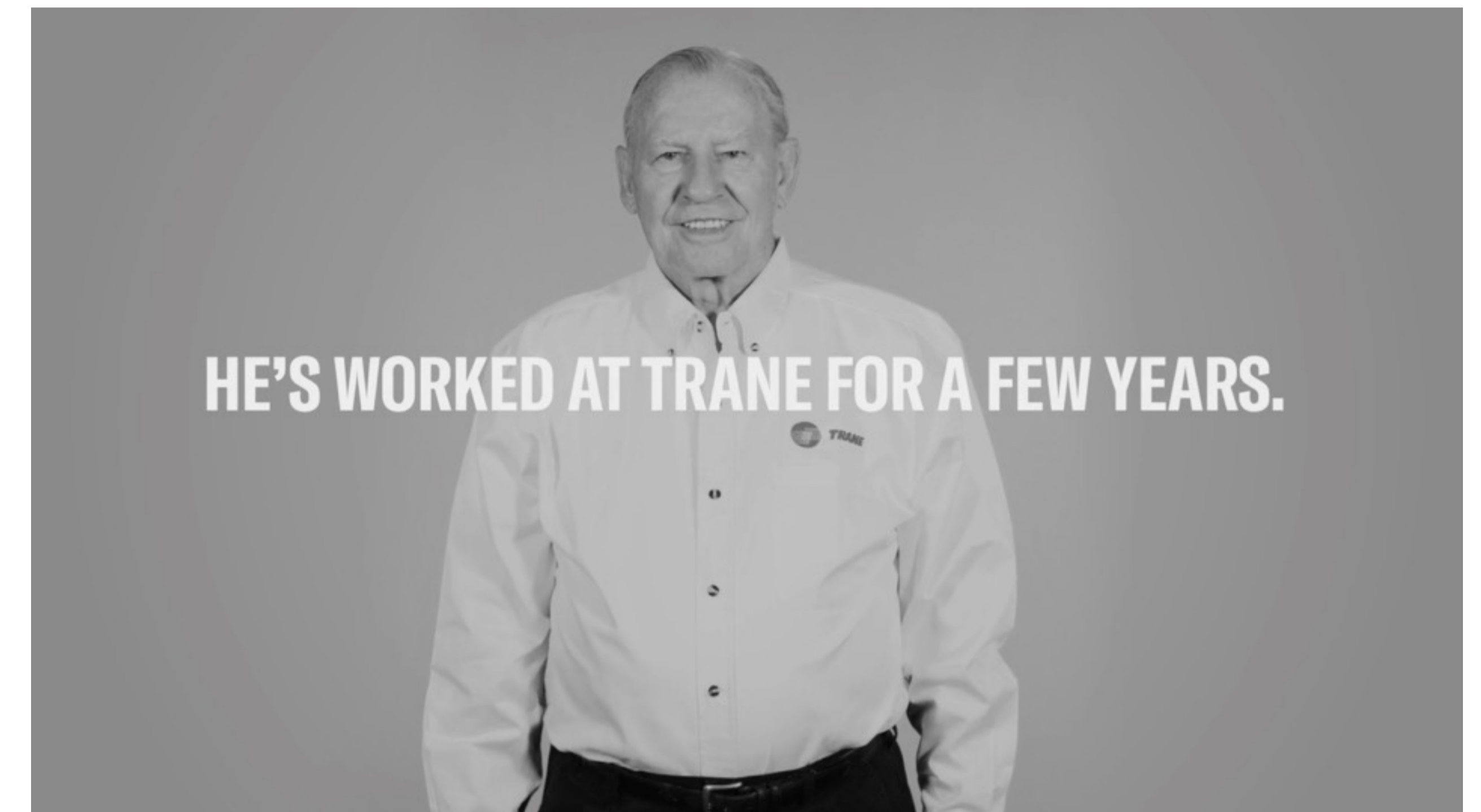
## ASSETS:

7 total videos:

1 Compilation  
Video



6 Profile  
Videos



## DESTINATION / HOSTING:

Trane.com (Residential) [RESOURCES PAGE](#) and [TRANE MAX](#)

## RECOMMENDED USES:

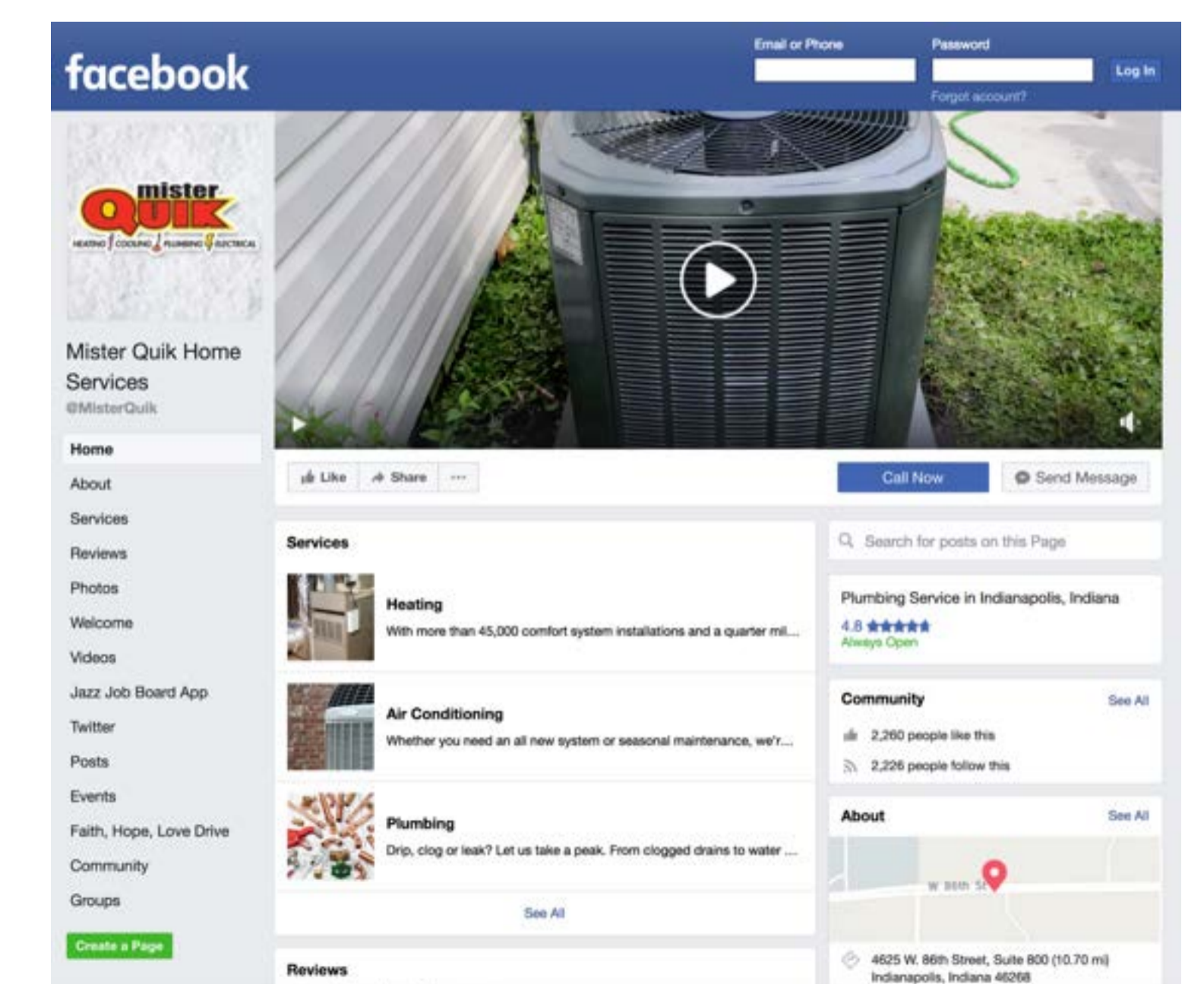
Internal &  
Dealer  
Meetings



Distributor  
& Dealer  
Websites



Social  
Media



*The following pages include suggested copy to accompany the videos when posted on websites, or on social media. Copy options are included for all channels: websites, YouTube and Facebook.*

### **USE on WEBSITES and in SOCIAL MEDIA:**

- 1. IR would recommend downloading all 7 videos, and posting 1 video per week (for a total of 7 weeks)
  - Profile Videos could be posted in any order, and IR recommends posting the Compilation Video first*
- 2. Assets can be used across all social media platforms*
- 3. Posts should include the branded hashtag: #TraneProud, and link to [Trane.com](https://www.trane.com)*



**COMPILATION VIDEO**

### **Website / YouTube:**

Meet the men and women behind every Trane system. We're proud to tell their unique stories and to have them as part of the Trane team.

Find out more about Trane at [Trane.com](https://www.trane.com)

### **Social:**

Meet the men and women who work tirelessly to make every Trane unstoppable. #TraneProud

Hear their stories at [Trane.com](https://www.trane.com)



**CHARLES WHITAKER**

**Website / YouTube:**

Charles has worked hard for a unique accomplishment not many people could ever claim.

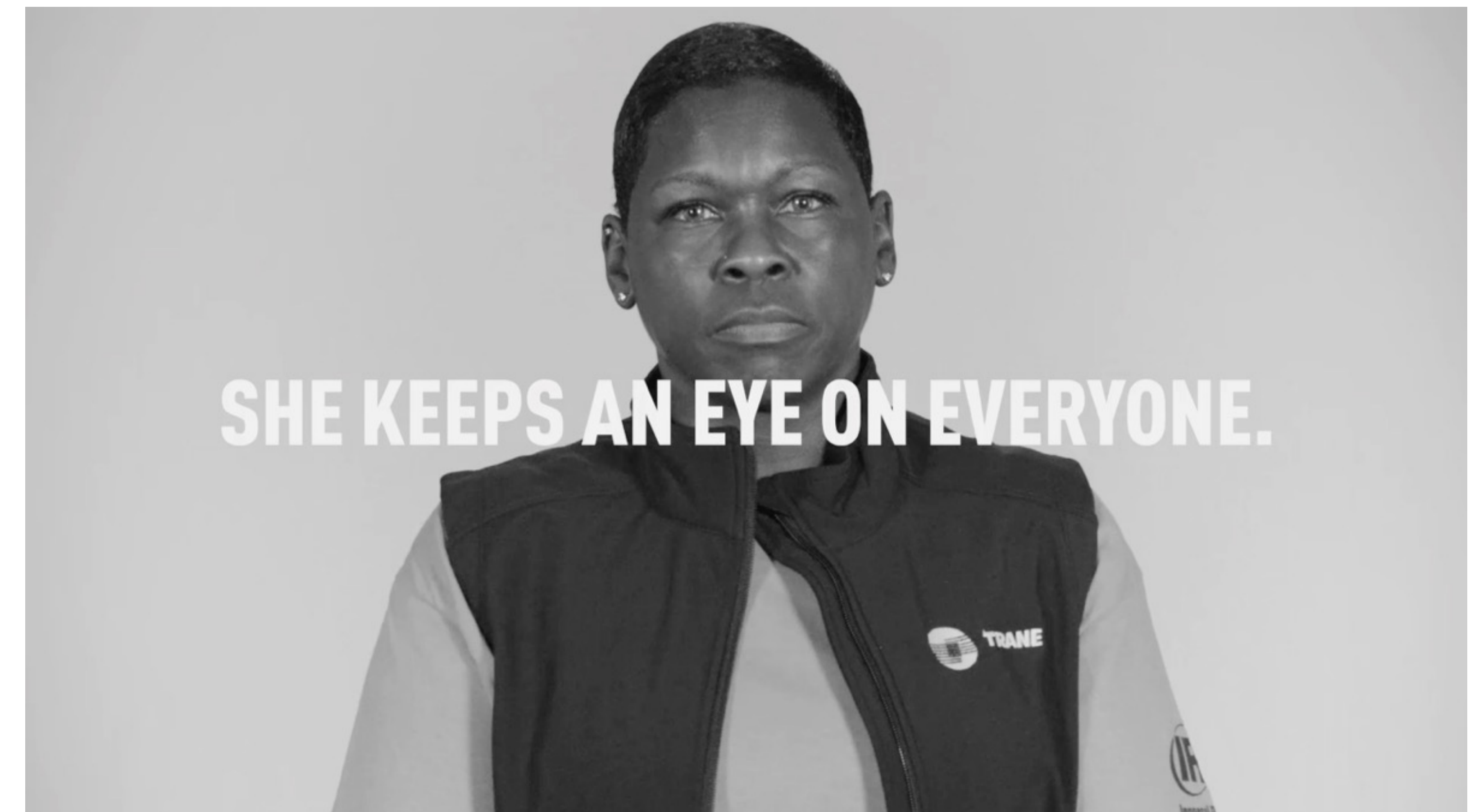
Meet the men and women behind every Trane system. We're proud to tell their unique stories and to have them as part of the Trane team.

Find out more about Trane at [Trane.com](https://www.trane.com)

**Social:**

Charles has worked hard for a unique accomplishment not many people could ever claim. #TraneProud

See more stories at [Trane.com](https://www.trane.com)



**YOLANDA WARREN**

**Website / YouTube:**

Yolanda has overcome a lot, but still comes to work and inspires us every day.

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**Social:**

Yolanda has overcome a lot, but still comes to work and inspires us every day.

#TraneProud

See more stories at [Trane.com](https://www.trane.com)



**NASTASSIA RANGER**

**Website / YouTube:**

Nastassia works every day to make a difference in her life and the life of her sister back in Jamaica.

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**Social:**

Natassia works every day to make a difference in her life and the life of her sister back in Jamaica. #TraneProud

See more stories at [Trane.com](https://www.trane.com)



**HAROLD FISH**

**Website / YouTube:**

Harold is an ex-military man who has found a second family at Trane.

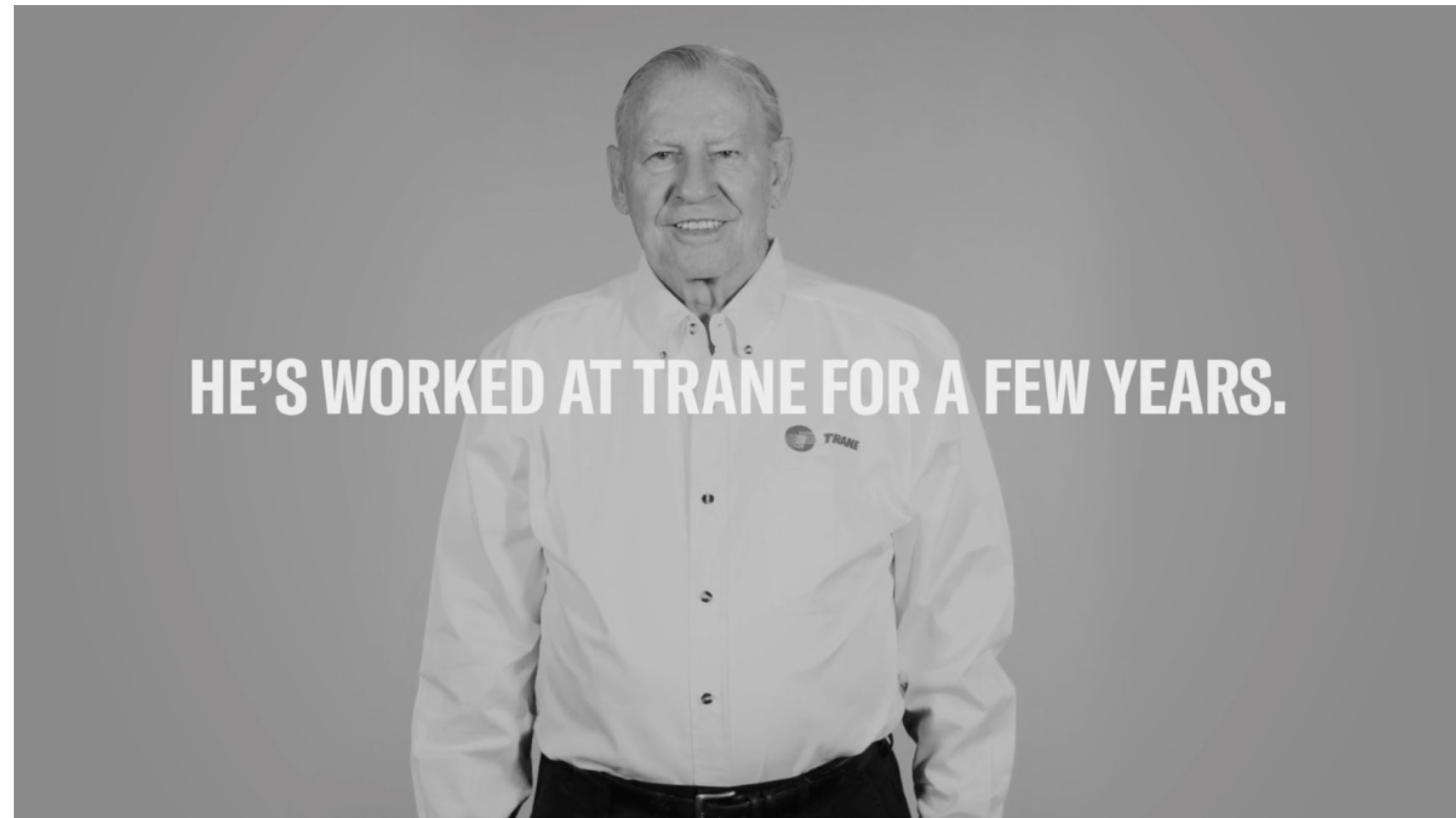
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**Social:**

Harold found a way to put his experience in the military to good use. #TraneProud

See more stories at [Trane.com](https://www.trane.com)



**JERRY HAVAKER**

**Website / YouTube:**

If you think it's hard to stop a Trane, just wait until you meet Jerry.

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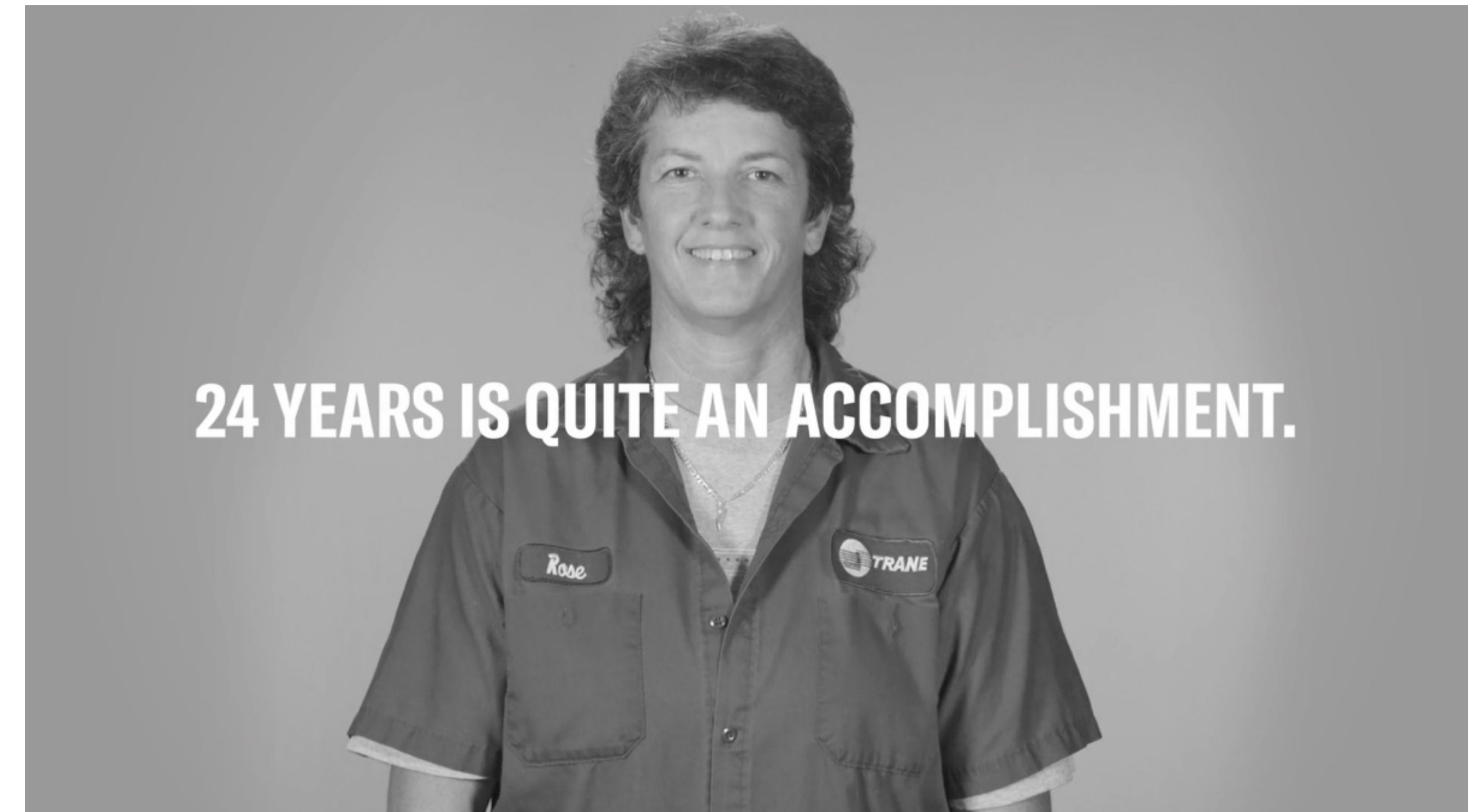
Find out more about Trane at [Trane.com](https://www.trane.com)

**Social:**

If you think it's hard to stop a Trane, just wait until you meet Jerry.

#TraneProud

See more stories at [Trane.com](https://www.trane.com)



**ROSE DEMAFFETO**

**Website / YouTube:**

It takes a lot to stop Rose from coming to work with a smile on her face.

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Find out more about Trane at [Trane.com](https://www.trane.com)

**Social:**

It takes a lot to stop Rose from coming to work with a smile on her face.

#TraneProud

See more stories at [Trane.com](https://www.trane.com)