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## **YORK® brand of Johnson Controls launches American Quality Campaign showcasing employees' pride in workmanship**

*Campaign introduces homeowners to YORK® employees who are dedicated to industry-leading quality*

**MILWAUKEE** – (Nov. 15, 2017) – The YORK® brand of Johnson Controls today launched its [American Quality Campaign](#), which is a fully integrated digital marketing campaign showcasing YORK® employees' commitment to quality workmanship. Geared toward homeowners, it supports YORK® contractors with a positive message and content that will engage their customers as it ties the brand to the people who put quality into YORK® products.

The national campaign centers around a series of day-in-the-life videos that feature YORK® employees talking about their jobs—why they go to work every day, what their work means to them and the pride they take in the work they perform. The first of these videos features Chris, a senior test technician at the company's Wichita manufacturing facility, a husband and the father of two young boys. Describing his job, Chris says, "We make sure the quality is right; that it's going to run efficiently." He adds, "You're putting your name on something, and when you put your name on something, you want it to be the best."

"Each of these videos tells the story of a YORK® employee, at home and at work, who is driven to do the best work possible," said Liz Haggerty, vice president and general manager, unitary products group, Johnson Controls. "In this first video, we celebrate and thank Chris, who, like so many others throughout our company, brings passion to his work every day and a commitment to take the extra steps to deliver the very best product he can, as if he is building a unit for his own home."

With Chris' help, YORK® residential heating and cooling systems are designed, engineered and assembled in America with the highest quality standards, delivering performance, efficiency and

reliability homeowners can trust. Nearly half of all YORK® air conditioners, heat pumps and furnaces display the ENERGY STAR® label, a government-backed symbol for energy efficiency. In addition, many are recognized by industry experts with awards such as Consumer's Digest Best Buy ranking and the Good Housekeeping Seal of Approval.

YORK® products can be found in millions of homes throughout the United States, including those that are part of the Building Homes for Heroes® program. Through its sponsorship, Johnson Controls, along with YORK® distributors and independent contractors nationwide, has donated quality heating and cooling systems, including installation, labor and on-going maintenance, to military families since 2014.

To learn more about YORK® quality and see how Chris brings his passion to work – and to each unit YORK® makes, visit [www.YORK.com/today](http://www.YORK.com/today). Also follow on YouTube, Instagram and Facebook @yorkhomecomfort and @YORKHVAC on Twitter. #GoodDayForQuality

### **About Johnson Controls**

Johnson Controls is a global diversified technology and multi-industrial leader serving a wide range of customers in more than 150 countries. Our 120,000 employees create intelligent buildings, efficient energy solutions, integrated infrastructure and next generation transportation systems that work seamlessly together to deliver on the promise of smart cities and communities. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. We are committed to helping our customers win and creating greater value for all of our stakeholders through strategic focus on our buildings and energy growth platforms. For additional information, please visit <http://www.johnsoncontrols.com> or follow us @johnsoncontrols on Twitter.

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Photo Captions:



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