



A BRIEF HISTORY OF HARDY MANUFACTURING COMPANY

The Early Years

It was 1976. The Arabs had a choke-hold on oil. Energy prices were rising. And no one knew what the future held.

County agent Jerome Hardy had moved back to his hometown in 1970 to pursue his farming and cattle interests. To cut costs he decided to put a heater vent in his fireplace; but, wife, Margaret vetoed the idea. She didn't want wood trash, smoke and ashes tracked through the house.

So, Jerome tried a different approach. He began tinkering with the idea of putting the heating unit outside and moving the heat to where it was needed. After a lot of trial and error, brainstorming and improvising, his idea began to take shape. Jerome's initial effort was encouraging and his enthusiasm was shared by neighbor, cousin and fellow cattle farmer Bobby Smith. They put units in their homes. Both families enjoyed an immediate and dramatic decrease in heating costs and liked the fire outside, making it safer, cleaner, and easier to service.

It wasn't long before neighbors and friends became interested and inquired about having one for their own use.



Bobby Smith and Jerome Hardy

Jerome and Bobby looked after the farms and tended their cattle, but continued to tinker and experiment with the heater. By 1978, Jerome had changed the design, taking it in a new direction and raising its productivity potential to new levels.

Groundwork Laid for the Future

Originally, it was a hot air design. The changeover to a water based system enabled the unit to provide household hot water and was adaptable to forced air and hydronic systems that could channel the heat to multiple locations. With each successful step, the pair felt more confident about making a unit for their neighbors.

Knowing they had a good idea, Jerome and Bobby began working on a market plan. They exhibited The Hardy furnace at fairs and farm shows. They made a good pair. Jerome was overseeing construction and manufacturing. Bobby took charge of the furnace tank welding.

In 1979, Jerome applied for and received a patent on the heater and the company began to take shape. It was the beginning of a multi-million dollar, nationwide business and another American dream was born.



Test Lab Facilities

A Heating Furnace Pioneer

The development of the first Hardy put the company at the forefront and made them pioneers in an entirely new field of heating.

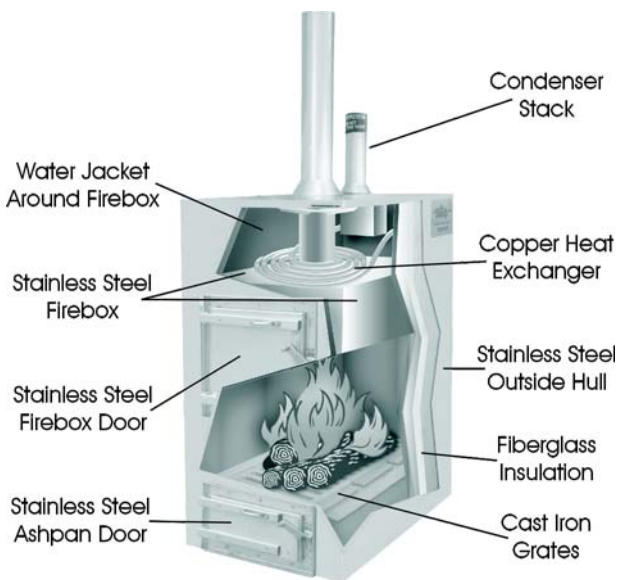
The Hardy outside wood furnace is designed to save energy and provide comfortable heating.

Like most successful inventions, the basic idea is simple and the design is not complex. The Hardy uses a stainless steel tank filled with water surrounding a fire box.

It is a non-pressurized boiler with an atmospheric vent. Heat is delivered by circulating water through pipes between the furnace and a heat exchanger in the building.

It is equally efficient with a hot air duct system, water baseboard system, radiant floor heat, unit heaters or an existing hydronic system operating at 180 degrees or less.

The Hardy can provide several hundred gallons of hot water for domestic household needs.



ALL STAINLESS STEEL CONSTRUCTION

Hardy Manufacturing Expansion

As sales increased it became inevitable that Jerome had to increase his workforce and bring in qualified people to help with the small business that was rapidly turning into a multi-million dollar company.

In 1986 Frank Moore, Hardy's son-in-law, became president of Hardy Manufacturing Company. Armed with an Engineering Degree, he was a perfect match for a company which was continually testing new materials, exploring new concepts and monitoring the latest technical advances.

The facilities were expanded to 50,000 square feet with a workforce of 80 people. These changes, along with hard work, quickly paid off as sales climbed quickly toward \$10 million annually.

Hardy Manufacturing is one of the largest buyer of 304 stainless steel in the southeast, with sales exceeding 3,000 furnaces a year and over 40,000 furnaces previously sold. Hardy is the 1st manufacturer of outside wood burning furnaces in the world with over 30 years of experience.



Stock Heaters at Hardy

Sales and Distribution

A critical element in the company's history of growth has been its highly respected sales and distribution capabilities.

The Hardy furnace is sold in the United States through a network of 6 independent distributors and a nationwide network of 400 independent dealers.

Looking to the Future

While much has changed at Hardy since Jerome Hardy founded his business in a backyard shop in 1976, one thing has remained constant. There has always been, and continues to be, an indomitable drive for excellence. This excellence has been the company's hallmark throughout its proud history.

Strengthened by this spirit, the people at Hardy believe their best days are still to come as they pursue excellence and leadership in safe and economical heating appliances.

New Technology

With the recent addition of a CNC precision plasma cutting machine, CNC press brake, shear and rollers for its new fabrication shop; Hardy Manufacturing continues to invest in future growth and quality. The computer controlled programming of these machines allows for major improvements in the quality of parts due to machine repeatability and accuracy.



Commercial Fan
Coil Unit



CNC Plasma Cutting Machine



CNC Press Break Machine

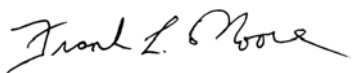
To Our Customers

With the knowledge and experience we've gained over the years in developing our furnaces, Hardy stays ahead of the competition by offering the best products on the market.

UL Listed (Underwriters Lab), all stainless steel construction, quality workmanship, a 400 member nationwide dealer network ready to assist customers, a product built to last and 30 years of manufacturing experience are the qualities that make The Hardy the superior product.

Our pledge to you is to provide the latest technology, quality products and a commitment to customer service for the future. Customer satisfaction remains the name of the game.

If you can't reach a local dealer or distributor for your State, we will be pleased to help you anytime. You will always be No. 1 to us!



Frank L. Moore

President Hardy Mfg. Company, Inc.



Frank Moore

Acknowledgments

When we think about our beginnings, we conclude that it was not the development of a superior product that made us the company we are today but THE PEOPLE.

These people include:

- The men that spent many late nights trying different ideas;
- The wives that supported their husbands in their efforts;
- The children who helped when it was needed;
- The family who bought the very first heater;
- The employee who did what was necessary to produce a quality product;
- The salesman that quit a teaching job in pursuit of a dream;
- The dealer that bought the first heater from a trusted salesman;
- The distributor that spent many nights and weekends working shows;
- The dealer that worked a day job, sold heaters at night and installed them on weekends;
- The dealer that bought heaters in the spring so we could build heaters in the off season;
- The material suppliers who supply quality products on time and competitively;
- The employee that spends many late night hours helping a customer solve a problem;
- The dealer that drives 3 hours one way to plug a pump in for a customer;
- The distributor that leaves in the pre-dawn hours to deliver heaters;
- The distributor and dealer that stay up until midnight answering customer questions;
- The customers who are so proud of owning "A Hardy Furnace" that they become our best sales people.

We extend our appreciation and gratitude to THE PEOPLE who have made "THE HARDY" what it is today.

Manufacturing Location

Hardy Manufacturing Co., Inc.

12345 Road 505

Philadelphia, Mississippi 39350

www.hardyheater.com

601-656-5866

Sales Info: 1-800-542-7395

Fax: 601-656-4559

Distributor Locations and Territories

Bates Distributors

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601-656-1583

bates@hardyheater.com

Jimmy Bates

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MD, DE, GA, SC, FL

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Bob Smith

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STAINLESS STEEL

Outside Woodburning Heater,
for all your heating needs



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