



The Heat Is

On !

You may have already experienced the extreme temperatures that we've been seeing this summer, but if you haven't, don't despair! The heat is coming! And when it arrives, there is always some discussion about the "last time it was this hot"! You've heard folks talk about that summer of record-breaking heat, or the time a co-worker fell ill because of the heat and had to go to the emergency room. There's always a "weather" story.

That's because weather follows certain patterns and, as we all know, patterns repeat. The frequency of those repetitions may vary, but eventually the pattern will emerge. An understanding and use of these weather patterns can be extremely beneficial to your business. Marketing strategies, logistical planning, inventory replenishment and replacement, and other key projects - can be greatly enhanced by incorporating comprehensive and accurate weather data into your operations.

Here at **WEATHERBANK**, we have an exhaustive database of historical, observed, and forecasted weather data that can be integrated into any kind of model, project, or operation. Our clients, who include the leaders in several major industries, have discovered the tried and true benefits of our weather solutions.

Give us a call today and let us show you how to integrate these weather databases into your daily operations. Then perhaps it will be your sales that will be *"bringing the heat !"*