



NEWS RELEASE

June 15, 2017
For Immediate Release
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Simons Leads Laars Heating Systems

Bradford White Corporation, Ambler, PA –Bradford White Corporation has appointed Rich Simons to the position of Vice President and General Manager for its subsidiary, Laars Heating Systems.

Prior to joining Laars, Simons held several high level positions with Honeywell International including, most recently, Director, Combustion Channel Management, Americas where he developed commercial and industrial distribution partner channel strategies. Previous roles included product management and engineering management where he led both design and engineering teams on multiple initiatives. Rich has been closely associated with the boiler industry for most of his career. He brings to Laars over 30 years industry experience with numerous awards and patents to his credit. Simons earned a BS in Engineering with a major in Electrical Engineering and Physics from Case Western Reserve University and an Executive MBA from the University of Minnesota - Carlson School of Business. His responsibilities at Laars Heating Systems will encompass the overall operation of the business, strategic direction, and financial results.

“Rich is a general manager in every sense of the word. He brings vast experience in engineering, marketing, management and industry leadership to Laars. In addition, Rich is a pragmatic problem solver with an intense focus doing what is right for the customer. We couldn’t be more pleased to have Rich leading Laars Heating Systems” said Bruce Carnevale, President and COO of Bradford White Corporation.

Bradford White Corporation is a full line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. The company is headquartered in Ambler, PA and has manufacturing facilities in Middleville, MI, Niles, MI, and Rochester, NH and a distribution and training center in Halton Hills, ON Canada.

