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For Immediate Release
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Laars Appoints Brody – Director of Sales

Laars Heating Systems, Rochester, NH – Laars Heating Systems, a subsidiary of Bradford White Corporation, is pleased to announce the appointment of John Brody to the position of Director of Sales.

Prior to joining Laars, Brody led the North American sales division for AERCO International where he was responsible for maximizing market growth, increasing revenue and profitability, and creating programs for new product development. Brody earned a degree in Business Administration from Lewis University where he is currently working toward his MBA.

“John is a proven industry pro who has built solid business relationships that will serve Laars very well as we continue to grow sales and intensify our customer-centric focus. His talent for leading an internal sales force as well as a team of independent sales representatives and getting consistently positive results makes him a perfect fit for Laars,” said Rich Simons, General Manager of Laars Heating Systems.

Laars Heating Systems Company is a US based manufacturer of boilers, water heaters, storage tanks, controls and associated accessories that are widely used in the space heating, water heating and industrial process markets with products ranging from 50,000 to 5,000,000 BTU/hr. Laars, a subsidiary of Bradford White Corporation, is headquartered in Rochester, NH with a distribution and training center in Halton Hills, ON Canada.