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Industry Veteran Lou Vorsteveld Joins Laars Heating Systems as Director of Engineering

Rochester, NH — [Laars Heating Systems](#), a subsidiary of [Bradford White Corporation](#), has appointed Lou G. Vorsteveld, Ph.D., to the position of Director of Engineering. Vorsteveld is an international executive with notable success in both sales and engineering.

“Lou is an exceptional executive who combines an expert’s understanding of the products we manufacture with the real-world experience and demands of the business community,” said Laars Heating Systems Vice President & General Manager, Rich Simons. “His track record demonstrates a leadership role that focused on the steady and successful delivery of high-quality products to meet the ever-changing demands of our customers. He is an important addition to our team.”

“Every engineer wants to work with companies that boast a line of first-class products driven by a superior business program,” Vorsteveld said. “Laars meets these standards, and I look forward to contributing to the company’s product development and growth.”

Vorsteveld will oversee Laars’ engineering functions, including project execution, design quality, strategic technology direction and development, and optimal design for manufacturing, and work closely with engineering resources across Bradford White Corporation to ensure continued development of best-in-class products to all Bradford White subsidiary customers.

Vorsteveld holds a Ph.D. in mechanical engineering, with a focus on thermal sciences and combustion engineering, from the University of Vermont.

Before joining Laars Heating Systems, Vorsteveld was Vice President, Engineering, and a vital member of the management team at AERCO International. He has also served previously as President and CEO of Bosch Thermotechnology/Buderus Hydronics as well as other executive level engineering, operations, quality and sales roles at Bosch/Buderus and Triangle Tube.

In his leisure time, Vorsteveld enjoys boating, water skiing and residential renovation.

Laars Heating Systems is a subsidiary of the Bradford White Corp. It is one of the nation’s leading manufacturers of boilers and volume water heaters for both residential and commercial heating. For more information, visit, www.laars.com.

Bradford White Corp. is a full-line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. The company maintains headquarters in Ambler, PA, and has manufacturing facilities in Middleville, MI; Nile, MI; and Rochester, NH; and distribution and training centers in Halton Hills, ON Canada. For more information, visit www.bradfordwhite.com.

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