



 [US Edition](#) [Change Location](#)

Welcome Guest, please [Login](#) or [Register](#)

 Remove side bar  Decrease font size  Increase font size



Cleaver-Brooks celebrates 75th by launching new brand

Manufacturing News, Source : The Manufacturer US
Published : 10 Jan 2007 19:31

MILWAUKEE—January 10, 2007—As Cleaver-Brooks Inc. celebrates its 75th anniversary, the company is launching a new brand. The power of commitment captures Cleaver-Brooks' promise and service to its customers over the years. It reflects what market research has shown: that end-users, consulting engineers and industry observers view Cleaver-Brooks' primary strength as its commitment to customers and the industry.

To strengthen the Cleaver-Brooks brand in the marketplace, the company's various divisions have been reorganized as product groups under the parent company name Cleaver-Brooks Inc: C-B Package Boiler, C-B Nebraska Boiler, C-B Energy Recovery, C-B NATCOM, C-B Pro-Fire and C-B Aftermarket.

The restructuring of these product groups allows Cleaver-Brooks to better serve shifting market demands while reclaiming its heritage as a recognized industry leader. Early last year, Cleaver-Brooks sold its water technologies division, Aqua-Chem, to focus on its core business of manufacturing hot water and steam boilers, gas and oil burners, advanced system controls and heat recovery systems.

"This re-branding gave us an opportunity to step back, clean up some market confusion and leverage the strength of the Cleaver-Brooks name," said Welch Goggins, president and CEO of Cleaver-Brooks. "All of this makes us a stronger, more viable company, with reliable products and united sales, service and engineering forces that better serve our customers."

Engineer John Cleaver and East Coast businessman Raymond Brooks introduced the first packaged boiler concept in 1931. Today, in an industry dependent on new technologies to improve energy efficiency and reduce emissions, Cleaver-Brooks is well positioned for the challenge. The company has invested millions of dollars in R&D and maintains a dedicated R&D center that is unmatched in the industry. After 75 years, Cleaver-Brooks continues to provide support far beyond industry standards, offering resources to consulting engineers and end-users to help specify the right system and achieve optimal performance for the entire life of the system.

Celebrating its 75th anniversary, Cleaver-Brooks is a world-renowned provider of boiler room products and systems that outperform and outlast the competition. Selling to both the commercial and industrial markets, Cleaver- Brooks is the only manufacturer offering a fully integrated boiler room system.

###

Lean manufacturing
BMG Combines Six Sigma and
.Lean for Powerful Process
Improvement!
www.bmgi.com

Free White Paper for ERP
11 Criteria for Selecting the Best
ERP System Replacement
www.vantage8.com

Lean Six Sigma
Lean Manufacturing & Six Sigma;
.Get Certified Online in 8 weeks!
www.professional-certificate...

Process ERP Software
ERP software focused on the
.unique needs of process
manufacturers
www.adonix.com

Ads by Google

 Email to a friend  Print article

Other Conquest Websites

[Contact Us](#) | [Vacancies](#) | [Privacy Policy](#) | [Terms & Conditions](#) | [Security Statement](#)