

Cleaver-Brooks reclaims name in marketing effort

Focusing on core products after sale of Aqua-Chem

BY RICH ROVITO

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Cleaver-Brooks Inc. has launched a re-branding initiative, reverting to its original corporate name from Aqua-Chem Inc. after selling its water technologies unit.

The company has re-adopted the Cleaver-Brooks name, which was used when the company was founded 75 years ago.

"We wanted to reclaim some of our heritage and Cleaver-Brooks is a well recognized name in the industry," said Earle Pfefferkorn, president of Cleaver-Brooks' Package Boiler Systems Group.

John Cleaver, an engineer, and Raymond Brooks, an East Coast businessman, introduced the packaged boiler concept — boilers, burners and components — and formed Cleaver-Brooks in 1931.

The company sold its water technologies business, which accounted for about 15 percent of its overall sales, in February to an affiliate of Connecticut private equity firm Altus Capital Partners for an undisclosed amount. The sale has



Goggins

The company has executed a number of "strategic" acquisitions over the past several years, including Nebraska Boiler of Lincoln, Neb., and Quebec-based National Combustion Equipment Inc. (NATCOM), adding brands to the company's portfolio, Goggins said.

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Welch Goggins
Cleaver-Brooks Inc.

"This gives us an opportunity to step back, do a rebranding, clean up some market confusion and leverage the strength of the Cleaver-Brooks name," Goggins said.

Other Cleaver-Brooks divisions include Package Boilers, Energy Recovery and Pro-Fire. Those divisions, along with Nebraska Boiler and NATCOM, have been rebranded to include the C-B initials, such as C-B Nebraska Boiler.

"It's expensive to build and maintain multiple brands," said Mike Stefaniak, a vice president at Scheibel Halaska, a Milwaukee public relations firm hired by Cleaver-Brooks to lead the rebranding. "We are seeing more and more companies reducing the number of brands in their portfolios."

The rebranding message will be featured

CLEAVER-BROOKS INC.

HEADQUARTERS: 11950 W. Lake Park Drive, Milwaukee

WEB SITE: www.cleaver-brooks.com

FOUNDED: 1931

CHIEF EXECUTIVE OFFICER: Welch Goggins

EMPLOYEES: About 860 in the United States and Canada, including 80 at corporate headquarters and 20 at a research and development center on Milwaukee's northwest side

ANNUAL SALES: Would not disclose

BUSINESS: Manufactures hot water and steam boilers, gas and oil burners, advanced system controls and heat recovery systems

at trade shows and in an upcoming direct mail campaign targeting the company's customers. A limited advertising campaign in industry trade publications is planned for early 2007. Stefaniak said. Cleaver-Brooks' Web site — www.cleaver-brooks.com — already has been revamped. The company declined to disclose its spending on the rebranding.



Pfefferkorn

Cleaver-Brooks has about 100 employees in the Milwaukee area, including about 80 at its corporate headquarters, 11950 W. Lake Park Drive, and about 20 at a research and development center, 3232

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W. Lancaster Ave., on Milwaukee's north side. Companywide, Cleaver-Brooks has about 860 employees.

Goggins wouldn't provide specific sales information for the company, but said 2006 revenue is expected to be more than 15 percent higher than 2005. He said that's partly because of the introduction of lower capacity boilers to augment the sales of larger industrial boilers. The firm also has opportunities for selling replacement boilers that are more efficient and have better emissions quality, Goggins said.

To that end, Cleaver-Brooks is participating in an energy efficiency initiative known as the Super Boiler project in partnership with the U.S. Department of Energy and the Gas Technology Institute, a Des Plaines, Ill., research, development and training organization. The boilers, which were produced at Cleaver-Brooks' plant in Georgia, are 95 percent more energy efficient and are smaller than a conventional boiler.

Cleaver-Brooks is funding 40 percent of the project's undisclosed cost.

Involvement in the program already has positioned Cleaver-Brooks as an industry leader in energy efficiency and emissions reduction and is generating new customer prospects, Goggins said.