

# *Laars acquisition fits* **Bradford White's strategy**

**BY ROBERT P. MADER**  
OF CONTRACTOR'S STAFF

AMBLER, PA. — When Bradford White Corp. announced last month that it is buying Laars Heating Systems Co. from Water Pik Technologies, it was the culmination of an effort that began all the way back in the last century.

Bradford White wants to be a company that heats water, said President and CEO Robert Carnevale, and the lack of a boiler company was a hole in its line.

"Acquisition was the best path," Carnevale told CONTRACTOR. "We've been looking for about six years, but nobody was available. We tried to look at Laars as long ago as 2000, but they were not ready to sell. Then the opportunity presented itself in January of this year."

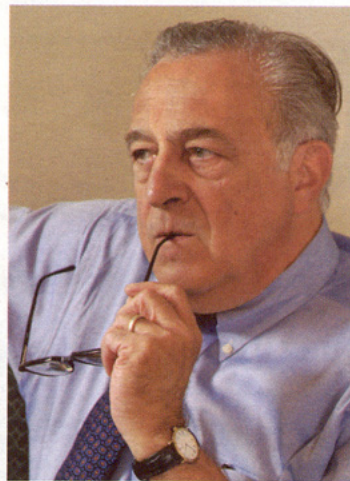
The announcement by Water Pik in January that it was selling Laars sent shock waves through the company, said Laars Vice President Sales/Marketing William R. Root. Many employees no doubt worried that the company might be

sold to a private equity firm with a management style similar to fattening the calf for the slaughter.

"We were very excited to be bought by a company committed to the heating and hot water industry," Root said. "We ended up on the sunny side of the street."

Root noted that Laars has been in business since 1948, but it has been a rather small part of large conglomerates

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**Robert Carnevale**

## **QSC members raise \$11,805 for Challenge Air**

ST. LOUIS — Quality Service Contractors raised \$11,805 for Challenge Air, an aviation program that benefits physically challenged children and young people, at a charity golf tournament July 28 just before its Power Meeting XXIII here.

The Meadows Foundation of Dallas will match the amount raised by QSC members, giving Challenge Air a total of \$23,610. In the last two years, QSC members have raised more than \$34,000 through golf tournaments and other donations. QSC member Sonny Friedman of Atlas Plumbing & Heating in Dallas has spearheaded the effort.

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