One manufacturer is going out of their way to be sure water heaters are installed by Plumbing Professionals.
Bradford White Celebrated a New Independence on July 1, 1992. If You’re a Contractor or Wholesaler, You Should be Celebrating Too.

Earlier this year, a group of BWC employees saw an opportunity to purchase the company we worked so hard to build over the years. We took that opportunity. Now we're in a position to make a positive impact on the plumbing industry. We have every intention of doing so.

Change for the Better

Ownership isn't the only thing new at Bradford White. Everything from our corporate symbol to the very mission of our company has changed. Our first priority is to serve you, the customer, the most important people we know. We've focused all our efforts on becoming the American water heater manufacturer exclusively dedicated to the professional plumbing trade. In short, we’re dedicated to your success. We want to make you more competitive in today’s very tough business environment.

We Listen to the People Closest to the Product

Who knows better than the people that install Bradford White water heaters how to make a great water heater even better? Valuable feedback from contractors is now an integral part of our research and development. We believe that sitting in an office is no way to stay current with the requirements of a constantly changing industry. Important innovations in product design don't walk in the front door. Out in the field is the place to learn what the customer wants and how best to produce it. Plumber's association meetings, wholesaler counter days and even daily conversations give rise to some very interesting developments.

Design Innovation, More New Products, the Response to Your Needs

Take for instance, the premier through-the-wall water heater in the industry, our TTW2. Born as the TTW, it's undergone a variety of changes. Changes like boosting the capacity to include a big 75 gallon model, with higher BTU inputs to create a more powerful unit and increasing the installation limit to 50 feet with metal vent, CPVC or ABS plastic pipe. Each of our re-designed commercial gas models, most of which have 80% recovery efficiency, are completely foam insulated, a first in our industry. These are just a few things suggested by people who work with Bradford White water heaters every day. And there's more to come. Right now our engineering staff is busy designing more new water heaters to meet new requirements and provide a model for every application.

Bradford White...American Since 1881

Today, there's a wave of "American-made" patriotism in this country. When customers ask, "where do you make your product," we are proud to tell them that Middleville, Michigan is the place we've been making Bradford White water heaters for years, right in America's heartland. Every workday, more than 600 proud employees report to our manufacturing facility just outside Grand Rapids. Their dedication and enthusiasm is evident in the quality products they produce. We're all committed to America. We're all committed to you.

You Can Get What You Want When You Want It

We've heard it many times before. Bradford White has the best customer service system going. We're very proud of that reputation, but we won't let it stop us from finding ways to improve. To start with, we have a new state-of-the-art computer system. Now, from our corporate headquarters in the Philadelphia area, we can handle every request faster and more efficiently. Whether you need parts or warranty information, want to place an order or require customer service, we're there with exactly the kind of help you've come to expect from Bradford White...only now, it's even better. All of us here understand who built this business and why you are so important to Bradford White.

When Everyone Gives 100%, the Team is Unbeatable

Today, it's no longer enough to be "just a supplier". If we want to compete, move ahead and be successful, we need to unite and work together. Bradford White is ready to form that working partnership. We're dedicated to making you more successful. Whether you're a contractor or a wholesaler, we'll support you with the tools and ideas you need to grow in a tough business environment. We will not waiver in our belief that only a plumbing professional should install a water heater. We've taken the first step. Our goal is to sell our water heaters through a network of distributors who will sell them to plumbing professionals.

It's Your Move
It's Your Business

Ask yourself this: Is there a water heater company that understands my business? One that is willing to provide the products, service and support I need? One dedicated to the professional plumbing trade and committed to my success? It's a simple answer... It's Bradford White.

Sincerely,

A. Robert Corneau
President and CEO
Bradford White Corporation

BRADFORD WHITE CORPORATION
A Wholesale Commitment To Your Success

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Sincerely,

A. Robert Cannavale
President and CEO
Bradford White Corporation

BRADFORD WHITE CORPORATION
A Wholesale Commitment To Your Success
There's More To The Bradford White Story...

... we'd like to tell you more about our commitment;

We believe it's the strongest in our industry. At the top of this page is our new corporate symbol. It reflects a new focus for us and represents the three-way working partnership of the contractor, the wholesaler and the manufacturer. Each working toward the common goal of success and each an integral part of the Bradford White equation. United, these three groups can realize their powerful potential.

Our mission is to support your efforts everyday with the best products, service and delivery policies of any water heater manufacturer.

Bradford White has made a wholesale commitment to your success. We'll do everything possible to prove it. We'd like to hear any comments or suggestions you might have. Tell us what you think.

To learn more, write to us at:

BRADFORD WHITE CORPORATION
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Ambler, PA 19002