



NEWS RELEASE

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For Immediate Release
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Bradford White Offers New Contractor Resource: For The Pro®

Bradford White Corporation, Ambler, PA – Bradford White Water Heaters recently announced the launch of its new web-based contractor resource, For The Pro®, tailored specifically for professional installers of Bradford White water heating, space heating, combination heating, and storage solutions for residential, commercial, and industrial applications. For The Pro® is a testament to Bradford White’s steadfast commitment to the trades and offers exclusive access to qualified Bradford White contractors.

For The Pro® offers valuable marketing and practical application tools designed to help the professional installer in their work with Bradford White products. Users have full access to comprehensive FAQs and Troubleshooting information as well as a library of graphics and videos that can be used within their own digital and print materials promoting Bradford White products.

For The Pro® also includes links to the most up-to-date Uniform Energy Factor ratings, rebate information, and RightSpec® Tools, a diverse set of product calculators, sizing applications, and cross-reference guides to help find the best Bradford White model for any application. Additionally, For The Pro® provides access to a financing program offered by Fortiva™, that installers can use to help their residential customers secure financing for their projects.

A variety of videos are also available on For The Pro® to help with troubleshooting, maintenance, and new technology. Contractors can register for the For The Pro® contractor resource by going to forthe.pro.bradfordwhite.com.

“From logos and sales materials to product manuals and videos, For The Pro® is an essential new resource for professional installers to whom we are solely committed,” says Carl Pinto, Director of Marketing at Bradford White Corporation. “For The Pro® effectively presents a variety of resources to help contractors grow their business and we’re excited about the many additional items we’ll be adding to the For The Pro® site in the months ahead.”

Bradford White Corporation is a full line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. The company is headquartered in Ambler, PA and has manufacturing facilities in Middleville, MI, Niles, MI, and Rochester, NH, and a distribution and training center in Halton Hills, ON, Canada.

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