

# PRESS RELEASE



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## FOR IMMEDIATE RELEASE

### Bacharach Announces New HVACR Manufacturer's Representatives

NEW KENSINGTON, PA (March 10, 2011) – Bacharach Inc., a leading USA manufacturer serving the HVAC/R industry for over 100 years, is pleased to announce the addition of two new regional firms to represent Bacharach products in select regions of the United States.

“We are very pleased to appoint E.W. Leonard, Inc. and Jim Reeves & Associates as an integral part of our sales team. Both companies represent complementary products in the industry and add great talent and support to the Bacharach organization,” said Jamie Hamm, Vice President, North America Sales. E. W. Leonard, Inc. serves Massachusetts, Rhode Island, Connecticut, New Hampshire, Vermont and Maine, and Jim Reeves & Associates serves Florida, Georgia and lower Alabama territories.

E.W. Leonard, Inc. was founded in 1958 and is known for their long-standing commitment to customer service. This has been accomplished by creating a solid partnership with wholesale customers, the manufacturers they represent, and the trade.

E.W. Leonard maintains an outside sales team focused on servicing plumbing and heating wholesalers, HVAC distributors, and contractors in separate geographic territories with support from a four-person inside customer and technical service department that is actively involved with quoting materials, coordinating sales with outside salesmen, processing orders and responding to application and service inquiries. Strategically located in the territories they serve, the E.W. Leonard sales team is always available to assist customer needs on short notice.

Jim Reeves & Company has been in business since 1972. With three sales professionals and two office locations the Jim Reeves team covers Florida, Georgia and lower Alabama. To ensure top-notch customer service, the sales team supports Bacharach distributor partners and continuously provides training to contractors and technicians. This hands-on product and applications training approach ensures that the contractor understands all product features and instrument functionality that can enhance their business and increase sales.

#### About Bacharach Inc.

Bacharach Inc. is a world leader in the design, manufacture, and service of advanced test and measurement instrumentation. For over 100 years, the Bacharach brand has served the HVAC/R industry with products made in the USA and designed for residential, commercial and industrial applications. The company's extensive product line includes instruments that detect, measure and record combustion, refrigerant and environmental gases, temperature, humidity and other air quality and safety parameters. A full-line of refrigerant recovery equipment for residential, commercial and industrial applications further extends Bacharach's family of products. For more information on Bacharach Inc., its products and services, or any new developments please visit their website at [www.MyBacharach.com](http://www.MyBacharach.com) or contact customer service at +1-724-334-5000.

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