



**Waterloo  
Manufacturing**  
Company Limited

# Boiler News

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# YOU'RE INVITED!

**Circle Wednesday, August 22, 2007 on your calendar!**

## **CLEAVER-BROOKS IS 75 YEARS YOUNG -**

**and we feel that deserves a party!**

We would like our friends and customers come and help us celebrate. We will offer tours of the plant, view the new products trailer as well as meet some of the people you deal with from Waterloo Manufacturing and Cleaver-Brooks in person. Oh, and of course lunch and some cake.

More information will be coming to you shortly.



For further information on products and services please contact us at:

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# *The* BEACON HERALD

... from Stratford Beacon Herald, Thursday, May 24, 2007

## City plant gets boost

### Multimillion-dollar expansion at Cleaver-Brooks

*By Donal O'Connor - Staff reporter*

Cleaver-Brooks will be investing \$3.2 million in its Stratford boiler-making plant for an expansion that will accommodate new product lines.

Welch Goggins, president and CEO of the Milwaukee-based company, yesterday said two new products will be manufactured entirely at the Lorne Avenue plant, now known as C-B Package Boiler, and will add about 20 new jobs.

He expected to make additional announcements for the plant between now and 2011.

Yesterday's announcement came before an assembly of workers, managers and executives celebrating the company's 75th anniversary and completion of the 10,000th "deaerator" boiler made at the Stratford plant.

The unit is destined for Gateway Medical Centre in Clarkesville, Tenn. Its sophisticated control system is designed by Rockwell Automation in Cambridge.

The deaerator was described as "one of the finest built pieces of equipment that you'll see in any power plant."

Adding a deaerator to an institutional or commercial heating system reduces energy consumption and extends boiler life by removing excess oxygen and carbon dioxide from a boiler's water supply.

Mr. Goggins and other Cleaver-Brooks' executives credited the Stratford plant's profitability to the quality and productivity of its craftsmen and -women.

He praised local management for "turning the product around."

Although the boilers the plant currently makes

appear huge, Mr. Goggins said they are "relatively small" units and he envisions larger ones being made at the plant in the future.

"It's not just a tank of water," he said, borrowing a phrase from a colleague.

Steve Connor, director of marketing and communication for Cleaver-Brooks, said the company is committed to the Stratford area and credited the plant's success to a good work ethic and workers' technical skills.

The plant, which makes a variety of boilers and accessories, currently employs about 120 people.

Mayor Dan Mathieson said the city is proud of its manufacturing sector and an investment of \$3.2 million and the addition of 20 jobs are important.

"You can't find skilled tradesmen and -women any better than in this community," he said.

Chris Sellen, a boiler tester who has worked at the plant for the past 10 years, also welcomed the announcement.

"Whenever there's an expansion it's good news for everybody," he said.

The name of the Stratford plant was changed earlier this month after Cleaver-Brooks decided to rename all its plants according to the products each one makes.

Executives from Ideal Supply were on hand for the celebration. The company is a supplier of electrical and automation components to Rockwell Automation. Yesterday, however, the Stratford-Listowel company supplied the hamburger lunch.