

MEDIA CONTACT:

Heather Ripley
Ripley PR
(865) 977-1973
hripley@ripleypr.com

Bradford White Water Heaters adds e-Learning Opportunities as Part of Training Program Rebrand

Top manufacturer adds a self-paced 24x7 e-learning option to existing industry-leading training offerings

AMBLER, Pa. — Oct. 27, 2021 — [Bradford White Water Heaters](#), a leader in the manufacture of water heating, space heating and storage products, announces the expansion of its newly branded For the Pro® Training Academy, which now combines the company's existing in-person training programs with a new self-paced e-learning option for valued customers.

"We have always been known for our commitment to hands-on training," said Dustin Bowerman, senior director – field services for Bradford White Water Heaters. "Now we've extended our training to accommodate the varied and evolving needs of our For the Pro® customers."

Since 2012, Bradford White has trained tens of thousands of plumbing and heating technicians through live, hands-on training in the field, at the International Technical Excellence Center (iTEC™) in Middleville, Michigan or through its content available on the [For the Pro®](#) platform.

According to Bowerman, the For the Pro® Training Academy e-learning also broadens the 24x7 access that pros have to Bradford White.

"We have been providing live 24x7 technical support through iTEC for over a decade. Now, our customers can also avail themselves of our training 24x7," said Bowerman.

The first learning path, entitled "Bradford White's Knowledge Series," will include topics such as venting, heat transfer principles, water heater essentials, and product introductions.

"Providing world-class training is a critical part of our commitment to the professional contractor," said Bowerman. "It was important for us to evolve and update that commitment in terms of how we deliver our training to the current and next generation of pros."

For more information regarding all of Bradford White Water Heaters training, please visit <http://www.bradfordwhite.com/training>.

About Bradford White Water Heaters

Bradford White Water Heaters is a full-line manufacturer of residential, commercial and industrial water heating, space heating, combination heating and storage products. The company maintains headquarters in Ambler, Pennsylvania, and has manufacturing facilities in Middleville, Michigan; Niles, Michigan; and Rochester, New Hampshire; and distribution and training centers in Halton Hills, Ontario, Canada. For more information, visit www.bradfordwhite.com.