

December 2011

75 Years of Innovation!

White-Rodgers Celebrates 75 Years in 2012



When it comes to heating controls, no one is more responsible than White-Rodgers for taking proven mechanical controls and making them safer and more integrated through applied electronics. Electronic Controls improve accuracy, energy savings and provide the optimum balance of comfort and convenience for the user. The HVAC contractor gains on-board diagnostics resulting in faster, more accurate service calls. Today, both heating and cooling equipment employ electronic controls from White-Rodgers that increase system reliability and communications, a technological dream a mere 75 years ago.

As we approach 2012, we pause to reflect on the past 75 years of the HVACR industry. The changes in controls and equipment have been dramatic and White-Rodgers is proud to have contributed to our customers' success, as well as helping to shape the future of our industry.

It doesn't seem that long ago that all controls were mechanically operated. From early on, there has been an effort to increase comfort, convenience and energy savings. This was especially true during the 1940's when home heating fuel was rationed and available resources went to the war effort. Whether it was an opportunity or out of necessity, White-Rodgers engineers have always been at the forefront of technology, designing and producing the most easy-to-use and energy efficient controls of their time.



1504
(circa 1938)



16E09-101

White-Rodgers is a proud controls supplier to OEM manufacturers and applies that expertise to universal replacement controls sold to the aftermarket. We want to thank everyone associated with the HVACR industry for their continued support and confidence through our first 75 years. Going forward we will strive to maintain that trust as we enter these new and exciting times. Please watch for more on the White-Rodgers 75th Anniversary celebration throughout the year.

Craig Johnson
President of White-Rodgers

Holiday Wishes

Our White-Rodgers family wants to extend best wishes to you and your family during this Holiday Season. This time of year causes us to reflect on past events, successes and the many challenges that lie ahead. One thing we want you to know is that above all we appreciate the confidence and support you have generously shown us throughout the year. We are more committed than ever to providing you with the products, services and support you want, ensuring your business is successful now and in the years to come. If we are not meeting your expectations, please let one of us know.



Let us all take time this season to remember what matters most and why we put in the extra hours to meet our customers' needs – our Families!

All the Best and Merry Christmas!



Andy Calleros
David Singleton
Ron Mills

White-Rodgers introduces a new
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