



FOR IMMEDIATE RELEASE

CONTACT:

Kelly Bennett, Brand & Creative Director

800.228.8861

kelly.bennett@wareinc.com

WARE CELEBRATES 70 YEARS DONE RIGHT

As WARE, Inc. prepares to turn 70 this year, they're celebrating more than just seven decades in the boiler business. They're also celebrating the enduring culture they've maintained since their first day in business. A culture that goes a lot deeper than the products and services they offer. And a culture that's guided by more than just the balance sheet.

BACK TO THE BEGINNING

The history of Ivan Ware and Son, Inc. D.B.A. WARE is a story of hard work, dedication, and skill. It's also a lesson in doing the right thing. If you've ever interacted with the company before, you know the degree of professionalism, proactivity, and dedication they bring to every interaction. That all comes from a set of core beliefs on which the company is based. Beliefs they've held since Ivan Ware started repairing boilers back in 1952.

When he first opened his doors as Ware - Clark, Ivan prided himself on treating people fairly, and going the extra mile for every customer, every time. As a man of faith, he took great pride in doing everything he could to help his fellow man. From those simple, earnest, honest values has sprung an entire company culture that celebrates its attitude towards others as much as its own success.

"We aren't in the service business," says current WARE co-owner Ritchie Ware. "We're in the servants business. Everyone here loves to take care of people. It's just who we are. We hire people who share our values, and we try to live them every day."

It's not just talk, either. Every employee at WARE knows about the *Daily Seven*. They're part creed, part mantra, and the heart of everything WARE does. They're actually a pretty good guide to life, as well.

3401 Bashford Avenue Court | Louisville, KY 40218 | 800.228.8861 | www.wareinc.com

Copyright © 2022 WARE All rights reserved



WARE'S DAILY SEVEN

SAFETY FIRST & ALWAYS

Your safety, and the safety of our customers, is our highest priority.

BE RESPONSIVE

Our motor has to match our customer's demands. Don't make people wait.

BE HELPFUL

We all get better when we help each other out.

DO IT RIGHT THE FIRST TIME

Deliver a quality product the first time around, when it's expected.

COMMUNICATE

We need you to be an active and effective communicator to make things work.

OWN IT

Be a person who takes responsibility and gets things done.

FIGURE IT OUT

Take the initiative to fix it and show the grit to stay with it.

WARE has rented, installed and maintained a lot of boilers over the years. As an emergency service company, they've also repaired a lot of boilers, sold a lot of parts, and performed countless equipment inspections. But the thing they're most proud of building and maintaining is their attitude towards business, and the beliefs behind it.

THE BUSINESS GROWS

Way back in 1952, the culture wasn't as clearly defined or as widely celebrated as it is today. However, it was still the foundation for everything Ivan Ware did. Of course, it



didn't take long for people to recognize that he was a man of character and integrity, and soon his business began to grow. When the next generation took over the family business, Ivan's children Richard Ware and Norma "Kit" Moore moved the company from its original location on Lyndhurst to a new facility on Miller's Lane. As the success and reputation expanded further, another move to yet another facility on Produce Road was needed, which is now the current home of WARE's boiler rental maintenance facility, and the **WARE Valve Shop**.

As the third generation begins to make its mark, the company's growth has necessitated adding other locations as well. The corporate headquarters, located around the corner, houses 15,000 square feet of office space and 40,000 square feet of warehouse space to supply parts to customers in person and online. In fact, WARE's growing e-commerce business currently offers over 40,000 parts at its BoilerWAREhouse.com website. The facility also houses the service and sales departments and the corporate back office.

But it's WARE's third facility, built 4 years ago that truly speaks to their commitment to growth and success. A few blocks away, you'll find **WARE Boiler University**, known more colloquially as Boiler U. Started in 1993, Boiler U is an extension of WARE's commitment to the boiler industry that goes beyond equipment, parts, and service. This is where they provide the most valuable resource of all: knowledge.

Boiler U is a 12,000 square foot training facility designed to improve the understanding of all things steam-related. It's where current boiler operators, engineers, maintenance personnel, salespersons and service techs get the skills to do their jobs safely, efficiently, and effectively. It's also the place where the next generation of WARE's boiler technicians will get hands-on experience and instruction to help them do their jobs, as the company looks towards a future of growth.

With 3 full time instructors, Boiler U houses a complete, fully functional boiler lab with 4 live fired boiler systems, modified for learning purposes, that allow a fascinating look at their inner workings. Boiler U also features a 65-seat, stadium-style lecture hall, a 32-person classroom for breakout sessions, and even an 85-seat cafeteria.

A STEAM CENTER FOR EVERYONE

WARE's slogan is *All Ways Steam*. They bring that to life in the equipment they sell and service, in the customer relationships they maintain, and in the knowledge they provide.



But that's just part of their presence in the world of steam. WARE also generates a continuous stream of content for anyone and everyone inside and outside the boiler industry, as part of their commitment to becoming the world's #1 online steam resource.

With 600+ videos, over 30,000 subscribers, and 8 million views, [WARE's regularly updated YouTube channel](#) has something for everyone. A bi-weekly show known as the *Boiling Point* provides insights to boiler professionals. Content tends to be more technical in nature, and can range from deep dives on valves to the newest boiler technology to explorations of each component and its role in the overall boiler system. For the technically minded and professionally interested, WARE also offers a *Weekly Boiler Tip* video from a Boiler University Instructor.

For non-professionals, WARE still comes through with engaging content. The weekly *Steam Culture* series offers a more entertaining look at the things steam can do, and the many ways it impacts our lives. Content includes everything from a discussion on the boiler room of the Titanic to different ways to cook with steam. WARE's website, www.wareinc.com, is also a treasure trove of industry information, with a wide selection of white papers and case studies and a series of weekly tips for industry professionals.

But perhaps the most unexpected expression of WARE's culture comes in the form of *The Journey*, which may be the world's only steam-themed children's book. The Journey is a warmly illustrated expression of the values WARE holds dear, written by WARE VP Brent Falcone, husband of Kelly Ware Falcone. Told through the young eyes of WARE's second generation, Richard Ware and Norma "Kit" Moore, the book begins with the children waiting for Santa on Christmas Eve. When they can't sleep, Ivan invites them for a fireside conversation about humanity, kindness, and integrity. While it may seem like a sweet story, it actually ends up offering an inspiring perspective on life, and the value of humanity, love, kindness, and service.

INTO THE FUTURE

Today, the company continues to grow under the leadership of the family's third generation, co-owners Ritchie Ware, Daniel Ware, and Brent Falcone. Under their guidance, WARE has expanded its operations to cover much of the Midwest and south, including Kentucky, Ohio, Indiana, Tennessee, Georgia, Alabama and Texas. The rental



division continues to expand nationally, and is recognized as a leader in the industry, with one of the largest rental boiler fleets. The company currently has offices in Louisville, Chattanooga, and a newly constructed rental facility on 10 acres in Dennison, Texas, located just north of Dallas.

Since its humble beginnings as an HVAC contractor, WARE has spent decades helping people live better lives. The steam their boilers produce today provides comfort in cold weather, it provides the work that moves industry forward, and it brings power and possibility to worksites across the globe. In fact, 80 percent of everything we own, touch, and interact with is touched by steam in some way. From the clothes we wear to the cars we drive to the electricity that powers our homes, steam literally covers every aspect of our lives. And, as always, WARE is proud to provide it. More than proud, in fact. Humbled.