



*FOR IMMEDIATE RELEASE*

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## **WARE undergoes a new rebranding as the company looks towards the future.**

(Louisville, Kentucky)

WARE, the nation's largest and most comprehensive industrial and commercial boiler rental, sales, service, training and parts companies, is undergoing a rebranding that represents its commitment to its future, to its customers, and to the future of steam in the United States.

The new visual identity system is anchored in a new logo that embodies the company's legacy, leadership, and relentless drive to serve every customer in "All Ways Steam." Using a striking orange and black color scheme and bold typography, the logo includes a flame that represents WARE's commitment to steam generation. Furthermore, the flame inside the "W" is a nod to WARE's parent company, Armstrong International, who has an "A" with starburst as part of their brand system.

"As leaders in the steam industry for nearly 75 years, WARE has proudly served our customers and community," said President Ritchie Ware. "Our new branding is strong, modern and reflects durability and reliability, just like our people and company. We can't wait to see the updated branding on our new office, equipment and service trucks out on job sites."

The new rebranding comes at a pivotal point in the company's growth as it focuses on expanding its presence and awareness across the country. It is currently in the process of moving its headquarters to a new 30-acre facility in New Albany, Indiana that will allow it to expand the size and scope of the services and equipment it offers.

As the company itself grows, the staff is expected to expand along with it. WARE has been increasing staff by 20% year over year for the last three years with no plans of slowing down. This will allow them to bring their signature level of service and quality to even more customers.

To help bring the new branding efforts out into public view, WARE is wrapping each of its trucks and trailers in the new visual identity. The company's website, [WAREinc.com](http://WAREinc.com), is also undergoing a refresh with the new branding and improved mega-navigation functionality.

WARE will also debut the new brand on a national stage throughout 2026, including major industry events such as the AHR Expo in Las Vegas from February 2–4, 2026, and the ABMA Boiler Expo in Nashville, Tennessee from March 31–April 2, 2026. These tradeshow will showcase the company's expanded capabilities, growing fleet, and commitment to leading the future of steam.





Also included in the new identity is a refreshed look for [Boiler University](#), an online and in-person steam education facility that includes a state-of-the-art, hands-on training lab. Inside the lab, students work directly with live steam equipment to gain practical skills they can apply immediately in the field.

The new branding also extends to WARE's digital education platforms, including the company's popular [YouTube channel](#) and [High Fire podcast](#). These channels are recognized as the #1 online source for boiler knowledge and resources, offering educational videos, industry insights, and expert-led discussions created by WARE's own team of steam professionals.

WARE's in-house fabrication facility, The Valve Shop, is also getting a new orange pipe-and-valve logo. The updated mark reflects the Valve Shop's commitment to getting its customers the parts, service, and expertise that keep their systems running.

WARE's online e-commerce parts store, [BoilerWAREhouse.com](#), will also be part of the rebrand, with a new look that evokes a sense of industry, toughness, and no-nonsense accomplishment. With more than 40,000 parts in stock, BoilerWAREhouse.com offers one of the industry's most comprehensive selections — supported by seasoned boiler professionals who are ready to answer customer questions.

[WARE](#) is the nation's largest boiler rental, sales, service, parts, and training companies, supporting industrial and commercial customers across the United States. With nearly 75 years of experience, WARE delivers reliable steam and hot water solutions through expert technicians, a state-of-the-art training program at Boiler University, and more than 40,000 parts available at [BoilerWAREhouse.com](#). WARE remains committed to serving customers in All Ways Steam.





**YOUR #1 SOURCE FOR  
ALL THINGS STEAM**

Visit [WAREinc.com](http://WAREinc.com) for a complete list of services and locations along with an extensive online library of blogs, videos, podcasts and more.

## LOCATIONS

For after hour emergencies or immediate needs,  
please call 1-800-228-8861 and receive 24 hour assistance.

### Corporate Office

3401 Bashford Ave Court  
Louisville, KY 40218  
888-904-WARE  
800-228-8861  
fax: 502-968-2216

### Chattanooga Office

2026 Polymer Drive  
Chattanooga, TN 37421  
888-264-5373

### Lexington Office - Regional Coverage

Lexington, KY  
800-847-1509

### Texas Office

F.M. 1417  
Denison, TX 75020  
800-228-8861

### Owensboro Office - Regional Coverage

Owensboro, KY  
800-228-8861

### Corporate Rental Maintenance Facility

4005 Produce Rd  
Louisville, KY 40218  
800-228-8861

### WARE Boiler University

4200 Produce Road  
Louisville, KY 40218  
502-968-2211  
800-228-8861

### Boiler Rentals

Reliable, temporary  
solutions for planned  
and emergency needs  
[WeRentBoilers.com](http://WeRentBoilers.com)

### Boiler Sales

High-quality,  
industry-leading  
boiler equipment

### Boiler Service

Expert maintenance,  
inspections,  
and repairs



**BoilerWAREhouse.com**  
Your one-stop shop for  
parts and accessories



**Boiler Training**  
Hands-on education from  
seasoned professionals  
[WAREBoilerUniversity.com](http://WAREBoilerUniversity.com)