



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, 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 tradeshows 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 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

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