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## **Ameritherm Rebrands to Ambrell – An Ameritherm Company** *Increased international business led to the introduction of the Ambrell brand five years ago; now the company will rebrand to Ambrell across the globe*

**Scottsville, NY** — Ameritherm, a leading induction heating systems provider, announces that it is rebranding to “Ambrell – an Ameritherm company” worldwide. The Ambrell brand was introduced outside of the United States several years ago thanks to considerable international growth, and the updated branding enables Ambrell to exhibit one unified brand across the world.

Ameritherm was founded on the philosophy of delivering industry-leading induction heating solutions with superior responsiveness. That philosophy has enabled the company to grow into an organization with over 10,000 system installations in more than 50 countries. That demand has necessitated several expansion projects at its global headquarters in suburban Rochester, NY while sales and laboratory offices have been added around the globe.

With a single brand and a unified message displayed across the world, it will help facilitate further growth. Cheltenham Induction Heating rebranded to Ambrell Ltd in 2011 and now with Ameritherm rebranded to Ambrell, all of the Ameritherm companies will be unified with Ambrell branding. So regardless of where a customer operates, they will see the same branding.

"This rebranding effort is driven by our rapid international growth," says CEO Richard Rosenbloom. "We will now have one face around the world, so customers who operate internationally will see the same brand at each site and know they're working with the same great systems. However, the Ameritherm name will not be forgotten, as Ambrell is and always will be an Ameritherm company"

For additional details about Ambrell, call +1 (585) 889-9000 or e-mail [bdaly@ambrell.com](mailto:bdaly@ambrell.com).

### **About Ambrell**

Since 1986, Ambrell – an Ameritherm company has been a leading manufacturer of induction heating systems for clients around the world. Due to a focus on innovation and steady growth, Ambrell has expanded its line of induction heating systems, their capabilities and its manufacturing facilities. With a focus on superior heating solutions and service with a prompt response, prospective customers can leverage its Applications Lab to ensure systems are built to their heating requirements, and then rely on superior support throughout their relationship with Ambrell. Ambrell, Ambrell B.V., Ambrell, Ltd. and Ambrell SARL are part of the Ameritherm group of companies.

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