

NGH Rein vigorates Flagship Intertherm Manufactured Housing HVAC Brand with Modern Brand Overhaul

ST. LOUIS, MO, UNITED STATES,
September 23, 2024 /

EINPresswire.com/ -- Nortek Global HVAC has unveiled new branding for their manufactured housing brand, Intertherm. Intertherm, a standout in the manufactured housing heating and air conditioning space for decades, boasts a full line of heating and cooling products for factory-built housing applications.

The new logo, look, and messaging highlight what the industry has loved about the brand and its products for decades while re-energizing the brand with a modernized look and feel. Additionally, the company is extending the warranty on matched system products to coincide with the launch of A2L-compliant equipment.

"For decades, Intertherm has been focused on the specific needs of the factory-built housing market with a dedicated team that supports those contractors and distributors," said Steve Einig, Vice President of Marketing. "This reimagining pays homage to our years of experience within the industry while laying the groundwork for Intertherm's vision for the future of factory-built housing HVAC."

The company's new messaging highlights its RightFit™ approach to manufacturing. Intertherm's



Intertherm Products



Intertherm Contractor

innovative approach to comprehensive system design results in high-quality, versatile, and reliable equipment that brings you the RightMatch™ and the RightFunction™ for factory-built housing applications – all supported by the RightFoundation™.

- RightMatch: Intertherm systems are designed to work together to deliver superior performance, longer warranty coverage, and long-lasting dependability while minimizing the guesswork associated with mixing and matching products.
- RightFunction: Intertherm offers many solutions tailored to a broad array of factory-built housing applications. A diverse product portfolio covers all application needs, regardless of fuel type or climate.
- RightFoundation: No one knows the factory-built housing HVAC market quite like Intertherm. Intertherm's singularly unique legacy of innovation specifically for these unique spaces underscores its focus on understanding and meeting the needs of any footprint.

The comprehensive relaunch features new literature, a brand-new consumer website, and new branding on products; all timed with the launch of new A2L-compliant equipment. The new site features tools geared at making choosing the right equipment match for factory-built housing applications easier. Visit www.intertherm.net for more details.

For more information about NGH's products, contractors and distributors visit www.nortekhvac.com.

About NGH (Nortek Global HVAC)

At NGH, we have a passion to make the world breathe easier. We engineer top-tier residential and manufactured housing HVAC equipment that our contractors love to install, our end-users comfortably enjoy and our partners proudly carry. Our brand portfolio includes the Frigidaire®, Maytag® and Gibson® brands for residential equipment, and Intertherm® for manufactured housing equipment. For more information, visit www.nortekhvac.com.

FRIGIDAIRE is a registered trademark of Electrolux Home Products Inc. and used under a license from Electrolux Home Products, Inc.

Gibson® is a registered trademark used under license from Gibson International Company, U.S.A.

Maytag® is a registered trademark of Maytag Properties, LLC used under license.

Steve Einig
Nortek Global HVAC
+1 636-561-7300

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/745805255>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.