

Centrotherm Welcomes Two New Regional Sales Managers

Experienced industry leaders Michael Carter and Russell Pfeifer will support continued growth of Air Excellent and InnoFlue® across key markets.

WATERFORD, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Centrotherm](#) Eco Systems, a North American provider of sustainable venting and air distribution solutions, has announced the appointments of Michael Carter as Regional Sales Manager for the Eastern United States and Russell Pfeifer as Regional Sales Manager for Canada.

The appointments reflect Centrotherm's continued commitment to supporting its customers and strengthening relationships with wholesalers, contractors, sales representatives and industry partners across North America. Carter will focus exclusively on supporting the company's [InnoFlue®](#) and InnoFlue® Lite product lines across the Eastern United States, while Pfeifer will support both Centrotherm's InnoFlue® Polypropylene Vent Systems and [Air Excellent](#) Air Distribution systems in Canada.

Together, the appointments bring more than five decades of combined sales and plumbing industry experience to Centrotherm's growing commercial team.

Strengthening InnoFlue® sales and customer relationships

Joining Centrotherm as Regional Sales Manager for the Eastern United States, Michael Carter brings 25 years of experience in the wholesale plumbing industry.

Throughout his career, Carter has developed expertise across both residential and commercial markets, with a particular strength in business development, long-term capital projects and



building lasting relationships with wholesale customers, representatives and contractors.

His professional experience includes working closely with leading brands including Kohler and Bradford White, providing him with a deep understanding of the plumbing and heating industry and the needs of channel partners throughout the supply chain.

At Centrotherm, Carter will focus exclusively on expanding the company's InnoFlue® and InnoFlue® Lite product ranges and supporting customers with polypropylene venting solutions for high-efficiency heating appliances.

InnoFlue® Polypropylene Vent systems are designed for flue gas venting applications, including high-efficiency boilers, water heaters and furnaces. The product range provides HVAC and plumbing professionals with a lightweight venting solution, with standard InnoFlue® evaluated to UL 1738 and ULC S636 standards.

Carter's experience in commercial business development and his relationship-first approach will support Centrotherm's continued growth across the region.

Expanding Air Excellent awareness across Canada

Based in Oakville, Ontario, Russell Pfeifer joins Centrotherm with more than 20 years of sales leadership experience and over 12 years in the plumbing industry.



Michael Carter, Regional Sales Manager for the Eastern United States



Russell Pfeifer, Regional Sales Manager for Canada

Throughout his career, he has built teams, developed customer relationships, and supported sustainable business growth.

In his new role, Pfeifer will work across both the InnoFlue® and Air Excellent product ranges, with a particular focus on growing awareness of Air Excellent in the Canadian market.

Air Excellent is Centrotherm's residential air distribution system, developed in collaboration with its sister company, Ubbink, and designed to support modern home ventilation needs. As homes become increasingly airtight and energy efficient, effective air ventilation and fresh air ventilation are becoming increasingly important considerations in new construction. The system provides an efficient solution for distributing fresh air throughout the home and supporting healthier indoor climates.

Pfeifer's experience in relationship building and sales leadership will play an important role in introducing Air Excellent to more Canadian wholesalers, contractors and industry professionals, with a particular focus on the eastern provinces, while supporting growing demand for practical and efficient home air ventilation systems.

Investing in growth across North America

The appointments come as Centrotherm continues to expand its position as a provider of sustainable venting and air distribution solutions across North America.

Centrotherm's portfolio includes InnoFlue® polypropylene vent systems and InnoFlue® Lite for high-efficiency boilers, furnaces and water heaters, as well as Air Excellent, an air distribution system specifically serving the Canadian market. The company's products are supported by decades of European engineering expertise and a growing North American manufacturing and distribution operation.

By adding experienced regional sales leadership in both Canada and the United States, Centrotherm is continuing to invest in the relationships and market expertise needed to support wholesalers, contractors, representatives and other industry partners.

About Centrotherm Eco Systems

Centrotherm is a North American leader in safe, high-performance polypropylene venting systems (InnoFlue®) and air management (Ubbink Air Ventilation), combining European engineering with U.S. manufacturing. The company is ISO 9001:2015 certified and manufactures from its modern facility in Waterford, NY.

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