



FOR IMMEDIATE RELEASE

**DiversiTech® Names Doug Johnson as Regional Sales Manager –
North Central Region, HVAC/R**

ATLANTA – Jan. 12, 2018 – DiversiTech Corp., a leading manufacturer and supplier of HVAC/R parts and accessories, announced today that it has hired Doug Johnson as Regional Sales Manager – North Central Region, HVAC/R. Johnson will be responsible for driving all HVAC/R sales efforts for the company’s North Central Region of the U.S., which includes the states of North Dakota, South Dakota, Minnesota, Wisconsin, Nebraska, Iowa, Illinois, Kansas and Missouri.

Johnson will oversee all sales representatives within the region, manage select national accounts and promote new products brought to market through the company’s recent acquisitions and its own product development initiatives. Johnson and his sales team will be executing to DiversiTech’s mission of helping customers simplify their work. This includes enabling customers to take advantage of DiversiTech’s streamlined order processing, easy-to-meet shipping and product minimums and access to a wider selection of HVAC/R parts, supplies and accessories.

Johnson reports directly to Dave Oriatti, Vice President of HVAC/R Sales. The HVAC/R Sales function falls under the company-wide sales umbrella headed by Bud Sjogren, Chief Sales and Marketing Officer.

“Doug is a proven sales and management professional with an excellent understanding of the HVAC/R industry,” said Oriatti. “His expertise will contribute greatly to the region’s continued success, as well as the success of our wholesaler customers and their contractor customers.”

Sjogren added: “Doug will play a critical role as we continue to enhance each customer’s sales experience with us through personal, face-to-face relationships, as well as through other sales-related infrastructure and systems improvements – all with the ultimate goal of helping them simplify their work.”

Johnson brings more than 30 years of HVAC and related industry experience to the position. Prior to joining DiversiTech, he served as Director of the Unitary, Geothermal and Water Source Division for Heat Controller. He began his career working at MagneTek Electric Motors before joining Fasco and later A.O. Smith Electrical Products, serving in a variety of sales and management positions.

He and his wife live in Central Missouri and enjoy the personal successes of their three children.

Distributors and contractors wanting more information can contact their local DiversiTech manufacturer representative or visit www.diversitech.com

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About DiversiTech

Founded in 1971, DiversiTech ® Corporation is North America's largest manufacturer of equipment pads and a leading manufacturer and supplier of components and related products for the heating, ventilating, air conditioning, and refrigeration (HVAC/R) industry. Headquartered in the Atlanta, Ga., metropolitan area, DiversiTech's mission for its wholesaler partners is to simplify their work. The Company is focused on growth through internal product development, external partnerships and acquisition. Manufacturing a suite of products, which includes a wide range of mechanical, electrical, chemical and structural parts for HVACR systems, DiversiTech brings unparalleled scaling capabilities and supplier expertise. The Company holds numerous patents and operates an advanced R&D materials division dedicated to bringing more value to its customers. The Company maintains over 1 million square feet of manufacturing and distribution space in key U.S., Canadian and European locations. DiversiTech has enjoyed a continued history of successful growth and has acquired industry recognized brand names including Wagner® Manufacturing, Specialty Chemical, EcoPad®, The Black Pad®, Quick-Sling® and Super Seal™. More information is available at www.diversitech.com.

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