



FOR IMMEDIATE RELEASE

DiversiTech® Names John Rutter Regional Sales Manager–Mid-Atlantic Region, HVAC/R

ATLANTA – July 24, 2018 – DiversiTech Corp., a leading manufacturer of installation, repair and maintenance materials, components and supplies for the HVAC and electrical markets, announced today that it has hired John Rutter as Regional Sales Manager–Mid-Atlantic Region, HVAC/R. Rutter is responsible for driving all HVAC/R sales efforts for the company’s Mid-Atlantic Region of the U.S., which includes New Jersey, New York City and eastern Pennsylvania.

In addition to managing all sales representatives within the region, Rutter will oversee select national accounts. Rutter and his team will also promote new products brought to market through the company’s own development and recent acquisitions to help customers simplify their work.

Rutter 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.

“John is a proven sales and management professional with an in-depth understanding of the HVAC/R industry,” said Oriatti. “His expertise and past experiences will be critical in helping drive further momentum for this important and strategic region. We look forward to John strengthening the market positions of our wholesaler customers and their contractor customers.”

Sjogren added: “John brings a customer-centric mindset to this position, which aligns perfectly with our mission of helping customers simplify their work. We’re excited to have someone of John’s experience and talent join our team to drive even greater value for DiversiTech and our customers.”

“I’m proud to be joining a fast-growing, innovative company that offers such a wide array of product and service solutions. I’m looking forward to leveraging my experience and all that DiversiTech has to offer to help our customers grow their businesses and become more successful,” said Rutter.

Rutter brings more than 15 years of HVAC and related industry experience to the position. Prior to joining DiversiTech, he served as East Coast USA and Canada Sales Manager for Schneider Electric - HVAC. He began his career working at Siemens Automotive and holds a bachelor’s degree in business administration from Penn State University.

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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