

## Trusted Coverage

### Cleaver-Brooks Representatives Association (CBRA)



Cleaver-Brooks is proud to work with our Cleaver-Brooks Representatives Association (CBRA). We have the first and only dedicated sales and service representative network in the industry. With more than 200 representative offices that are supported by 4,500-plus dedicated staff worldwide, we are able to provide comprehensive, ongoing support for our diverse Cleaver-Brooks product lines.

Cleaver-Brooks and our representative network support 1,500 vehicles that visit boiler rooms every day, with a combined parts inventory in excess of \$75,000,000. Together, we are uniquely positioned to provide skilled commissioning, upgrade solutions and maintenance options to extend the life cycle of our Cleaver-Brooks OEM products.

### Joint Committees

Cleaver-Brooks and CBRA created Joint Committees to strengthen inter-organizational lines of communication, and facilitate a deeper understanding of competitive issues and market opportunities. Our committees meet regularly in order to continue building and strengthening our relationships.

- **CBRA Executive Committee:** Manages the CBRA organization in aiding the coordination, resource allocation, and partnership with Cleaver-Brooks to jointly enhance our businesses.
- **C-B Genuine Parts Joint Committee:** Evaluates part issues, opportunities, product expansion, inventory management, and repairs to better improve product life cycles.
- **Training Joint Committee:** Enhances our existing seminars and certification programs while also working to determine new programs that can provide additional benefit.
- **Marketing Joint Committee:** Evaluates information technology systems and combined marketing opportunities to improve customer interactions.
- **New Products Joint Committee:** Evaluates emerging market trends and the implications of legislative criteria, while engaging the Cleaver-Brooks Research & Development team directly for faster adaptation to the market.
- **Industrial Watertube Boiler Joint Committee:** Assists in market development and ensures we remain an industry leader in boilers, burners, controls and efficiency technology.

## Training for Our Local Markets

Our total commitment to customer satisfaction doesn't end with the sale. Cleaver-Brooks and CBRA schedule training seminars to assist in maximizing your system's potential.

## Training for CBRA Staff

Cleaver-Brooks and CBRA have created an industry-leading, specialized educational curriculum to maximize product understanding and develop specific skill sets for our CBRA staff.



## Preventive Maintenance

CBRA members offer preventive maintenance contracts to provide worry-free, regularly scheduled boiler inspections and preventive maintenance, all for one low annual fee. The preventive maintenance contracts are tailored to provide specific periodic inspections and services to minimize down time, maximize efficiency and enhance the life cycle of our Cleaver-Brooks products.

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CBRA member companies maintain parts and service departments in convenient locations and are staffed with highly trained technical personnel. Regardless of where your project is engineered, purchased, or installed, be assured that our CBRA membership will work as a team to support you.



Cleaver-Brooks Genuine Parts used with the Preventive Maintenance Program will improve performance, maximize efficiency and reduce disruptive downtime. Trust your Cleaver-Brooks authorized representative to provide you with genuine parts and service to optimize your equipment.