

# MANUFACTURERS SPOTLIGHT 2013

## Laars unveils new state-of-the-art training center

Laars Heating Systems, in Rochester, N.H., has upped the ante when it comes to customized training for contractors, wholesalers and engineers. Managers at the firm believe that training and customer involvement are essential to industry growth.

Clearly, the market is pushing for advanced, energy-efficient heating systems. In response, Laars developed a new customer outreach and training facility.

The recently completed 12,800-sq.-ft., state-of-the-art Customer Center is designed to help educate installers about heating system design, Laars products and the next generation of heating technology.

"Flexibility in training content and techniques was kept at the forefront during the design phase of the facility and curriculum," explains **William Root**, general manager of Laars.

To maximize the value and reach of the training experience, the staff at Laars tailors classes to the needs of contractors, wholesalers or engineering group attendees. Either prestructured training courses or an à la carte approach of training topics can be chosen based on the attendees' level of experience and goals, says **Chuck O'Donnell**, Laars director of marketing.

### High tech and hands-on

The Customer Center is a two-story expansion of Laars' headquarters. The first floor consists of a new main lobby and a



70-seat, tiered classroom that can be used as one large room or divided into two 35-seat classrooms. A café that can seat up to 80 is adjacent to a large outdoor patio. Radiant floor heating runs through the lobby and café, and an expansive snow-melt system is installed in sidewalks and the patio, all operating off Laars NeoTherm boilers.

Front and center in each classroom are two equipment stations that can display any Laars boiler and/or indirect water heaters. Showcased units can be live-fired during training sessions. The boilers tie into

the facility's existing cooling loop, allowing for continuous operation of up to 2 million Btu.

"We felt it was critical to include live-fired equipment right in the classroom to create a meaningful experience by allowing the attendees to work with our equipment as they learn," O'Donnell notes.

Seamlessly connecting the classroom experience with the live-fired equipment is a state-of-the-art audio/video system. Each 35-seat section has a high-definition projection system that plays on large screens above the equipment bays. The projectors are used for standard presentation material but also tie into ceiling-mounted HD cameras that can pan and zoom into Laars trainers or equipment for up-close views.

Laars also invested in the latest video conference hub technology, permitting live, web-streaming of training sessions or to record for later viewing.

"The facility has operated as a resounding success," Root says. "We've had more than a thousand contractors and engineers come to training sessions in 2012 and all expressed what a great experience they had."

*Course sign-up will be done through area sales managers and online at the company's website, [www.laars.com](http://www.laars.com). For more information about courses and scheduling, email Laars at [marketing@laars.com](mailto:marketing@laars.com).*