



December 22, 2014
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FOR IMMEDIATE RELEASE

Heat Trace Products Celebrates 10 Years of Global Innovation

LEOMINSTER, Massachusetts, December 22, 2014.....Thirty countries, prestigious international awards, triple the workforce at corporate headquarters in this community: It's been a productive, successful decade for Heat Trace Products, LLC.

One of a small number of self-regulating heater manufacturers in the world, the company manufactures heating cables for industrial and commercial applications such as freeze protection and temperature maintenance on pipes, fittings, valves, tanks, and process equipment; for roof and gutter de-icing; and for floor warming.

"Our legacy began over forty years ago with the original technology for heating cables," said Wayne Canty, Heat Trace President and CEO. "In 2004, we became a privately-held, stand-alone entity with an exclusive focus on developing self-regulating products and on improving existing technology while creating solutions for a growing, sophisticated, global marketplace." The single focus has also enabled exemplary customer service, superior quality products, and competitive pricing.

Deborah DiIorio, Vice President Sales & Marketing, who, along with Canty and Vice President Engineering Rob DeChurch, is part of the company's original Management Team, said, "At the start, our vision was to make Heat Trace Products become a viable contender in the industry. We have accomplished that."

From Taiwan to Belgium, from Russia to Greece, Heat Trace has gone from serving North America to becoming a vibrant, high profile, International exporter. In 2012, the company was awarded the DHL Think Global Exporter of the Year Award; in 2010 it received the A.I.M. International Business Global Trade Award. In 2006, Canty attended the Massachusetts Brazil Innovation Economy Mission with Governor of Massachusetts Deval Patrick. Heat Trace was presented the SBA Massachusetts Exporter of the Year Award that same year, and received the MAED (MassEcon) Team Massachusetts Emerging Company Award.

DiIorio credited employees for much of the company's success. "In addition to our products and management systems," she said, "our people are outstanding. We have zero turnovers, which we think says a lot about them, and about Heat Trace Products as a preferred place of employment."

Over the decade, the company has built a line of products that are approved by leading international standard agencies such as UL, CSA, FM, CE, Semko, and Atex. Heat Trace has also received CSA 130-03 and ATEX agency approvals and is currently working to achieve DNV and New ATEX Standards. It offers the only FM approved 25 and 30 watt self-regulating heaters on the market today.

Canty explained that another important reason for the company's success is the substantial energy-conscious, money-saving benefits of the products. "Self-regulating heat tracing costs less than other methods of surface tracing," he said. "Since heat is automatically supplied only when and where it is needed, our customers report that their operating costs are reduced significantly." He added that Heat Trace products are high quality, low cost, and backed by exceptional customer support. Among the major industries using the products are water treatment, food processing, refining, mining, chemical processing, pulp and paper, utilities, and commercial buildings.

"We look forward to the next ten years with exciting, 'next generation' products that will help increase our reach, and our service, throughout the world," Canty said.