



**FOR IMMEDIATE RELEASE:**

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**INDUSTRIAL PROCESS EXPERT BRUCE A FREED JOINS THERMA-FLITE  
AS DEMAND FOR THERMAL EXCHANGER AND COOLING TECHNOLOGY GROWS  
FOR INDUSTRIAL APPLICATIONS**

***Process engineers in chemical, mineral, coal ash cooling and other process  
industries finding value in application of heat exchanger technology***

Therma-Flite, a leading provider of resource recovery technology and services, is pleased to announce that Bruce A. Freed, M.S. Engineering, joins the team as vice president, chemical and industrial processes sales. In this role, Bruce will both directly and through a growing network of qualified representatives, advise customers in a range of industrial process industries on the application of Therma-Flite's proven heat exchanger and cooling technology for chemical, mining and minerals, ash cooling and other industrial processes.

"The timing was right for someone with deep expertise like Bruce to join the team as demand for our heat exchanger and cooling technology for industrial processes has increased," explains Adam Halsband, global vice president of sales for the company. "His depth of knowledge spans a broad range of industrial applications and will ensure Therma-Flite's prospective customers and channel partners have access to the technical guidance they need as they look to apply thermal processing technology to improve their processes."

"The drivers of increased demand vary from regulatory changes for some industries like coal-fired power plants looking to improve efficiency and reduce emissions, to other industrial process companies that wish to find a more responsible way to extract value from their waste streams," continued Halsband. "Bruce is a seasoned expert in applying our technology to a range of applications. He knows how to guide customers through the planning stage of the project to ensure the solution meets the business goals—to help them maintain uptime and reduce their cost of operations."

Prior to joining Therma-Flite, Freed worked in advisory roles of progressive responsibility with various manufacturing companies spanning industries such as chemical, mineral processing, food, pharma, energy production to pulp and paper, marine and other industrial processes. His past roles have also included extensive experience in the equipment and technologies related to material handling and process control.

Freed holds a BS in Chemical Engineering from the Cooper Union School of Engineering in NYC and a Master's from Penn State (PSU).

Please direct inquiries for applications and questions about technology and application to Bruce Freed at [bfreed@therma-flite.com](mailto:bfreed@therma-flite.com) or [info@therma-flite.com](mailto:info@therma-flite.com). Media inquiries to [mfranklin@therma-flite.com](mailto:mfranklin@therma-flite.com)

**About Therma-Flite:**

Therma-Flite, a leading resource recovery technology and services company, builds innovative thermal processing systems that extract resources that would otherwise go to a



landfill or to waste. Serving municipalities, oil and gas, power and other industries, the company helps customers in NA as well as Europe and Asia, maximize the value of their waste streams in an environmentally responsible manner. For more information, visit [www.therma-flite.com](http://www.therma-flite.com).