

## IV Produkt Welcomes New Area Sales Managers

3 hours ago



Award-winning Swedish air handling unit (AHU) manufacturer [IV Produkt](#) has appointed two further Area Sales Managers as it continues to build a strong presence in the UK.

Ricki Horsington takes responsibility for the London & South-East region, while George Bradley covers the M62 Corridor & North-West. They join Darren Fereday and Adam Isherwood (Midlands), James Stafford (South-West England) and Peter Wilson (Scotland & North-East England).

Ricki Horsington has spent almost 14 years working with AHUs, including a previous spell with IV Produkt, gaining extensive technical experience in production and controls. He joins from ECE UK where he sold bespoke solutions, working with M&E consultants and contractors, particularly in the healthcare sector.

He said: “I rejoined IV Produkt because of its forward-thinking approach and focus on decarbonisation. The icing on the cake was being able to sell the ThermoCooler HP. It really is a superb product and is already proving extremely popular and beneficial in the UK market.”

The ThermoCooler HP is an integrated and completely defrosting-free reversible heat pump built directly into IV Produkt’s Envistar AHUs. It is specifically designed and optimised for applications where heating is the primary requirement and was named Commercial Ventilation Product of the Year at the 2025 H&V Awards.

George Bradley has a background in architectural/modular buildings and arrives from mechanical ventilation manufacturer Nuaire, where his focus was on specification sales. His role at IV Produkt is to build up a new sales territory via consultants and contractors.

He said: “Walking into the office in Växjö for the first time was incredible. The welcome you get from the staff and realising how happy everyone is to be there; the culture is second to none. The first week gave

me that sense of 'home'. With the size of the factory, the engineering capabilities and the R&D going on in the background, you can see why IV Produkt is growing rapidly here and that becoming No1 in the UK plantroom is more than possible."

Manuel Swärd, Export Director West Europe, said: "We have shown through the success of the ThermoCooler HP that our products are perfect for the UK market. We are always looking for new, talented salespeople to join our UK team as we drive that message home and help more customers to enjoy improved efficiencies and cost savings.