



Gustave A. Larson Company **70**
Since 1936

WHOLESALE HVAC AND REFRIGERATION

FOR IMMEDIATE RELEASE

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Gustave A. Larson Company Partners with LaCrosse Chapter of Habitat for Humanity

Pewaukee, WI – In its commitment to give back to the local communities it serves, Gustave A. Larson Company is partnering with American Standard to provide furnaces for three Habitat for Humanity homes that Gundersen Lutheran Health System volunteers are building in the LaCrosse area. The Larson Company and American Standard have joined together to support similar projects in Milwaukee and Dane County.

The Gustave A. Larson Company, celebrating its 70th anniversary, an industry leader in the wholesale distribution of heating and air conditioning equipment and supplies, began as a small storefront in 1936 in Madison, Wis. Each branch carries an extensive inventory of equipment and replacement parts to serve customer's needs. The Larson Company maintains a \$55 million inventory and an in-house truck fleet that replenishes the branches nightly. A state-of-the-art computer system links all 43 locations with the corporate offices and distribution center in Pewaukee, Wis.