



FOR IMMEDIATE RELEASE

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CHAMPION INDUSTRIES/BI-LINE SYSTEMS ANNOUNCES SALES LEADERSHIP UPDATES

WINSTON-SALEM, N.C. (July 14, 2025) – Harrison Cavanaugh, Vice President of Sales and Marketing of Champion Industries and Bi-Line Systems, announced a series of organizational changes designed to strengthen its sales team and drive continued growth and innovation for the future.

Chris Richelieu to Retire After More Than a Decade of Service

Champion Industries/Bi-Line Systems announces the retirement of Chris Richelieu, Western US Region Sales Director, effective December 31. In the months leading up to his retirement, Chris will transition into a new role as Business Development Manager, where he will continue to support the U.S. sales team and play a key role in mentoring and training. This final chapter with Champion Industries will let him share his extensive warewashing and sales knowledge to help ensure a smooth transition.

Peter O'Connor Appointed Western US Region Sales Director

Effective July 7, Peter will lead Champion's sales efforts and manage customer relationships across the Western region, focusing on driving strategic growth and strengthening Champion Industries/Bi-Line Systems' market presence. He will collaborate closely with Chris Richelieu in the coming months to ensure a smooth and thorough transfer of responsibilities. Peter has over 12 years of industry experience and a solid background in sales leadership. Before joining Champion, he served as the Western US Regional Sales Manager at Hamilton Beach. He worked as a Rep Principal in the Pacific Northwest—experience that provides him with valuable insight into Champion's customers, channels, and the Western region.

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Chase Andrews Appointed Central US Region Sales Director

Effective August 4, Chase will lead sales initiatives and manage customer relationships across the Central region. He will drive strategic growth and strengthen Champion Industries/Bi-Line Systems' brand presence in the marketplace. With nearly 17 years of experience at Ecolab, including territory management, district sales, and senior corporate account leadership, Chase has a deep understanding of the commercial dishwashing industry and a proven track record of success. His experience and insights enable him to make an immediate impact. Chase will work closely with Tom Gatschet, Vice President of Strategic Accounts, over the coming months to transition marketplace responsibilities.

“We extend our deepest gratitude to Chris Richelieu for his outstanding contributions and lasting impact on Champion. His leadership, dedication, and passion for excellence have helped shape who we are today, and we wish him all the best in his well-deserved retirement,” Cavanaugh said. “At the same time, we’re thrilled to welcome Peter O’Connor and Chase Andrews to our sales leadership team. Their appointments underscore Champion’s unwavering commitment to growth and client success. With their expertise, we are strengthening our market position and reaffirming our promise to deliver industry-leading innovation and unmatched value to our customers.”

About Champion Industries

Champion Industries, "The Dishwashing Machine Specialist," offers a comprehensive line of innovative products, including undercounter machines, single-rack door machines, rack conveyor machines, flight-type machines, powered soak sinks, and pot-and-pan washing systems. Champion also manufactures TRISYS waste equipment, featuring advanced pulper systems, and BI-LINE stainless steel foodservice conveyors designed for handling diverse trays and foodservice products. With the ability to customize products for operations of all sizes — from coffeehouses and restaurants to hospitals, schools, and institutions — Champion combines expertise in warewashing, ware handling, and waste reduction to deliver integrated solutions tailored to every need. Driven by a commitment to excellence in products, manufacturing, sales, and service, Champion continues to set the standard in efficiency and reliability across the foodservice industry.

For more information on products and services, visit www.championindustries.com.

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