



Caleffi North America, Inc.
3883 W. Milwaukee Road
Milwaukee, WI 53208
T: 414.238.2360 F: 414.238.2366

MEDIA RELEASE

For Immediate Release

For more information, please contact:

Company: Caleffi North America, Inc.
Contact: Sharon Alexander, Brand Marketing Manager
Phone: (262) 330-2672
Email: sharon.alexander@caleffi.com
Website: www.caleffi.us

Excellence in Education

MILWAUKEE – Thursday, Sept. 1, 2022: Soon after Caleffi North America opened its doors in 2002, a strategic decision was made: provide not only innovative products but also innovative education for training professionals in system design and problem solving.

Two decades later and guided by CEO Mark Olson, Caleffi has steadfastly delivered creative programs, some now recognized as industry standards. “If you are in this business, we have content that sharpens professional skills, whether or not you use Caleffi. A rising tide lifts all boats,” said Olson.

Each complimentary opportunity is a testimony to Caleffi’s continued dedication to provide *Excellence in Education* and equip professionals for success.

Here is a sampling of Caleffi’s educational programs:

[idronics](#)[™] is demonstrably instrumental in improving the work results of professionals in the plumbing and HVAC industry. To date, a quarter million subscription print copies have been mailed. Top subscribing segments are designers, contractors, wholesalers and fellow manufacturers. And recently released, idronics.caleffi.com provides an interactive version.

[Coffee with Caleffi](#)[™] is a first-of-its-kind online live educational series for contractors, designers, wholesalers and manufacturers. The complimentary monthly webinars are conducted by Caleffi team members. In its 13th year of training thousands of students, dozens of invited guest specialists have headlined to share their industry knowledge as well.

[Ask Caleffi Blog and Podcast](#) – The Blog is a natural result of top-notch technical support for “fingertip” resources designed to provide answers and information to finish projects on time and on budget. The Podcast was introduced in 2021 and features the

Caleffi technical support team as who discuss tricky problems they are tasked with solving every day.

Educational Videos – YouTube training videos are dedicated to those who are “short on time but need answers.” The first product training video, “How do air vents work” was produced in 2012 and boasts over 400k views. Since then, Installation Tips, product animations and a short video series called the *5 Things You Need to Know* have evolved.

Custom Hybrid and In-person Training – Hosting virtual and LIVE training sessions, Caleffi trainers are here to help. Contact us for more information at (414) 238-2360 or [Max Rohr](#), Caleffi Education & Industry Engagement Manager.

CALEFFI GUARANTEED.

CALEFFI – *Creating innovative, superior performance products and educational programs that help customers live comfortably and economically, while softening their impact on the environment.*

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