



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:* Katelyn Pundsack, Creative Media & Advertising Specialist

*Phone:* (414) 238-2365

*Email:* [katelyn.pundsack@caleffi.com](mailto:katelyn.pundsack@caleffi.com)

*Website:* [www.caleffi.us](http://www.caleffi.us)

### ***Coffee with Caleffi™***

### **What to Know for Melting Snow: Hydronic SIM Best Practices**

MILWAUKEE, WISC. – Monday, Oct. 28, 2019 Ready or not, here comes the snow and ice season. Is your hydronic snow and ice melting (SIM) system ready-to-go? Do you have a design in mind, but need assistance with the final details? Returning to the webinar series, guest speaker **Max Rohr** will dig into hydronic SIM systems, chip away at important design considerations and challenge you with questions to ask yourself when selecting controls at the next *Coffee with Caleffi™* webinar on **Thursday, Nov. 21 at 12 noon CST**.

Rohr is a graduate of the University of Utah. He currently serves as the REHAU Academy Manager (Leesburg, Va.). Rohr is a self-described hydronics and thermostat nerd. He has worked in the hydronics and solar industries for 20 years in the installation, sales and manufacturing sectors.

The one-hour educational webinars are free and are intended for contractors, designers and wholesalers. A *Certificate of Attendance* is emailed to attendees following the event for continuing education audits. Please visit our website at [www.caleffi.us](http://www.caleffi.us) for schedule details and registration.

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

# # #