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## MEDIA RELEASE

### For Immediate Release

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### ***Coffee with Caleffi™ :*** **Cleaning, Filling and Purging – Secrets to Success**

**MILWAUKEE – Tuesday, Nov. 3, 2020:** A clean hydronic system is a happy hydronic system. That means that purging and filling are vital keys to success. **Bob "Hot Rod" Rohr** and **Cody Mack**, our training and education managers, team up in order to share their secrets to success in maintaining a "happy" hydronic system at the next *Coffee with Caleffi™* webinar on **Thursday, Nov. 19 from 12 noon-1 p.m. CST.**

Recently recognized with the [2020-2022 Carlson-Holohan Industry Award of Excellence](#) and a fun-loving industry veteran, **Rohr** is sure to delight the audience with his expertise and quick wit. He travels from sea to shining sea, sharing his 35+ years' of experience as a plumbing, radiant heat and renewable energy contractor. Rohr is a regular contributor for industry publications where he enjoys putting his rubber-to-the-road experiences to pen.

**Mack** has nearly 20 years' experience as an installation contractor, service technician, application engineer and most recently training manager for Caleffi. He pounds the pavement educating Boomers, Gen-X'ers, Millennials and beyond. When not on the road, he's often in the Caleffi lab experimenting with product design solutions. A family man, gear-head and motorcycle-enthusiast, our audience will appreciate his thoughtful delivery and common sense product approach.

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 consideration. Registration is required; please visit our website at [www.caleffi.us](http://www.caleffi.us) for details.

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

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