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MEDIA RELEASE

For Immediate Release

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Coffee with Caleffi™ Webinar Series: Three Keys to Hydronic System Protection

MILWAUKEE – Tuesday, Nov. 29, 2022: Maintaining the health of water-based fluids circulating within hydronic systems is paramount in protecting components and maximizing efficiency. Proper air, dirt and magnetic separation are three keys for optimal system performance. Designers and installers might hang their hats on using high-performance separators, however, best practices for hydronic systems may call for a more complex approach.

Rest assured! **Bob Rohr, Cody Mack and Max Rohr** will cover the basics of these devices and then treat our audience to a lively debate at the next *Coffee with Caleffi* webinar on **Thursday, Dec. 15** from 12 noon – 1:00 p.m. CST.

Bob “Hot Rod” Rohr, a [Carlson-Holohan Industry Award of Excellence](#) honoree, travels from sea to shining sea for Caleffi, sharing his 40+ years' of experience as a plumbing, radiant heat and renewable energy contractor. He is a regular contributor to industry magazines where Hot Rod brings his rubber-to-the-road experiences to life.

Cody Mack has 20 years' experience as installation contractor, service technician, application engineer and serves as national training manager for Caleffi. Our audience will appreciate his thoughtful yet humorous content delivery combined with his practical, common sense product approach.

Max Rohr – a self-described “energy nerd” - is Caleffi education and industry engagement manager leading interactions with trade associations, committees, industry initiatives and collaborative manufacturer partners. He has 20+ years of work experience in installation, distribution, manufacturers' representative and manufacturing roles.

The monthly educational webinars are free and are intended for engineers, 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 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.*

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