



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:* Nicki Bowling, Marketing Communications Manager  
*Phone:* (414) 702-9323  
*Email:* [nicki.bowling@caleffi.com](mailto:nicki.bowling@caleffi.com)  
*Website:* [www.caleffi.us](http://www.caleffi.us)

### Easy-access Installation Tip Videos

MILWAUKEE, WISC. – Tuesday, Sept. 12, 2017: Whether a contractor in the mechanical room in need of installation pointers or a wholesaler explaining a product at the counter to a customer, Caleffi's new *Installation Tip Videos* just made the professional's job easier. The brief videos are accessed by a QR code, easily identified with a bright-yellow label placed on our product boxes. A simple scan of the code from a mobile device allows quick access to the helpful video.

"QR Code feedback has been extremely positive," states director of product management and technical support, Kevin Freidt. "Short, information-packed videos are the preferred contemporary method of obtaining technical information. We are producing installation videos as well as in-depth, product-specific videos for all of our major lines."

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

###