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## MEDIA RELEASE

### For Immediate Release

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### Caleffi Announces Partnership with The Socha Company

**MILWAUKEE – Tuesday, Sept. 7, 2021:** Caleffi North America, a leader in the manufacture of innovative plumbing and hydronic products, proudly announces The Socha Company as its representative for the State of New Mexico and El Paso County, Texas. The new rep will sell and support Caleffi's line of engineered components. With their 67 years of experience in the hydronics and plumbing industries, they bring a wealth of technical knowledge and services to their customers—including the engineering community, distribution partners and contractors—at every stage of a project.

“Caleffi's values, marketing and sales strategies align with The Socha Company's vision of service and support to our customers,” said The Socha Company's President, Gary Socha. “With Caleffi's passion around training and their innovative approach with the *Coffee with Caleffi* webinar series, we are excited to get in front of our engineers, distribution partners and contractors to show them why Caleffi is the product line they need to have successful projects.”

Roger Corrente, Caleffi Director of Sales, is equally as enthusiastic about the new partnership. “We are proud to add The Socha Company to the Caleffi family representing our line of products in the New Mexico market. Their group has been paving the way for hydronics and plumbing projects in the market for nearly seven decades. We look forward to expanding our reach with their deep technical expertise in a key market for Caleffi,” he said.

For further information, please visit [www.caleffi.us](http://www.caleffi.us) or contact us at (414) 238-2360.

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

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