



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
Website: www.caleffi.us

Coffee with Caleffi™ **Making a Smart Choice:** **Tank, Tankless or Combi Water Heaters**

MILWAUKEE, WISC. – Wednesday, Nov. 15, 2017: For many years, the go-to method for heating water was with a tank-styled device. Today, however, industry projections indicate a growing interest in tankless type heaters. We are pleased to invite Paul Rohrs, national trainer at Lochinvar, to the popular *Coffee with Caleffi™* webinar series on **Thursday, Dec. 14 at 12 noon CST**, in a first-ever appearance to help our audience in making a smart choice for their customer's hot water needs.

Our December audience will determine by popular vote the grand prize winner of the 2017 *Caleffi Excellence* contest. *Excellence* is a platform in which professionals can showcase their designs and installations that feature our products. The winner and guest of their choice will travel to Italy for a personal tour of our world headquarters.

The one-hour educational webinars are always free and are intended for contractors, designers and wholesalers. A *Certificate of Attendance* is emailed to all attendees following the event for continuing education audits. Please visit our website at www.caleffi.com 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.*

###