



FOR IMMEDIATE RELEASE

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Noritz America Now Marketing Tankless Water Heating Products in Canada under its own Brand Identity

California-based company establishes new distribution network across Canada; plumbing contractors now eligible to join PROCard points-for-purchases program

FOUNTAIN VALLEY, CA (May 25, 2010) — [Noritz America Corporation](#) recently began marketing its full line of residential and commercial tankless water heaters, wall-hung boilers, and venting and accessories in Canada under its own brand identity and through its own national distribution network. The product offering in Canada includes all of Noritz's new tankless products that are available in the United States, including its ultra-high-efficiency condensing and concentric venting models.

In 2007, Noritz began marketing tankless products through GSW Water Heating (Fergus, Ontario) under the "John Wood™ by Noritz" banner and through the John Wood distribution network in Canada. With the changeover to its own branding, Noritz continues to supply product to GSW to market under the John Wood label.

Under the new strategy, which was formally announced at the recent CMX-CIPHEX show in Toronto, Noritz is working to build a new Canadian distribution network:

- Eastern Canada: Noritz is using a Nippon Express facility in Mississauga, Ontario, as a distribution center, serving that province as well as Quebec and the Maritime Provinces. AirPro Distribution of North York, Ontario, represents the Noritz brand to the plumbing and heating trade in the Eastern part of Canada. New wholesaler-distributors include the Montreal-based Groupe Deschenes Inc. and Mits Airconditioning Inc. of Mississauga.



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- Western Canada: The Noritz master distribution facility in Southern California continues to supply the four Western provinces and the northwest territories in Canada, with Barclay Sales Ltd. in Port Coquitlam, British Columbia, representing the brand in that region. Contractors can purchase Noritz product at Bartle & Gibson Ltd. of Edmonton, Alberta; B. A. Robinson Co. Ltd. of Winnipeg, Manitoba; and Universal Supply Company of Vancouver, British Columbia.

Points-for-purchases program: Canadian plumbing and heating contractors are eligible to join the Noritz PROCard program through which they can earn points for every Noritz tankless water heater installed. For every 300 points earned through his or her purchases, a member receives a \$100 rebate check. Participants are also listed on the “Find an Installer” segment on the Noritz website (<http://www.noritz.com/homeowners/>). For more information on PROCard, trades people can contact Noritz at procard@noritz.com or call (866) 766-7489.

“Noritz University” product training sessions for distributors and contractors are currently available through AirPro Distribution and Barclay Sales. These sessions cover the fundamentals of tankless water heating technology, the Noritz residential and commercial offerings, installation techniques, and servicing and troubleshooting tips.

For more information on Noritz’s enhanced Canadian market presence, wholesalers and contractors, depending upon their location, should contact either AirPro Distribution or Barclay Sales.

For editorial assistance, contact Leanne Newman at Flying Camel Advertising, Design + PR: T – (519) 756-2709; E-mail – leanne@flyingcamel.com

Hi-res versions of photographs to accompany this release are available for immediate download in .tif format by using this link:

http://www.oreilly-depalma.com/2010/noritz_tankless_in_canada.shtml

NORITZ AMERICA CORPORATION, a subsidiary of Noritz Japan, has corporate offices in Fountain Valley, Calif., as well as in Dallas, Atlanta, Chicago and Hawthorne, N.Y. Offering a full line of tankless water heaters to meet the hot water demands of residential and commercial applications. Noritz supports its products with a national network of skilled representatives and employees who are committed to providing the finest products and services to our communities by helping consumers live in a more comfortable, efficient and healthy lifestyle.

For more information on Noritz America and the entire line of Noritz’s ENERGY STAR® tankless water heaters, please call (877) 986-6748 or visit our website at www.Noritz.com

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