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Noritz Opens Tankless Water Heating Showroom and Training Facility, Targeting Trade and General Public

Multiple vignette displays designed to give professionals and end users a better understanding of tankless technology, where it is used and how it works.

MARIETTA, GA (May 10, 2010) — Noritz America Corporation recently opened a new showroom and contractor-training facility in the Atlanta suburb of Marietta, with the goal of providing hands-on instruction on the benefits of tankless water heating for plumbing, mechanical and HVAC trades people, as well as their residential and commercial customers. The newly renovated, 1,650-square-foot showcase is part of Noritz's 13,000-square-foot distribution center in Marietta that serves as a logistical hub for the Southeastern United States.

"The design and layout of our new product showroom is technically focused to quickly familiarize a visitor with the critical details of tankless water heating technology," says branch manager Adam Brown. "This approach will not only support 'Noritz University,' our contractor school that offers monthly training sessions; but it will also help educate homeowners and commercial end users looking to learn how tankless works, where it can be installed, and whether they need help from one of our factory-qualified installers."

The presentation consists of a series of vignettes showing true-to-life, mock-ups of tankless installations in a variety of contexts:

- **Residential:** This section offer both indoor and outdoor installs, including a basement setup as well as an outside vignette with the unit housed inside a protective metallic box



Inside the newly renovated, 1,650-square-foot Noritz showroom in Marietta, Ga.: "technically focused to quickly familiarize a visitor with the critical details of tankless water heating technology," says branch manager Adam Brown.

that is recessed into the exterior wall. “Before vs. After” vignettes demonstrate the considerable space savings of a tankless installation versus tank-type water heater.

- **Commercial:** Besides individual commercial models, this section features a multi-unit, manifold setup with common venting for heavy-duty projects requiring large volumes of hot water in a small time frame. The “Before vs. After” display in this area features a Noritz commercial tankless model next to a large commercial tank-type water heater.

Additional displays include a high-efficiency condensing tankless water heater, as well as a hydro-air install featuring a tankless unit with an air handler. Capsule presentations of various residential and commercial case studies are displayed in the form of wall posters and banners around the facility. An Advanced Technical Area provides Noritz technical staff with multiple workstations where they can inspect and service tankless units.

For more information on the new facility and its educational opportunities, contact Adam Brown at 770.422.8120.

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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_atlanta_showroom.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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