

# NEWS RELEASE

FOR IMMEDIATE RELEASE:  
March 7, 2008

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## **Noritz is New PHCC Partner for Professionalism**

Noritz America Corporation, a tankless water heater manufacturer, headquartered in Fountain Valley, Calif., is the latest company to join the PHCC Partners for Professionalism program.

“We are delighted to welcome a company that offers consumers cost savings and environmentally friendly gas products,” said Partners for Professionalism Chairman Jo Wagner. “Their commitment to training our technicians on the proper usage and installation techniques for these ‘green’ products, while educating p-h-c contractors about the business-building opportunities they can provide is right in line with PHCC’s philosophy in this area.

“We are very excited about this partnership,” said Carlos Morales, vice president of sales and marketing for Noritz America. “We strongly believe in educating and supporting current and future generations of p-h-c professionals, and helping them understand what tankless water heaters can offer. This alliance with PHCC will further our efforts to change the way hot water is viewed in America in a way that reduces environmental impact, while increasing comfort levels for consumers.”

To extend the value of the partnership directly to members, Noritz will offer an upgraded version of the Noritz PROCard membership. The enhanced features will include a PHCC icon inserted beside members included on Noritz’s Web site installer locator; eligibility for the Noritz Home & Garden Show program, an educational program on selling tankless water heaters; and

expedited eligibility for Noritz's Power Installer Icon, which gives contractors higher rankings on the company's Web site installer search results.

As Partners for Professionalism, participating companies support PHCC's commitment to delivering programs and services that increase member contractors' business skills and profitability. They also serve as an integral component in the association's efforts to brand the PHCC logo as the "Mark of Professionalism." Partners place the PHCC logo on professional-grade products that are distributed through the traditional supply chain and installed by professional contractors.

Other PFP members are Amtrol, Bradford White, Pro Series Pumps, Hammond Valve, InSinkErator, Pro Tankless by BOSCH , PurePro by F. W. Webb, Reed Manufacturing and Ward Manufacturing.

The PHCC-National Association, formed in 1883, provides legislative advocacy, education and training to more than 4,100 plumbing and HVACR businesses and 85,000 technicians. Members of PHCC have access to a wide variety of services designed to increase their professionalism, grow their business and improve profitability. Go to [www.phccweb.org](http://www.phccweb.org) for more information.

Additional information on Noritz, its mission and products is available at [www.noritz.com](http://www.noritz.com).