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W.A. Roosevelt to Carry Noritz Tankless Water Heaters Exclusively in its Upper Midwest Trading Area

New partnership to offer professional-grade tankless water heaters and boilers to plumbing and HVAC contractors through Roosevelt's five Wisconsin locations.

LACROSSE, WISCONSIN (JUNE 15, 2011) — [W. A. Roosevelt Co.](#), a five-location wholesaler of plumbing, electrical, refrigeration, and HVAC equipment and supplies in the Upper Midwest, announced that, effective this date, the company had chosen Noritz America as its exclusive supplier of tankless water heaters.

Noritz was selected for its demonstrated commitment as an established brand, offering professional grade, high-quality water heating products to plumbing, heating and air-conditioning contractors. The Fountain Valley, Calif.-based manufacturer also offers a strong contractor-support program, which includes resources on relevant tax credits and product rebates, as well as [Noritz University](#), a curriculum of 11 readily available residential and commercial water heating and boiler training courses for trade professionals. Classes are available at Noritz's five locations, including Atlanta, Chicago, Dallas and Hawthorne (New York), as well as at its Southern California headquarters.

Established in [1868](#), W.A. Roosevelt Co. has built a reputation for offering superior, knowledgeable customer service to trade professionals and the industrial and institutional communities throughout Wisconsin, southeastern Minnesota, northeastern Iowa, and the Upper Peninsula of Michigan. The company currently operates warehouse operations in La Crosse, Madison, New Berlin (Milwaukee), Plover and Rice Lake — all in Wisconsin.

Todd Eber, president and owner of W.A. Roosevelt, comments on the new partnership:

“We at W.A. Roosevelt are committed to supporting our customers by providing the best products and incomparable service from our staff. With the solid reputation that Noritz has for professional service and dependable tankless water heaters, we knew the company would be a great fit for us.”

“We are very pleased and honored by this new partnership with W.A. Roosevelt,” says Jay Hassel, Vice President of Sales and Marketing for Noritz America. “We are confident that our extensive tankless water heater and boiler offering will satisfy the high standards of quality and service excellence that W.A. Roosevelt customers have come to expect from all of their manufacturer-partners through the decades.”

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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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