

Beautiful Heat

NEWS RELEASE

May 31, 2011

For Immediate Release

HYDRONIC BUSINESSES PROMOTE “BEAUTIFUL HEAT”

TORONTO, May 31, 2011 – Eleven manufacturers of heating equipment have joined forces to launch “Beautiful Heat”, a comprehensive marketing program to promote the benefits of hydronic heating.

Hydronics is one of the oldest forms of household heating and has evolved into a sophisticated system of home comfort that delivers clean and quiet heating and cooling solutions through combinations of floor, wall and ceiling panels, radiators and ducts. Hydronic systems are compatible with geothermal and solar technologies to provide homeowners with the most energy-efficient systems available today.

To help increase market awareness and growth, Beautiful Heat will target consumers to inform and educate them about the many benefits of hydronic heating. Beginning in September 2011, the program will incorporate targeted campaigns of public relations, consumer advertising and internet marketing to raise the profile of hydronics and establish it as a high value household fixture.

Strategic alliances will be forged with homebuilders, architects, designers, renovators and realtors and the program will also ensure continuity of the value stream by establishing a strong referral mechanism to connect buyers with knowledgeable contractors.

Beautiful Heat partners include Armstrong, Bell & Gossett, Grundfos, LAARS Heating Systems, Raypak, Taco, Tekmar Control Systems, Uponor, Viessmann, Watts Water Technologies and Weil-McLain Canada.

“The Beautiful Heat initiative is long overdue in the HVAC market place, bringing industry leaders and resources together,” says Bill Hooper, Market Development Manager — Residential Hydronics of Bell & Gossett. “Exploring and communicating the benefits of hydronic heating technology across Canada will be crucial to our long-term success in this market.”

Charles Mann, Vice-President, Sales and Marketing of Watts Water Technologies added, “Watts Water Technologies believes in a bright future for hydronic heat. We are anticipating that with improved public awareness, all Beautiful Heat stakeholders will benefit.”

Beautiful Heat is a not-for profit organization dedicated to promoting the energy and health benefits of hydronic systems. Its mission is to raise awareness and knowledge through marketing and education campaigns directed at consumers, installers and suppliers of heating and cooling systems.

-30-

Media contact:

Theresa Kane, Piper and Company Inc.

416-640-2222/tkane@piperandcompany.com

Beautiful Heat is brought to you by:



With the support of:

