



## The Canadian Institute of Plumbing & Heating L'Institut canadien de plomberie et de chauffage

The Canadian association of manufacturers  
and wholesale distributors of plumbing  
and hydronic heating products

L'Association canadienne des fabricants  
et grossistes en plomberie  
et chauffage hydronique

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## NEWS RELEASE

### Canadian Hydronics Council Launches French Marketing Materials & Logo

*Toronto, July 26, 2004* The Canadian Hydronics Council (CHC), a national committee representing Canada's booming hot water heating industry, launched a French translation of its newly designed logo earlier today.

The logo, consisting of a blue three-quarter circle on a maple leaf background and superimposed with wavy lines that radiate from red to blue, is designed to be instantly recognizable and easily reproduced on all media.

The logo mirrors CHC's already well-known brand and reflects CHC's mandate to be Canada's pre-eminent industry group representing modern hot water heating, one of the most comfortable and energy efficient heating sources available to consumers today.

CHC also unveiled the French version of its brand new "Ultimate Comfort" marketing portfolio, which includes an eye-catching brochure and full colour poster. The purpose of these marketing tools is to promote hydronic heating to homebuilders as well as contractors. Featuring colourfully detailed illustrations of hydronics applications, the brochure and poster highlight the advantages of hot water heating systems. These excellent marketing tools will be distributed through hydronics industry stakeholders, regional trade shows as well as direct mail.

The logo and marketing materials were created by MacMillan Marketing Group of Guelph, Ontario.

The Canadian Hydronics Council (CHC), founded in 1963, is a council within the Canadian Institute of Plumbing and Heating. Its mission is to promote the responsible growth and contribute to the prosperity of the members and their customers in the hydronic heating industry.

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