

 **FOR IMMEDIATE RELEASE**Contact: Melody Lutz  
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e-mail: [melody@keltech-inc.com](mailto:melody@keltech-inc.com)**Keltech Tankless Water Heater Solutions Updated Website Features New Online Tools**

Delton, MI, January 25, 2007 — Keltech Incorporated, a leading manufacturer of tankless water heater solutions has launched its new website at [www.keltech-inc.com](http://www.keltech-inc.com). The new website features three (3) user-friendly tools to help specifying and consulting engineers quickly identify the right tankless hot water heater for their water heating application. The website also introduces Keltech's new corporate identity program to existing clients and new customers.

Dieter Lutz, Keltech's marketing director, explains their new website's purpose. "We wanted to help consulting and specifying engineers maximize the quality of their online experience by providing them with an information-rich website. It also had to be dynamic and easy to navigate while reinforcing Keltech's new look and feel."

**Keltech's Three New Online Tools Are:**

- 1) [Product Selection Guide](#)
- 2) Downloadable Product Spec Sheets in PDF format
- 3) [Request a Quote Form](#)

**Product Selection Guide**

[Keltech's product selection guide](#) helps engineers determine the optimal tankless water heater for their application. Lutz explains why the product selection guide was a critical component of the new website. "Engineers like efficiency. Out of respect for their time, we wanted a simple but effective guide to quickly move our customers to the right page. The [product selection guide](#) cross tabs our product lines with key spec issues like power, flow and temperature requirements. Engineers can match their project's requirements with our product line, and with a click of their mouse, move quickly to the right page."

**Downloadable Product Spec Sheets**

Once the engineer has identified a Keltech product line, detailed spec sheets can be downloaded from the website in a PDF format. Keltech made it a priority to ensure that once the engineers got to the right page they could quickly access the information they needed. "We work with consulting and specifying engineers all day. We listen to them. They've told us it's critical to be able to get the information they need when they need it. The [Keltech website](#) helps them quickly access product information, download it, and print it out, or save it for future reference."

**Request a Quote Form**

Another key element to the Keltech website is the [Request a Quote form](#). "Many engineers are unfamiliar with the advantages of tankless technology and would rather give us their broad specs and let us reply to their needs with a product recommendation. By responding to four simple prompts, we can help engineers quickly spec a custom built tankless water heater that fits their application." You can visit Keltech's Request a Quote page at [www.keltech-inc.com/requestaquote.html](http://www.keltech-inc.com/requestaquote.html).



Tankless Water Heating Solutions  
*Precision Engineered for Optimal Performance*

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### **About Keltech**

Founded in 1987, Keltech Incorporated is a family owned manufacturer of innovative, reliable, energy saving, tankless water heaters. Keltech's tankless process and intermittent water heaters are custom built to meet temperature and flow rate specific specifications for the residential, commercial, industrial, aircraft, and safety markets. For more information, visit [www.keltech-inc.com](http://www.keltech-inc.com) or call 800-999-4320.