

 **FOR IMMEDIATE RELEASE**Contact: Melody Lutz
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e-mail: melody@keltech-inc.com**New Keltech Website Makes It Easy to Spec a Commercial Grade Tankless Water Heater**

Delton, MI, September 2009 — Keltech Incorporated, an innovative manufacturer of energy efficient tankless water heaters for commercial and industrial applications re-launched its website www.keltech.us today.

Client Tailored Features and More Detailed Information

“There’s always room for improvement,” according to Dieter Lutz, Keltech’s marketing director, “and we strive to provide client tailored solutions. Conversations with some consulting and specifying engineers and our own website analytics clearly indicated where our clients found value. Content rich pages were rewarded with the most users and time spent viewing. Based on that insight, we’ve re-tooled the website to provide our clients with more features and detailed information.”

Information at Your Fingertips to Correctly Size a Tankless Water Heater

“Not all engineers are familiar with electric tankless water heaters so education is critical,” Lutz continued. “When it comes to heating water, the end result is the same (hot water) but the process and approach are different. There are many reasons an engineer would choose to specify a tankless heater instead of a boiler, like energy efficiency, reduced resource use, or lower operating costs. They may even require [precise temperature control](#). Regardless of the reason, [correctly sizing a tankless water heater](#) is critical to efficient operation.”

Keltech’s [Product Selection Guide](#) helps engineers move quickly to the best solution. Engineers are used to thinking about boilers, tanks and BTUs so Keltech’s website introduces them to the [Tankless Advantage](#): energy efficient tankless heaters, applicable kilowatt range, required water flow rate, and voltage options. Keltech’s website helps engineers quickly and correctly size the tankless heater needed.

Improved Navigation Speeds Access to Product Pages and Spec Sheets

Keltech created an [image driven portal page](#) to visually represent key product categories. [Graphic icons quickly communicate the product features and capabilities at a glance](#). Lutz explains the strategy, “We want to move users quickly to the page they need without any detours. By quickly identifying the product category they need like [commercial grade heaters](#), the engineer spends less time on the home page and more time on the product page where the robust information is contained, as well as access to detailed spec sheets.”

Graphic Elements Identify Flow Rate, kW and Voltage

Other improvements include user-friendly navigation throughout the site and more visual content. Now a consulting and specifying engineer can quickly glimpse a page like [industrial grade heaters](#) to match the project with a heater. Icons and text clearly identify each heater’s flow rate, kilowatt range and standard voltage.

Lutz continued, “The site is for engineers and we made a conscious effort to keep the graphic look true to its engineering roots. We wanted to keep the important stuff where engineers expect it. By adding key graphics and brief descriptions, engineers will know they’ve found the right product and are on the right page.”

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About Keltech

Founded in 1987, Keltech Inc., manufactures tankless water heaters that perform on-demand. Keltech tankless water heaters provide continuous and sporadic water heating solutions for [commercial](#), [industrial](#), [aircraft](#) and [safety applications](#).

Keltech also engineers and manufactures tankless water heating solutions that require [de-ionized water](#), [reverse osmosis processing](#), [corrosive fluid heating protection](#), and [non-flammable fluid heating](#).

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