



## DDR Americas, USA

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## Joseph M. Day Co.

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### DDR Americas, USA Announces Sales Partnership with Joseph M. Day Company

Pittsburgh, PA June 1, 2010: DDR Americas USA announced that they have expanded their sales support to Michigan companies by signing a sales agreement with the Joseph M. Day Company. Joseph M. Day will provide focused sales coverage to prospects and customers in the central and northern Michigan geography.

Joseph M. Day Company will actively promote the high efficiency cast-iron boilers from De Dietrich. These products and systems compliment the boiler products currently marketed by JMDC.

DDR Americas Dan Richards, Northeast Regional Sales Manager said "We have considered the Joseph M. Day Company a leader in boiler sales and are pleased to have them join our team of national sales representatives. Their addition to the De Dietrich team provides us with expanded engineering and design support to our valued customers in Michigan." This will help both companies enhance their systems capabilities for industrial customers throughout the state.

Representing the Joseph M. Day Company, Mike Day Vice President of the boiler sales team expressed "We are excited with the addition of DeDietrich boiler equipment to our boiler product offerings. DeDietrich's flexible eutectic cast iron non-condensing and cast aluminum condensing boiler products are well suited to serve today's market where customers are looking for value in the form of high efficiency and equipment longevity in exchange for their capital dollars."

The challenging economic environment in Michigan has encouraged this partnership as well as the customer's needs for higher efficiency boilers and more effective project management which is a corner stone for both companies.

A world leader since 1684, De Dietrich's foundry in Niederbronn-les-Bains is one of the most modern in the world. ISO 9001, the world's toughest quality standard, marks all De Dietrich products. The company's discipline for quality-control, coupled with its leadership in design and metallurgy have made the De Dietrich name synonymous with excellence in the world heating market. In 2008 DeDietrich established DDR Americas Inc. as their own sales and manufacturing operation to serve the North and South American markets. DDR Americas markets mid and high efficiency boilers with the GT Eutectic Cast Iron Series near condensing and the Eco 310 Cast Aluminum Series condensing boilers.

Joseph M. Day Company serves customers throughout central and northern Michigan including the Upper Peninsula. They provide equipment application, selection and sales to contractors, end users and consulting engineers. Equipment sales efforts are supplemented and supported by their field services which deliver installation support, start-up, after-market repair and retrofit services. They combine 50 years design, engineering and project management experience with an intimate knowledge of internal workings of boilers and related processes.