



Bath time: Daichi Nakagawa of Noritz says their tankless water heaters have the efficiency and capacity to easily fill a whirlpool bath tub.



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Business Profile: Noritz is in hot water

Local showroom displays Japanese company's tankless water heaters.

By EVA KILGORE

For the Register

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To find out more about Noritz America Corporation, which makes tankless water heaters, we talked to Daichi Nagawa, supervisor of the marketing department.

Address: 11160 Grace Ave., Fountain Valley. Headquarters are in Kobe, Japan.

Telephone: 714-433-2905

Web site: www.noritz.com

When opened: May 7

Describe your business. "We're shaping the future of heating water in the United States through tankless water heaters to meet the hot-water demands of residential and commercial applications."

Where did the idea for your business come from? "Since 1951, Noritz Corporation in Japan developed and manufactured the gas-operated water heating products.

"We introduced the first Noritz tankless water heater in Japan in 1966 and have come a long way with rigorous research and development to bring the latest and best technology to customers in tankless (water heaters) today."

What made Noritz want to get into this business? "They saw the great potential with tankless water heaters, especially since the majority of the world already uses tankless water heaters to heat water.

"The technology and concept makes so much more sense than traditional water heaters.

"Also, with the rise of energy costs and the growing popularity of a greener earth, the tankless business just fits in."

How are you marketing yourself? "We market ourselves as the tankless technology leader in the world, simply because we are. We have over 50 percent market share in Japan, the home of all our major competitors, and we sell more tankless units worldwide than anyone else."

How do you do against so many other competitors? How do you make yourself stand out?"We are the only tankless manufacturer which started as a gas water-heating appliance manufacturer in the beginning, among our competitors. We are the only tankless company that was ranked in the top 100 in Japan's Environmental Management Ranking."

What makes your business unique?"Noritz is providing a product that's revolutionizing how people in the United States heat water. You get an endless supply of hot water and are saving space, energy and money on your gas bill.

"Our product is much more environmentally friendly than traditional water heaters, both in energy efficiency and waste.

"If everyone installed a tankless water heater, we'd save 290 million gallons of gas and 6 billion kilowatts of electricity a year."

What do you want to accomplish with your business?"As the leader in tankless technology, our goal is to provide the finest products and services to our communities and help consumers live a comfortable, efficient and healthy lifestyle."

Where did the name Noritz come from?"Noritzu means efficiency in Japanese. Efficiency is something stressed in everything we do as a company."

Are there any plans for expansion?"Later this month, on Aug. 23, we'll be opening up another branch office with a showroom in Chicago. Next year we'll open up another branch and showroom in New York and relocate the Atlanta office to a larger location with a showroom."