



JOINT NEWS RELEASE

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MCERF Study Examines New Business Opportunities

ROCKVILLE, MD—The Mechanical Contracting Education & Research Foundation (MCERF), the foundation of the Mechanical Contractors Association of America, Inc. (MCAA) today released a new research study. *Water-Efficiency Technologies for Mechanical Contractors: New Business Opportunities* explains how anticipated water shortages could result in unprecedented opportunities for mechanical contractors, technology suppliers and engineering consultants to supply water conservation technologies.

The report anticipates that public policy focus will soon shift to water conservation, water efficiency technologies and onsite water treatment and reuse. The opportunities that this will present for mechanical contractors—from water efficiency audits to rainwater harvesting, gray water reuse, high-efficiency fixtures and cooling tower water conservation—are reviewed.

Visit www.mcaa.org/store or [click here](#) to download your free copy of the study and learn about immediate revenue opportunities in water audits and water-efficient fixtures.

If you have comments or questions about the study, please contact Dennis Langley at 301-869-5800 or dlangley@mcaa.org.

The Mechanical Contracting Education and Research Foundation (MCERF) articulates and funds the mechanical contracting industry's most critical human resource and research needs. MCERF cultivates and supports activities that allow professionals in the mechanical contracting industry

to succeed in their businesses. For more information about MCERF, contact Dennis Langley at 800-556-3653 or dlanglely@mcaa.org.

The Mechanical Contractors Association of America, Inc. (MCAA) serves the unique needs of approximately 2,500 firms involved in heating, air conditioning, refrigeration, plumbing, piping, and mechanical service. We do this by providing our members with high-quality educational materials and programs to help them attain the highest level of managerial and technical expertise. MCAA includes the Mechanical Service Contractors of America, the Plumbing Contractors of America, the Manufacturer/Supplier Council, the Mechanical Contracting Education and Research Foundation and the National Certified Pipe Welding Bureau.

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