

THE WHOLESALER®

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



Omni Corporate Services recently held their Annual Spring Meeting, along with the inaugural gathering of their new Luxury Products Group, at the luxurious Fontainebleau Resort in Miami. Here, Tom LaGuardia (left) and Johnny Seder of Milwaukee Valve take the opportunity to discuss business with some of their wholesaler customers. Read Peter Schor's commentary on the LPG meeting on page 52.

K/BIS expects to draw 30,000 to Chicago

ATLANTA — Now in its 47th year, the Kitchen & Bath Industry Show will be held at McCormick Place in Chicago April 16-18. The show is expected to draw more than 30,000 attendees, along with nearly 700 exhibitors made up of the largest kitchen and bath manufacturers in the world.

The must-attend event brings together the industry's top dealers, designers, builders, remodelers, retailers, (Turn to Big turnout... page 45.)

Axor rolls out innovative A&D program

ALPHARETTA, GA. — Axor, the designer brand of the Hansgrohe company, continues to enhance its services to the A&D community. The newest initiative is the launch of the Axor Design Studio Program, a national showroom program that will change the way the Axor brand and collections are specified in North America. The pivotal tool is the new exclusive 15-foot display, which reflects (Turn to Design Studio... page 45.)

'A perfect fit' for both firms



Newmans, Cameron form joint venture

STAFFORD, TEXAS — Newmans' ownership has formed a joint venture with Cameron, one of the world's largest valve

manufacturers, to jointly market and manufacture branded products for downstream solutions.

The affiliation with Cameron will expose Newmans to markets where Cameron has established itself as an industry leader and historically not been part of Newmans' customer base. Con-

versely, Newmans can help expand Cameron's reach into the downstream markets. Both Newmans and Cameron will see tangible benefits from the synergies of each company's manufacturing, engineering and sales expertise.

Newmans has established itself as a strong industry manufacturer in the down- (Turn to Cameron, page 142.)



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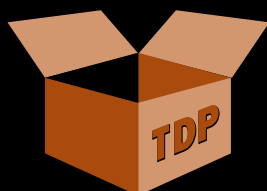
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Improve your pricing strategy to improve profits

The topic of dealing constructively with price objections seems to have hit a nerve, so I want to provide a checklist for getting some traction in this area.

Consider these suggestions as a rough draft for your plan to make your team experts at handling pricing objections. (Of course, doing all these points in a single visit may get you a punch in the nose — in some states, it could be worse. However, over the course of a month, there may be 10 or 20 opportunities to learn more from the customer.)

The objectives:

- Make more money.
- Be perceived as competitively priced in the eyes of your target customers and your team. Not always low but always fair.
- Create and then support centrally managed system pricing.
- Provide your team with pricing tools beyond dropping the price when someone asks about or objects to a price.

Get your computer pricing up to snuff

Many companies don't spend enough time getting their system pricing properly set and that can lead to downstream problems. The pricing must be continuously adjusted to address market, product and customer changes.

- Create market-based pricing —

Pricing should be tuned to the product, type of customer and individual customer. When the customer's price is computed by your system, that price should be a credible price. On the highly competitive SKUs, the price should be spot-on for your market. Your reputation is damaged when you are high on these items. The pricing on this list should be reviewed weekly. For all others, try to hit the high side of what will be acceptable.

• Stop showing cost and gross margin percentages —

1. At the very least, don't show the cost or gross margin percentage on the order entry screen.
2. Good salespeople determine the pricing in the market by talking to customers not by looking at costs and historical transactions.
3. Lesser and lazy salespeople sit at the computer and say that it is the

Some products are priced low because they move fast and are competitive, while others are priced higher because they move slower or have higher costs. It is more complicated than just looking at what you pay your supplier for the product.

same or better than spending time in the field. They review the gross margin, cost, hits and sales history when these have very little to do with your customers and competition.

4. Determining market pricing using a computer should be consid-

ered similar to a "divining rod." (Years ago, people hired snake-oil guys with divining rods to find water on their land. These magical rods were really just willow branches in the early days and bent coat hangers as time progressed. These diviners would walk over their customers' land and when the rod reacted, they would indicate where to drill a well. Since there is water under much of North America, their odds were good. If this is how your sales team does their job, why not get them a nice long willow branch and avoid the PC support costs from your information technology team?)

Get your team onboard with a couple things up front

- **Your pricing is fair** — You must, first and foremost, convince your team that your pricing is fair. If

you cannot do this one thing, you have lost the hearts and minds of your team in this difficult battle. When your team thinks your pricing is unfair, messed-up or mismanaged, they will not defend it when pressured.

- **Every penny your team gives away in discounts must be replaced somehow** — Most companies' profit problems are the "Death by 1,000 papercuts" that I mentioned in a previous column. Each "little" discount they allow is coming out of the money that the company uses to pay its bills and keep its people employed. If they give away too much, additional adjustments will need to be implemented to keep the expenses in line with the reduced incoming dollars.

- **The company is not making an outrageous level of profit** — Most wholesalers make modest profits, at best. Many times your team thinks the company is "rolling in profits" and thus see no reason to change their "Robin Hood" approach to selling. (If you are making outrageous profits, you can omit this point.)

- **Products, even within categories, are different and must be priced differently** — Some are priced low because they move fast and are competitive; others are priced higher because they move slower or have higher costs. It is more compli-



BY RICH SCHMITT
Management specialist

cated than just looking at what you pay the supplier for the product.

• Always lead with the customer's price from the computer system —

1. When asked about the price, the starting point is always the system's price.
2. In the event that the salesperson feels he cannot lead with the system price, he is required to send a note (not call) to the pricing coordinator with his concern stating why the price is not proper. The purpose is to quickly fix any improper system pricing or to "fix" the salesperson's impression of the price.
3. Of course, bids and quotations are handled differently.

• Never give a discount without being asked —

1. Tell the customer his price from the computer system if he asks.
2. Don't adjust his price if he doesn't ask or challenge the price.
3. Don't assume that the pricing is being challenged just because he asks what the price is. He may need to know for other reasons. (He needs to bill his customer.)

- **Use smaller discounts when discounts are required** — 5s, 10s, 15s and 20s are a great counting method for kid's games but terrible for discounting. Tell your team to give a 3% or 4% discount where they used to give 5%. Try 7% where they once gave 10%. Often they will find that the customer is just as happy with a lesser discount than you have been giving.

- **Set limits on the discounts that can be given without additional approval** — Allow them limited price-dropping authority that is to be used judiciously. Beyond that, a manager needs to be involved. The manager can then be a gatekeeper and voice of reason when the salesperson is under huge pressure to dump the profits.

- **Don't be afraid of ghosts** — Some of the objections are just ghosts that are fabricated or imagined but not based upon a real competitor or a real price. While I am certain that your customers never stretch the truth, in some markets the customers will actually lie about competitive pricing in order to get their salesperson to increase their discount.

(Turn to Deal... page 160.)

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Fenway Yard Sale huge hit with F.W. Webb contractors

BEDFORD, MASS. — On December 4, there were more visitors on www.fwwebb.com than during any single day since its launch several years ago. F.W. Webb is one of New England's largest plumbing/heating/cooling and industrial products distributors.

"We had more than 2,200 visits on that one weekday," said Jeff Pope, president of the family owned company. "The visitors came largely from our promotion to register for a chance to gain one of 150 Webb Priority Access Passes to the Second Annual Fenway Yard Sale on December 12. We were thrilled that our customers embraced this special opportunity, as this is what our partnership with the Boston Red Sox is all about."

Online registration took place starting at 9 a.m. on December 4 and within a few hours all 150 authorized spots were taken. After Fenway Yard Sale registration was closed, visitors were invited to register to win two free tickets for Opening Day at Fenway Park on April 5, when the Red Sox will host the Yankees.

One week after the Fenway Yard Sale, a random drawing was held and AH Thermo Heating & Cooling of Exeter, N.H., won the two Opening Day tickets. Mike O'Shea, general

manager of F.W. Webb's Dover, N.H., branch, had the pleasure of delivering the news.

According to the Red Sox organization, F.W. Webb contractors purchased more than \$10,000 in Red Sox memorabilia and souvenirs at The Fenway Yard Sale, where the selection of items included some of the last remaining seats in Fenway Park from the .406 Club, Loge Seats, Roof Seats, game-worn jerseys, Fenway Park bricks, signed memorabilia, baseballs, bats, artwork and other miscellaneous items.

The Fenway Yard Sale is not open to the public. A select group of fans is randomly chosen to attend the sale and pre-registered Webb contractors were given priority access this year on the day before it opened.

"We continue to connect with our customers online," said Pope, "and encourage them to register their email addresses with their local F.W. Webb branch, so that we can contact them when special information like this becomes available. Any contractor who had an F.W. Webb account was eligible for this promotion and we hope to partner with the Red Sox in similar ways in 2010. We were excited to see that contractors from all six New England states participated and some



The Second Annual Fenway Yard Sale was not open to the public, but a select group of fans is randomly chosen to attend the sale and pre-registered F.W. Webb contractors were given priority access this year on the day before it opened.

Yard Sale Priority Pass Holders came all the way from Downeast Maine and near Maine's Canadian border to purchase Red Sox Yard Sale items." F.W. Webb is comprised of 70 locations and 27 Frank Webb's Bath Cen-

ter showrooms throughout New England and Upstate New York. Central Distribution, the company's 400,000-square-foot facility in Amherst, N.H., replenishes branches daily with a fleet of tractor trailers.

GSS, FFF increase inventory level

HOUSTON — Many companies say they have the most competitive prices in the market and the most material in the industry. Global Stainless Supply and Forgings, Flanges & Fittings is inviting customers to find out for themselves.

Customers are welcome to tour any of GSS's and FFF's four stocking locations across the country. The 210,000-square-foot Houston warehouse and 120,000-square-foot warehouses in Richmond, Indianapolis and Los Angeles inventory stainless, carbon, chrome, low-temp, nickel and other exotic alloys with 18 acres of outside storage.

A company spokesman noted, "We are revolutionizing the way you look at PVF master distribution. Since our combination, GSS and FFF have more than doubled our combined inventory levels. We have made tremendous investments in commodity import fittings and flanges from Asia for 'anything goes' requirements. When price drives your decision making, GSS and FFF is your new source. Alternatively, when the strictest AML drives your decision, remember that we stock one of the country's most comprehensive approved-import inventory."

Despite a sluggish economy, continued growth and expansion is the theme at GSS and FFF. They are continually making investments to increase inventory and service capabilities. In fact, \$20 million in

additional, never-before stocked material — including 16 new suppliers and over 2,000 new line items — has been recently added. Additional investments to their in-house machine shop have been made to accommodate the new, larger OD fittings and flanges they are now stocking.

A presence on the West Coast with the company's new Los Angeles warehouse adds to its geographic expansion as it is stocked and ready for orders.

Visit www.OneStopPVF.com.

REHAU heating and geothermal lines featured in new catalog

LEESBURG, VA. — REHAU's new catalog features a comprehensive selection of materials promoting its complete line of heating and geothermal systems, including RAUPEX®-based radiant heating, snow and ice melting, and RAUGEOTM ground loop heat exchange systems.

The catalog, designed for contractors and wholesalers, includes a set of advertising and display materials that can be easily customized with individual company logos and contact information. It also provides information on available REHAU merchandise, including wholesaler-oriented materials such as counter stools and mats.

Visit www.na.rehau.com/heating.

Noritz America Corp. introduces new EZPay programs

FOUNTAIN VALLEY, CALIF. — Noritz America Corporation has introduced two new EZPay programs, according to senior marketing manager Yoshi Asano.

Noritz has made an exclusive arrangement with FTL Finance and Viewtech Financial Services to offer the new Noritz EZPay programs to its valued PROCard members which, in turn, will trickle down to the thousands of new consumers who purchase a Noritz tankless water heaters. The FTL program and Viewtech program are unique in their own right, so interested parties are urged to compare the two and select the program that best fits their needs.

To sign up for the new EZPay program, visit www.noritz.com/EZPay.

"Our EZPay programs enable consumers to experience the lifestyle benefits of Noritz's world-class technology for as little as \$46 per month* and still receive the generous tax credits available through the federal,

state and local gas rebates," said Asano. "Plus, these programs afford homeowners flexibility and a simple and fast application process."

Noritz is a leading manufacturer of tankless water heater technology and the official tankless water heater of Brad Pitt's Make It Right project in



New Orleans, Extreme Makeover: Home Edition for 2009 and Leonardo di Caprio's rebuilding efforts in Greensburg, Kan.

To learn more about Noritz's entire line, call 877/986-6748 or visit www.Noritz.com.

**The monthly cost to finance Noritz tankless water heater is dependent on several factors, including consumer's credit score and installation cost. To contact a Noritz qualified PROCard member for exact costs, please go to <http://noritz.com/homeowners/search/?search=1&query=pro+card>.*



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14.

•THE WHOLESALER® — MARCH 2010

INDUSTRY NEWS

World's tallest building uses Charlotte Pipe's cast iron

CHARLOTTE, N.C. — When an architectural wonder chooses Charlotte Pipe's cast iron soil pipe and fittings, that says something. Especially when that structure is the Burj Khalifa, the world's tallest building.

The Burj Khalifa, in Dubai, UAE, is impressive. It is more than 2,700 feet high — 160 stories — and can be seen from 60 miles away. It's more than twice the size of the Empire State Building. The top of the Burj Khalifa has a public observation deck and shop, and there is a 160-room hotel that will occupy the lower part of the tower. There are also more than 1,000 apartments, 49 floors of office space and 58 elevators that can travel 10 meters per second.

Construction began in 2004. Charlotte Pipe became involved in the project through their rep, Araj Trading Co. LLC, which has great relationships in the area and completed the bidding process. Charlotte Pipe was used in the kitchen and laundry applications throughout the building.

Charlotte Pipe and Foundry Company has been doing business internationally for years, consistently gaining a reputation for quality and

service. The company has seen growing sales and distribution in Mexico, Central and South America as well as the Middle East. Charlotte Pipe and Foundry offers a system of ABS, PVC, CPVC, cast iron, FlowGuard Gold®, ChemDrain® and ReUze pipe and fittings for residential and commercial plumbing systems and industrial applications.

Call 800/438-6091.



Charlotte Pipe's promotional material uses stacked cast-iron pipe to mimic the 160-story Burj Khalifa tower in Dubai, United Arab Emirates.

Wolff Bros. named Coleman distributor

MEDINA, OHIO — Wolff Bros. Supply Inc. signed an agreement with Johnson Controls Inc. to become a distributor of its Coleman® brand products and Source 1™ parts throughout northwest Ohio.

One of the country's largest independent plumbing, electrical and HVAC distributors, Wolff Bros. operates 10 locations throughout northern Ohio and employs more than 250 people.

"Adding the Coleman line allows us to offer great products backed by a solid company at a competitive price point," said Mark Frost, territory sales manager at Wolff Bros. "We're also anticipating growth and the ability to penetrate new markets as a result of our agreement with Coleman."

Gary Mummert, regional sales manager for Johnson Controls, noted, "Wolff Bros. is accustomed to promoting highly recognizable consumer brands, and Coleman fits that description perfectly. Wolff Bros. also has a long-standing tradition of customer service so important to our

family of distributors and a business model that fits the sales growth initiatives of Coleman very nicely."

Added Brian Michael, Coleman brand manager: "We're thrilled that a company with the history and longevity of Wolff Bros. Supply has chosen to carry Coleman heating and air-conditioning products. We look forward to their partnership and the opportunity to serve both existing and new customers in the years to come."

Wolff Bros. Supply Inc. was founded in 1965 on the site of Wolff Bros. Farm. Seven years later the company entered the wholesale business to meet the needs of local building contractors. Today, Wolff Bros. is headquartered on the original farmstead in Medina, Ohio, and offers more than 25,000 different products to its customers. Customer service stands at the core of its mission to provide premium service at a competitive price.

Visit www.wolffbrothers.com, www.colemanhvacdealer.com or www.johnsoncontrols.com.

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For more information on the Home Guard Max, and other Zoeller Pump Company products, please visit www.zoeller.com.



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Patriarch Partners makes generous donation to Haiti relief fund

NEW YORK — Shortly after the devastating earthquake occurred in Haiti, causing widespread destruction and suffering, Patriarch Partners — the private equity firm that owns Oasis International — sprang to action. Its CEO, Lynn Tilton, wrote the following letter to former Presidents Bill Clinton and George W. Bush, who are heading up a group involved in fundraising and relief efforts.

*The Clinton Bush Haiti Fund
Care of William J. Clinton Foundation
Donations Department
610 President Clinton Avenue
Little Rock, AR 72201*

Dear Presidents Clinton and Bush,

It is with great honor that I represent Patriarch Partners and its portfolio companies as its founder and Chief Executive Officer in our collective donation of \$200,000.00 to the Clinton Bush Haiti Fund. The Patriarch platform is comprised of more than 70 small and mid-sized businesses all of which have been acquired when others had left them behind because investors and lenders lost faith in the ability to rebuild their respective franchises. These are companies that

know the struggle of walking in the darkness every day, one foot in front of the other, until they see hope in that first glimmer of light.

One of my most rewarding moments as the leader of these companies and more than 100,000 employees was the reaction to my call to give to those less fortunate than we, in Haiti. And although many of these companies have had to withstand the perfect storm of 2009, they came to the call with open hands, open hearts and an excitement about our collective project to give. It is around this cause that I realized I had finally created a culture of giving and forgiving that emanates from the struggle of survival being the noblest of all causes.

Since its inception in December of 2000, the Patriarch funds have saved and/or restructured more than 150 companies and 250,000 jobs. We hope that our check will make a difference in the rebuilding of Haiti and health and well-being of its people.

*Sincerely,
Lynn Tilton*

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Webstone intros redesigned website

Webstone has redesigned its website — making it easier than ever to browse their complete line of valve solutions, find the latest product news, view specification sheets, product literature and more. See firsthand why Webstone continues to revolutionize plumbing systems with their groundbreaking programs and technology. Founded in 1954, Webstone is recognized as an industry leader for innovative design of residential and commercial valves used in plumbing, hydronic, radiant, solar and geothermal applications. These designs focus on time- and space-saving concepts that simplify future maintenance and upkeep of all piping systems. Some of Webstone's trademarked and patented items include The Isolator®, Isolator® EXP™, Pro-Connect™ and Pro-Pal® step-saving valves. Visit www.webstonevalves.com.



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776-0030BN same as 776-0030, with Brushed Nickel Finish
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See contact information on page 172

Speakman Company ready for lead free compliance laws

NEW CASTLE, DEL. — CA AB 1953 (California) and S.152 (Vermont) are now in effect and are helping to transform the plumbing industry.

In response to this new legislation, Speakman, a quality leader in the com-

mercial plumbing industry for 140 years, began converting its faucet products to lead free in early 2009 and to date have 85% of the plumbing products that should meet lead free compliance converted to lead free. The No Lead line, denoted by option “-CA” contains less than 0.25% lead while still maintaining the high quality expected from Speakman Products.

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“We believe it is extremely important to provide our commercial and institu-

tional customers the same high level of quality and durability they have come to expect from Speakman in our No Lead line as with any other Speakman product, without adding additional cost to our customers,” said Bill Walbrandt, director of commercial plumbing. Speakman has also converted many of its popular sensor faucets to lead free. “While there is still some confusion in the industry as to the requirements for sensor faucets to be certified, Speakman felt it was a necessary to have a No Lead sensor faucet product line,” said Walbrandt. “It is a benefit we felt our customers deserved, so they could feel confident that the products they bought and specified would meet the standard, and besides, if it doesn’t cost anymore why not choose No Lead alternative?”

To support ongoing efforts to edu-

cate the market about lead free products, Speakman has created a No Lead Section on its website that explains more about what it means to be lead free, frequently asked questions about No Lead products, and links to the No Lead product offering.

The Speakman Company was founded in 1869 as a plumbing pipe-fitting company. Retaining its inde-

pendent and privately held status, Speakman has forged a reputation for continuous product innovation and quality leadership. Today Speakman continues to manufacture high-quality commercial plumbing products, innovative emergency equipment and exceptional hospitality and residential showerheads.

Visit www.speakmancompany.com.

OBITUARY

Robert Johnson, Metropolitan Pipe hydronic salesman

CAMBRIDGE, MASS. — Legendary hydronics salesman Robert Johnson of Metropolitan Pipe & Supply Co. in Cambridge, Mass., passed away on January 28.

He was the beloved husband of Kathleen, and devoted father of Daniel Johnson and Craig Johnson. Robert “Bob” Johnson worked for Metropolitan Pipe & Supply Co. for over 15 years, being the go-to guy for all heating-related questions. Before that he worked for Jomar

Distributors for 15 years. He was also a U.S. Army Veteran and served in Vietnam.

Johnson touched all the people in his life and made an impact on everyone he worked with. He was dedicated to helping everyone he could and making them laugh along the way. He enjoyed his trips to Europe every year and always returned beaming and rejuvenated. He was a committed employee, an exceptional teacher, and an adored friend.

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Hastelloy	C-276	(NO N10276)	Stainless; A351 CF8C
Duplex	A995	(4A)	CF8M
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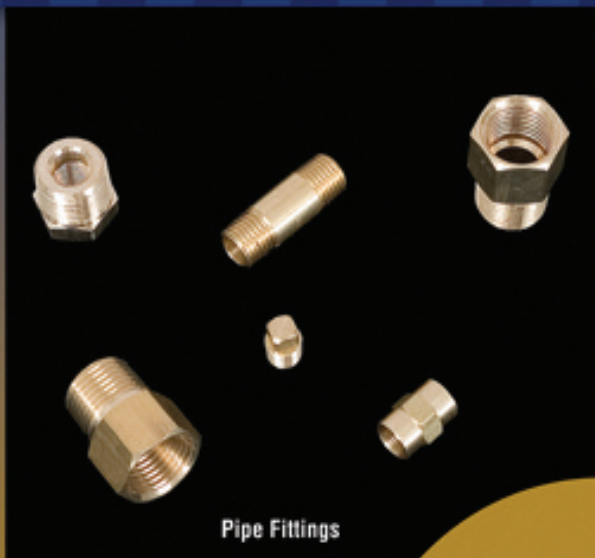


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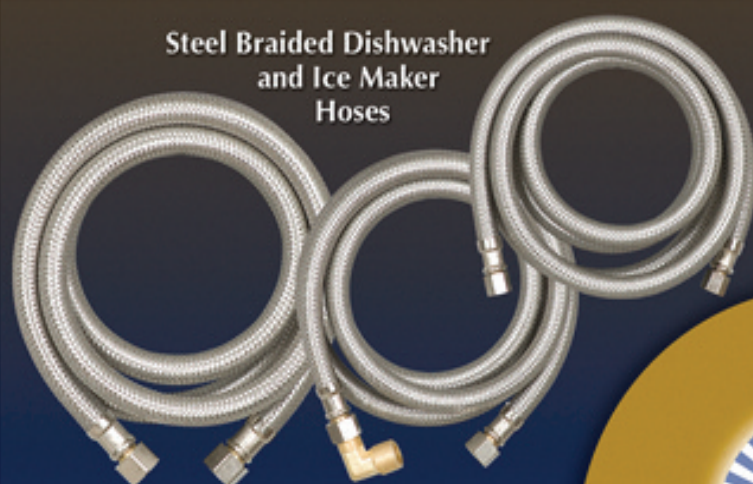
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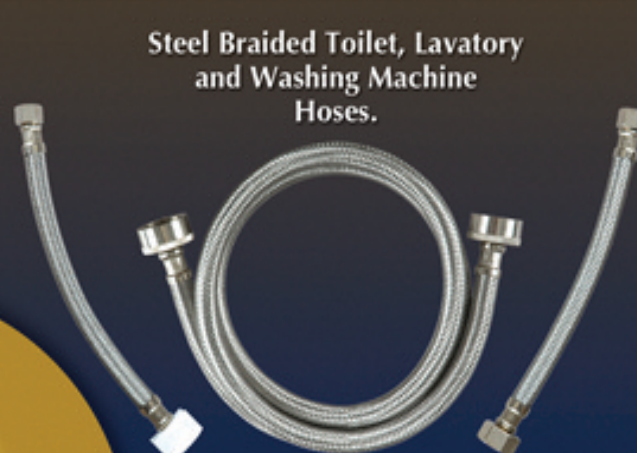


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See contact information on page 172

Grand Hall used in renovation of Kennedy home

GARLAND, TEXAS — Grand Hall's Eternal hybrid water heating product is being used in the New York home of environmental leaders Bobby and Mary Richardson Kennedy.

Alongside the renowned designers of Robin Wilson Home, the couple is renovating their 1920s residence under LEED certified standards to promote green building practices. The home had previously flooded and been infested with black mold. It is scheduled for completion early this year.

"We learned about the Eternal Hybrid water heaters and after careful research, we found that the units are able to provide LEED credits due to the nature of the unit's energy efficiency," said Robin Wilson. "It is such a small unit compared to a standard hot water heater, and it is a great supplement for the home, which has

primary heating from geothermal."

Using patented counter-flow design and multi-pass heat exchanger technology, the eco-friendly Eternal Hybrid unit maintains an 86% thermal efficiency rating with consistent pressure.

"When we started the rebuilding process, we knew that every single product we used had to create a healthier space for our family and reduce our impact on the environment," commented Robert F. Kennedy Jr. "Grand Hall's Eternal Hybrid is helping us achieve this goal."

The project was an ideal fit for Eternal by Grand Hall and the company's ongoing dedication to the environment. The Eternal produces near zero greenhouse gas emissions, making Eternal one of the cleanest-burning appliances on the market.

Visit www.eternalcondensed.com.



The eco-friendly Eternal Hybrid unit maintains an 86% thermal efficiency rating with consistent pressure.

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The Coaire Unitary products feature ultra-low noise levels in space-saving packages, with the Air Handling units featuring multi-position capabilities.

The Coaire Mini Splits are equipped with cutting-edge air filtering technologies and an attractive sleek design suitable for any decor, making them perfect for applications from offices to bedrooms, and hotels to home gyms.

Extended length factory warranties provide peace-of-mind, enabling you and your customers to live comfortably.

www.coaire.com

See contact information on page 172

Are Piping Specifications Losing Credibility?

Core Pipe Products, President, Steve Romanelli speaks on this issue.

Core Pipe recognizes and supports the hard work that organizations such as ASTM, ASME, and MSS have put into creating specifications that the piping industry uses as standards for design and procurement. These specifications are more than simple guidelines that should be loosely interpreted by manufacturers. They can make the difference between quality performance and disastrous product failure. Over the past several years, Core Pipe has been conducting quality checks on a variety of materials for our customers and it is disheartening to see so many manufacturers disregard key components of these standards yet continue to identify their products as compliant. Such fraudulent practices diminish the credibility of industry standards and risk the safety and satisfaction of end users who are expecting quality products from their suppliers.

There are plenty of trustworthy manufacturers that follow industry standards, but unfortunately it will be the actions of those who disregard the specifications that will question the credibility and enforcement of these standards. We believe that manufacturers are the industry stewards who have

a moral duty to inform and educate our customers of potential problems in the hope that such actions may prevent even one accident from happening in the future. Perhaps one of the fine independent organizations such as ASTM, ASME, or MSS can develop a certification process that will only allow qualified companies the authority to use their markings on product.

We give our full support to any efforts that will help protect the dedicated people who depend on quality piping products for their safety and well being.

Core Pipe will continue to offer FREE QUALITY CHECKS for any weld fittings (regardless of manufacturer) sent to our facility in Carol Stream, IL where we will conduct non-destructive verification inspections for wall thickness and material grade. Results will remain confidential. Please contact your sales representative to arrange your FREE inspection.

Our customers depend on us to provide the highest quality products to serve their needs. We will not compromise that trust.

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Quality and innovation are not just words to us. They represent a commitment embraced throughout our organization. At Core Pipe Products, we deliver Piping Solutions That Fit[®] the growing needs of our customers, the ever-changing global marketplace, and the quality expectations of the end user. Going beyond the industry standards to exceed our customers' requirements is the norm - and we are proud of it.

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DDI solution drives e-commerce storefronts

SANDY HOOK, CONN. — Imagine being able to enter customer and product data into one master database that runs daily operations and drives sales on your e-commerce website. For years, PHCP and HVAC distributors have faced the challenge of maintaining multiple databases and entering duplicate data virtually doubling their time and resource allocations. That antiquated workflow is now a thing of the past.

DDI System has announced the release of FastWeb 2.0, a fully integrated, real-time e-commerce solution. FastWeb 2.0 provides distributors with an outstanding e-commerce interface, online catalog, order entry and customer service desk directly fed from the existing product and customer files in their distribution management software. DDI's in-



FastWeb 2.0 provides distributors with an outstanding e-commerce interface

form software possesses an easy-to-use control panel providing site management from a single screen. Distributors significantly increase customer communication through FastWeb's easy access complete virtual service desk. Customers can uniquely view account reports on current and past orders regardless of order method, e-mail themselves invoices, and view payment status.

DDI System's inform distribution management software, now more than ever, is the end-to-end solution for PHCP and HVAC distributors. Inform software combines everyday operational benefits in accounting, inventory, sales and purchasing with advanced calendaring, contact and sales management, direct marketing and new advanced e-commerce. DDI System's inform software will maximize sales and optimize customer service.

Visit www.ddisys.com or call DDI at 877/599-4334 for a demonstration.

All bronze waterways on Raypak water heaters, boilers certified low lead

OXNARD, CALIF. — Raypak announced that effective January 1, all of its copper finned tube water heaters and/or boilers manufactured

to heat potable water were certified by an ANSI-accredited third party (CSA) to meet California's new low lead requirements pursuant to AB

1953. This includes each waterway component such as bronze headers, valves, fittings and, where applicable, mounted pumps.

These low lead specifications are



required in California and Vermont, and are being considered for early adoption by several additional states, plus the federal government. The new requirement is a maximum of .25% lead content for wetted surfaces where the water may be used for human consumption. In order to avoid any future need to modify existing boiler inventories in other states beyond California as this requirement spreads, Raypak 2010 water heaters/boiler shipped everywhere will bear this new low lead certification.

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Noland opens Bath & Idea Center in Virginia

NEWPORT NEWS, VA. — Noland Company, a distributor of plumbing supplies and heating and air conditioning equipment in the Southeast since 1919, has opened new Bath & Idea Center in Falls Church, Va., to serve contractors and their customers with consulting services and luxury items for the home.

The Bath & Idea Center by Noland Company serves the Washington, D.C., metropolitan area. The showroom provides contractors and consumers with a pleasant atmosphere where they can talk with consultants about their needs and see a range of products that include luxury items for bath and kitchen new construction and remodeling.

The Falls Church showroom carries a variety of brands, including

American Standard, Grohe, Brizo, Delta, Moen, MTI, MAAX and Acryline, said YoLanda Sarraga, manager.

"The opening in Falls Church is an example of how Noland will carefully grow the business in selected markets by giving customers a competitive advantage through superior service and quality products provided by knowledgeable people," said Jim Adcox, Noland chief operating officer.

Noland Company is a wholly owned subsidiary of WinWholesale Inc., a privately held, Dayton, Ohio-headquartered company. Noland Company has more than 70 locations throughout the southeastern U.S., providing plumbing supplies and equipment, and heating and air conditioning



During the January 28 Grand Opening for the Bath & Idea Center by Noland Company in Falls Church, Va., the company made a \$2,000 donation to Ronald McDonald House Charities of Greater Washington, D.C. YoLanda Sarraga (right), Bath & Idea Center manager, and Monte Salsman, chief operating officer for Noland's parent company, WinWholesale Inc., presented the check to Claudia Lewis, community relations director for the charity. More than 100 people attended the event.

systems. In addition to Noland, WinWholesale has more than 470 whole-

saline corporations in which WinWholesale is an equity partner.

Hansgrohe, Axor products comply with low-lead laws

ALPHARETTA, GA. — Hansgrohe announced that all relevant products under the Axor and Hansgrohe brands are compliant with California's and Vermont's low-lead legislation, which limits the lead content of pipes, pipe fittings or plumbing fittings, and fixtures intended to convey or dispense water for human consumption through drinking or cooking. The checkmark on each packaging is the confirmation that the product is 100% compliant with the California and Vermont legislation.

Since the enactment of this legislation in 2007, Hansgrohe has been preparing for the anticipated change through product development and availability. Nicolas Grohe, director of marketing and product development for North America, noted "Our launch schedule was designed to give plumbing professionals adequate time to adjust their inventories before the law's effective date of January 1, 2010. As a 108-year-old company specialized in plumbing products with manufacturing facilities in the U.S., Europe and Asia, we are dedicated to providing compliant plumbing solutions."

Russ Wheeler, general manager of Hansgrohe North America, agreed that the excellent teamwork between the international operation departments has allowed the company to master this very challenging task: "Anticipating that most other states will adopt this new legislation, Hansgrohe is proud to have decided to

switch all relevant products to be compliant with the California and Vermont acts. This sets the foundation for our company to continue its growth and further proves just how committed Hansgrohe is to expand in North America with cutting edge designs, innovative technologies and best in class quality products."

Visit www.hansgrohe-usa.com.

OBITUARY David McDuffie, former NHRW president

COLUMBUS, OHIO — David McDuffie, former president of the National Heating, Refrigeration and Airconditioning Wholesalers, passed away January 27 in Orlando. He was 95.

He had been a member of NHRW since 1963 served with distinction as president in 1972-1973. In addition he served as Region Trustee in 1967-1968, and was a member of the Martin Walshin Permanent Key Member Club. McDuffie founded several companies, including Tempaco Inc. and Industrial Equipment Company.

Funeral services were held on January 31 at Woodlawn Memorial Funeral Home in Gotha, Fla. McDuffie is survived by his wife, Mavis Lee, two daughters and numerous grand and great-grand children.

Donations may be made to the Student Aide Mission Fund of Toccoa Falls College, P.O. Box 800809, Toccoa Falls, GA 30598.

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hansgrohe

Milwaukee Valve's illustrious history is just the beginning

BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

Milwaukee Valve, founded in 1901 as a producer of flow control devices for the plumbing and heating industry, has evolved into one of the nation's leading manufacturers of commercial, industrial and marine valves.

Based in new headquarters in the Milwaukee suburb of New Berlin, Wis., Milwaukee Valve operates a modern bronze foundry in Prairie du Sac, Wis., and produces valves in its two plants in China. Each of these ISO-9001-certified facilities manufactures more than 4,000 types of manual and actuated valves, one of the broadest product offerings in the industry. Engineering for all facilities is tightly controlled in New Berlin to ensure that valves are manufactured to the same quality standards wherever they are made.

Milwaukee Valve is also pursuing ISO-14001 certification for all of its facilities, including those in China.

The company has become one of the leading innovators in quarter-turn ball and butterfly valves, as well as actuators and operators. This emphasis helped facilitate the piping system automation that has been evolving through America's core industries. Milwaukee Valve's line of products is used predominantly for commercial construction and industrial process projects.

New technology, new products

Continuing to follow its mission of innovation, Milwaukee Valve recently developed a double dead-end service iron butterfly valve. Priced at the same level as the company's previous butterfly design, it is also field-repairable. An impressive development, but this new

"end of the line" butterfly valve is just the beginning, claims the company.

Milwaukee Valve recently added a line of high-performance butterfly valves to turn high-pressure applications into low-risk decisions. The high-performance butterfly valve line is designed for the elevated temperature and pressure requirements found in rigorous commercial and industrial applications.

To help customers comply with the new 2010 lead-free laws that have taken effect in some states, Milwaukee Valve has developed the UltraPure line of lead-free valves. This new line of ball, gate, globe and check valves features robust alloys that exceed the stringent requirements that pipes, valves and fittings contain less than 0.25% lead when used in potable water applications.

A strong foundation

Milwaukee Valve's growth began in 1959, when valve industry veteran Herschel Seder bought the company from its former owner, Controls Corporation of America. After acquiring Milwaukee Valve, which was primarily a plumbing valve manufacturer, Seder expanded the company's activities in military shipbuilding, which quickly generated additional revenues. Another area in which Seder gained national renown was in expanding government contract work.

The company later diversified into industrial and commercial markets, which are now the company's core markets. In 1991, Milwaukee Valve acquired the Hammond Valve Corp., which produces valves for residential and commercial applications.

Seder has enjoyed seeing his children take active roles in the growth of his company. His oldest son, John Seder, stays integrally involved and is well known to the company's many distributor, contractor and end-user customers. His daughter, Diane Seder, contributes a great deal to the company's creative development, marketing and continued profit-making capability.

Becoming a leader

Industry circumstances have played a critical role in providing Milwaukee Valve with the opportunity to assume an industry leadership role, as many of the major valve brands of the mid-20th century struggled with the challenges posed by domestic and overseas competition. Even niche industry innovators in cast steel, high-



Members of the Seder family include (from left) Bob Seder, Cheryl Seder, John Seder, Marie Seder, Herschel Seder, Diane Seder and Jim Seder.

performance butterfly and industrial ball valves have lost much of their market dominance. This gave Milwaukee Valve and others the opportunity to fill the vacuum left by many of these former industry leaders.

Another important change for Milwaukee Valve occurred because of global pressures dictating the reduction of manufacturing costs wherever possible. In response to those pressures, Milwaukee Valve opened two plants in China over the past decade.

Milwaukee Valve maintains product quality through total control of operations. Worldwide engineering capabilities have been dramatically increased, and all functions of design are managed in the U.S. "The Milwaukee Valve name is not subcontracted," noted Herschel Seder during a recent visit to his overseas plants. "It is important for us to continue as the manufacturer. Given our levels of supervision and design control, we can manufacture anywhere in the world, and our customers will specify and install Milwaukee and Hammond with the greatest of confidence."

Milwaukee Valve places great emphasis on the specification market. Many specifying engineers are content to add "Or Equal" to job specifications. To Milwaukee Valve, there is no such thing as "Or Equal." Every Milwaukee Valve and Hammond Valve product is designed and tested to confirm that it meets industry standards and specifications. Every facet of production is monitored and supervised, from design, through materials, through final production, so that when a valve makes it onto a jobsite, the building owner, engineer and installing contractor all know that Milwaukee Valve will stand behind that product.

Milwaukee Valve has also created strong ties with mechanical contractors. John Seder continues to make this a primary focus of his efforts, and Milwaukee Valve is a leader in that area. Despite the current slowdown in commercial construction, Milwaukee

Valve anticipates holding its strong position during the expected comeback of commercial and industrial contracting markets.

Into the future

Herschel Seder takes great pride in his family's ownership of Milwaukee Valve. He has been at the forefront of the firm's continued growth and evolution for more than 50 years, and his children have played important roles in the firm's success. While succession planning has assured the continuity of family ownership, family members have also recognized the need for professional management by industry-savvy achievers. Rick Giannini has assembled a management team led by some of the best and brightest talent in the valve industry. The key personnel and the organization needed to guide future growth are in place, according to the company's management.

In recognition of its achievements and future potential, Milwaukee Valve has been honored as a prestigious charter member of *The Wholesaler* PVF Hall of Fame. Continuing to uphold this reputation, Giannini serves as the company's current president and CEO. He previously served in top positions with leading valve manufacturers such as Hills-McCanna, and is also a member of the ASA Industrial Piping Division governing council.

Having grown from a small provider of bronze and specialty marine valves to an outstanding producer of a complete line of flow control products to the power generation, process piping, oil production and refining, and commercial and residential construction sectors, Milwaukee Valve stands out as one of a select few full-line producers that are approved and specified by the pipe-valve-fitting sector. ■

For more information about Milwaukee Valve, its product lines and sales network, visit www.milwaukee-valve.com.

On a personal note, I had the advantage of working with Herschel Seder, as his assistant, when I joined Hammond Valve on October 1, 1956. Both his father-in-law, Irwin Altschuler, and mine, Samuel Greenwald, were partners in the original Hammond Brass Works, which was the predecessor to Hammond Valve, so named after being acquired by Stamford, Conn.-based Condec Corporation in November 1958. Although we eventually became competitors in the valve industry, the family relationships continued warmly. Herschel stood up for me at my wedding in November 1954, and became godfather to my first born, Michael, today the nation's leading presidential historian.

EPA threatens industry by executive order

BY MORRIS R. BESCHLOSS
PVF, economic analyst emeritus

With the January “Massachusetts political miracle” crushing President Obama’s potential legislative initiatives, business as a whole and the PVF sector in particular are breathing a unified sigh of relief. With the government’s takeover of healthcare, cap-and-trade, renewable energy dependence, and labor union card check seemingly out of the Administration’s grasp, a vast majority of business owners, large and small, have been given a new lease on life.

Although the business-hostile Administration has been subjected to a

A massive national infrastructural improvement program of highways, dams, railroad tracks and bridges — the likes of which hasn’t been seen since 1957, during the Eisenhower Administration — could employ literally hundreds of thousands of unemployed, while bringing America’s infrastructure up to snuff.

shocking setback, the Obama team is already sharpening its new strategic initiatives, utilizing its executive powers to circumvent Congressional limitation. Knowing full well that most Congressional personnel will put more emphasis on re-election this year, Obama has given Lisa Jackson, EPA executive head, the power to take direct action against industries charged with exceeding the strict standards of effluence mandated by previous Congressional action.

The U.S. Supreme Court has already cleared the way for such direct action by acknowledging the EPA’s powers to do so. This means that an equivalence of cap-and-trade could still be enforced by decree, as could be tighter strictures on coal production, oil drilling and natural gas “fracking.”

Also endangered could be oil converted from tar sands in Canada, but blacklisted by the EPA because of its high content of greenhouse gas and CO₂ emissions. Also looked at with a jaundiced eye is the development of nuclear power-generating installations, due to the inability to determine burial grounds for radioactive residue. Economically, new nuclear installations are already questionable

due to increasing costs and time duration allotted to completion.

That leaves the nuclear energy sector dependent on the “thickening” of 104 established power-generating locations, primarily developed prior to the Three Mile Island near meltdown in 1979.

Natural gas, which generates roughly one-half of coal’s greenhouse

gases and CO₂ is barely tolerated by the EPA. However, even the most radical EPA partisan realizes that solar, wind and geothermal will only be marginal in providing the electric generating power in upcoming years. Experts like Houston University Economics professor Economides, who presented a repeat lecture in mid-February at the PVF Roundtable,

has indicated that renewable energy will provide no more than 3% of energy sources necessary for transportation, electric power and heating, etc. by 2050.

However, the strong anti-productive and climate-change radicalism of EPA will do everything in its power to hobble conventional sources of power development. This attitude is especially counter-productive, since it prohibits coal production, oil

(Turn to Political... page 36.)



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Political turmoil stirs PVF industry pot

(Continued from page 33.)

drilling and even natural gas “fracking,” all of which would contribute to mass job creation.

A massive national infrastructural improvement program of highways, dams, railroad tracks and bridges — the likes of which hasn’t been seen since 1957, during the Eisenhower Administration — could employ literally hundreds of thousands of un-

employed, while bringing America’s infrastructure up to snuff. When considering that the U.S. population is double that of 1957, this could be a win-win problem solver.

But under present political circumstances, such a natural initiative is not in the cards of the Obama Administration. Barring a 180-degree agenda change, such a program might have to await a new White House inhabitant.

States join business groups to slow EPA mandates

With mounting job losses threatening state governments with ever-increasing budget deficits and substantially shrinking tax bases, a panicking group of state capitals is directly confronting the EPA’s demands for breakneck speed in implementing the reduction of CO₂ and greenhouse gas emissions. Although such pleas have already emanated

from the American Petroleum Institute, the National Association of Manufacturers and the U.S. Chamber of Commerce, this is the first time that state governors have taken the bull by the horns.

This puts President Obama between a rock and a hard place. Although the White House is more anxious than ever to have the EPA force compliance with hard-nosed emission standards, it is equally hard-pressed by increasing long-term unemployment. With the Copenhagen climate control fiasco influencing greater urgency with EPA compliance standards, Obama felt that Commissioner Lisa Jackson’s pressure would force the Senate’s passage of cap-and-trade.

However, political reality will likely force Obama to yield to the Democratic Congressional states and pressure groups to avoid another

falling crutch underpinning the Democratic Congressional majority, and the dire peril it faces in the November mid-term elections.

Electric power sector faces demand/supply paradox

As the first decade of the 21st Century came out of the starting gate, the lack of electric power became a source of concern to the burgeoning industrial, commercial and consumer sectors. With these three areas expected to break all demand records over the next 10 years, the problem was seen as one of utility development to keep factories, commercial edifices and residential entities going.

Despite the phony Enron price-fixing shortages that stopped development after being uncovered, a perceived shortage after this discovery threatened brownouts and blackouts in the foreseeable future. But by the middle of the decade, it became obvious that electric usage, while growing in

(Turn to PVF sector... page 38.)

With overall electric demand sliding, EPA putting the squeeze on new utilities and restricting existing ones, the electric power sector has reduced its activities to maintenance and minimum expansion.

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PVF sector buffeted by political winds

(Continued from page 36.)

conjunction with residential and commercial building, was offset by a slowdown in the industrial sector.

After the deep mid-year recession reached full bloom in September 2008, industrial power utilization eventually sank to the lowest level since the early 1990s, bringing total kilowatt hours used to an unexpected reduction, not previously anticipated by utilities and users.

To confuse the situation even further, the EPA has now been given a free hand in forcing mandates on utilities to maximize their control over the emission of greenhouse gases and CO₂.

This has put America's electric power sector in an unprecedented quandary. With overall electric demand sliding, EPA putting the squeeze on new utilities and restricting existing ones, the electric power sector has reduced its activities to maintenance and minimum expansion. This phenomenon is also putting a crimp in the intense development of renewable energy, solar, geothermal and wind power, which will need unavailable government funds to bring these powering resources up to the level of Congressional mandates.

Since nuclear, coal and oil drilling are out of bounds during the current Administration, it seems that neither growing demand nor expanding availability will allow the electrical sector to generate new dynamics in the immediate years ahead.

China revitalizes global steel industry

China's switch toward bringing its 1.4-billion population into a modern lifestyle by utilizing its world-leading manufacturing sector, has reversed the downward plunge of its steel-related exports. A 23% drop in exports last year provided China's need for domestic stimulus, which led to turning its production machine toward domestic development.

Having taken leadership of the world's steel industry in this decade, China is expected to jump its production another 10% this year. But even at this accelerated rate, China's world-leading output will not exceed demand, as the

Asian nations of India, Indonesia, South Korea and Taiwan, plus Brazil lead the world out of its searing recession.

After years of a downward spiral, such iron ore suppliers as Australia's Rio Tinto and others have pushed up prices as shortages rapidly metastasize. The sudden steel surge is also giving new life to U.S. coal mining, which has been in the crosshairs of America's Environmental Protection Agency.

China will produce a record 600 million tons this year, about half the world's output. The runner-up is Japan, which only produces one-sixth of China's steel production. Russia came in third, and the U.S. a poor fourth. This is a far cry from America's 150-million-ton production, which in 1950 put the U.S. at the top of the world heap. It's an embarrassing testimonial as to how far the U.S.'s once mighty manufacturing sector has fallen.

Leading economists expect China to continue its red-hot growth pattern, which has taken a bevy of raw materials right along with it.

Iron ore spot prices have reached \$110 a metric ton, the highest in more than a year. Coal prices for steel mills and electricity production have surged more than 30% as China, last year, started curbing its coal mining to allay environmental concerns. Even steel scrap has hit a multi-year high.

Copper, aluminum and zinc prices have also risen. The only possibility of stopping the Chinese juggernaut is its own government, which is already beginning to put on its financial brakes due to the fear of overheating.

To stay up to date with my twice-daily blogging, be sure to log on to my hyperlink at www.theworldreport.org and then click on 'Morrie's page,' announced in the middle of the *World Report* website. Your recommendation for my blog, as well as the individual columns will be much appreciated.

Morris R. Beschloss, a 54-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst emeritus for THE WHOLESALER.

DoD funds HVAC research in military barracks

NEW YORK — The U.S. Department of Defense is funding HVAC research in the military barracks at Fort Jackson in Columbia, S.C., in an effort to address bacteria that cause foul odors and can compromise the efficiency of HVAC systems.

HVAC units provide dark, moist environments, which are the perfect breeding grounds for the bacteria and fungi that are widely recognized causes of foul odors and diminished system efficiency.

Because the interior of HVAC units are so difficult to keep clean and free of microbes, the current study is testing units made with antimicrobial copper components that inhibit the growth of these organisms. Cleaner units will provide increased heat transfer, decreased air flow resistance and overall increased system efficiency. In addition, copper HVAC elements are highly recyclable.

Charles Feigley, Ph.D., Professor of Environmental Health Sciences at the University of South Carolina, and principal investigator for

the study, explained the need for this research: "Improvements in building and construction methods have generally led to increased energy efficiency, but at the same time, these 'tighter' building envelopes tend to trap bacteria, leading to odors. The results of this real-world trial should encourage advancements in the design of HVAC systems."

The Fort Jackson trial is comparing the ability of antimicrobial copper HVAC components with the more commonly used aluminum components in controlling the growth of odor-causing bacteria and fungi in HVAC units. In addition to mitigating odor, the copper elements are expected to improve system efficiency by reducing organic buildup on heat transfer surfaces. Components being replaced with copper are those in which microbial contaminants tend to thrive — cooling coils, heat exchange fins and drip pans.

In conjunction with the real-world field trial at Fort Jackson, a controlled laboratory study is taking place at the University of South Carolina in

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LG Electronics realizes growth in U.S. market

ORLANDO — During the AHR Expo, LG Electronics announced new initiatives and energy efficient products designed to grow the company's U.S. commercial and residential HVAC business.

As a fairly new player in the U.S. HVAC market, LG Electronics began investing in this market over the past decade. Underscoring this commitment to the U.S. HVAC market, LG is introducing three new high-SEER models for commercial and commercial light applications.

In the U.S., the company's commercial air conditioning group has grown significantly, with many new employees added to the organization over the past few months. LG air conditioning systems are now installed in more than 40,000 residential and commercial properties in the U.S. Anticipating growth, LG opened its first commercial air conditioning training academy in December 2009 just outside of Atlanta, Ga. Since

“LG Electronics has been one of the world's largest producers of air conditioners and here in the U.S.... We have energy efficient heating and cooling solutions that blend effortlessly into a wide range of commercial and residential environments...”

then, LG has opened an additional facility in California to better serve its West Coast customer base, and the company plans to open two other academies later this year.

“LG Electronics has been one of the world's largest producers of air conditioners and here in the U.S., we are building on this global leadership position and looking to grow the business in this market,” said Kelly Cutchins, vice president-commercial air conditioning at LG Electronics USA Inc. “Illustrating that commitment, we have energy efficient heat-

ing and cooling solutions that blend effortlessly into a wide range of commercial and residential environments. And, supporting the industry's training needs and especially our growing customer base, we are excited to have opened two training academies in the last two years and we have more plans in store in 2010 and beyond.”

LG Electronics USA is continuing

to increase access to industry experts who can offer insights for professionals looking to expand their knowledge base and further their education in the field. The training academies focus on educating a diverse audience on LG's advanced applied commercial products, duct-free and energy efficient solutions and other products that can broaden contractors' portfolio.

Having trained more than 1,000 contractors, installers and engineers at the Atlanta facility and more than 2,000 total, including offsite training sessions in just the last year, professional growth options are becoming easier and more convenient to those in the industry. Two additional training facilities are planned to be opened in 2010, further enhancing the educational opportunities for professionals in the HVAC industry.

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the Arnold School of Public Health.

In addition to the trials, the Copper Development Association is pursuing EPA registration of the copper alloys for use in protecting these HVAC components.

The copper cooling coils, heat exchange fins and drip pans were manufactured by Luvata, a leading metal fabrication and component manufacturing company.

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Giving customers what they ask for

Bradford White rolls out Accessory Packages for the ICON System

BY MARY JO MARTIN
Editorial director

During the highly successful launch of their ICON System™ gas control valve last fall, Bradford White noted that plans were in the works to roll out a line of Accessory Packages in the first quarter that would offer even greater versatility and benefits to wholesalers, contractors and homeowners.

According to Bradford White vice president-sales and marketing Bruce Carnevale, the ICON System's launch "has been a phenomenal success, going even beyond my expectations. I am hearing stories every day about contractors becoming Bradford White customers, primarily because they really like the ICON technology. And of course our reps and our wholesalers love it because it gives them something new to sell."

He emphasized that the valves are working extremely well, with rarely a technical issue. In fact, calls regarding the ICON to the Bradford White Serv-

Carnevale. "All of these new packages tie in very simply with the ICON system to make it a seamless progression. It all really starts with the Accessory Module, which is mounted to the water heater and connected to the communication port that is built into the control itself. This module is what controls and powers all of our Accessory Packages."

A multi-color LED status indicator on the module monitors the Accessory Packages, while also offering diagnostic codes that signal leak detection, inlet shut-off valve status and a control fault. In addition, it activates an audible alarm if a leak is detected and is de-activated if a leak has been corrected. A mute feature is included to silence the alarm with the push of a button.

How they work

Let's take a look at each of these new Accessory Packages a little more closely:

• **Protection Package** — This package is designed to help mitigate damage that a water heater leak can



Bradford White's independent representatives and wholesale distributors have done an outstanding job in training contractors to make them very adept at installing the ICON System, resulting in few callbacks.

keeps the pilot lit. We are very concerned about safety and our engineers and Honeywell did a remarkable job on these features."

Another feature of the Protection Package is a rubber dam that improves detection by collecting water when there is no drain pan. It is installed around the base of the water heater, and holds enough water to activate the sensor and alarm when a leak occurs.

• **Inlet Shut-Off Valve Package** — "For homeowners who want to take their leak protection to the next level, they can have their contractors install our automatic shut off package," Carnevale explained. "This automatically shuts off the cold water

water heating to begin again.

• **Performance Package** — Homeowners can realize savings of up to 36% on their energy usage with this programmable control, which offers seven-day programming for up to four periods a day (wake, leave, return, sleep).

"These controls are very easy to operate and allow homeowners to program their water heater much like they do their HVAC system," Carnevale said. "They can set it so the heater is running at the set-point temperature in the morning and then again later in the day, but not while they are away from the home or sleeping. The control can be mounted on top of the water heater or remotely somewhere in the home for easier access by the homeowner."

This control features a hot water capacity indicator, a read out of set point water temperature, diagnostic display codes for installation and troubleshooting, and a battery back-up for up to 30 days.

"The Performance Package really does two things for homeowner," Carnevale noted. "First, it increases hot water deliverability by 50% or more. The second part is the significant energy savings. Of course, the amount of savings depends on how the water heater is used and how long the homeowner is away. We accomplish this by using an integrated mixing device that allows the contents of the water heater to be stored at a higher temperature. The mixing valve then mixes in cold water from the inlet (Turn to A new ICON... page 140.)

"I am hearing stories every day about contractors becoming Bradford White customers, primarily because they really like the ICON technology."

inlet after a leak is detected and confirmed, and gives homeowners peace of mind when they are away from their home, especially for long periods of time."

It can be mounted directly to the water heater, or at any point upstream of the water heater. Similar to the Protection Package, as soon as the problem is corrected, the Accessory Module opens the shut-off valve, which allows water to enter the tank and normal

"Part of our strategy is to be able to easily integrate new accessories and options with the ICON valve to give wholesalers and contractors some new and exciting products to sell."

— Bruce Carnevale

ice Center have been remarkably low — especially in light of its recent release. Carnevale credits the company's independent representatives and wholesale customers for doing an outstanding job in their training efforts, which have educated contractors and made them very adept at installation, resulting in few callbacks.

The ICON System allows homeowners to add on Accessory Packages that offer previously unavailable energy- and time-saving benefits. The first wave of these packages from Bradford White is now available. Among the features they offer are:

- More hot water for the money
- Energy savings
- Operational programmability
- Leak detection
- Automatic shut off of incoming water supply.

"Part of our strategy is to be able to easily integrate new accessories and options with the ICON valve to give wholesalers and contractors some new and exciting products to sell," said

Carnevale. Among its features is an electronic leak detection sensor that attaches to the base of the water heater and triggers an audible alarm if a leak occurs. As an additional layer of protection, if the sensor detects a prolonged leak, it also sends a signal to the Accessory Module to interrupt main burner operation. This prevents the potentially unsafe condition of heating a less than full, or even empty, tank. When the situation is corrected, the Accessory Module re-sets both the leak detection sensor and gas valve so normal water heating can take place.

"The system is designed so it doesn't make nuisance alarms," Carnevale noted. "In fact, it actually is set to sense and monitor a leak for 15 minutes or so before it activates the alarm. This avoids unnecessary service calls and homeowner aggravation. Knowing this, the homeowner doesn't have to guess whether there is really a problem or not and if it is time to call a technician.

"Once the leak is detected, it will shut off the main burner operation, but



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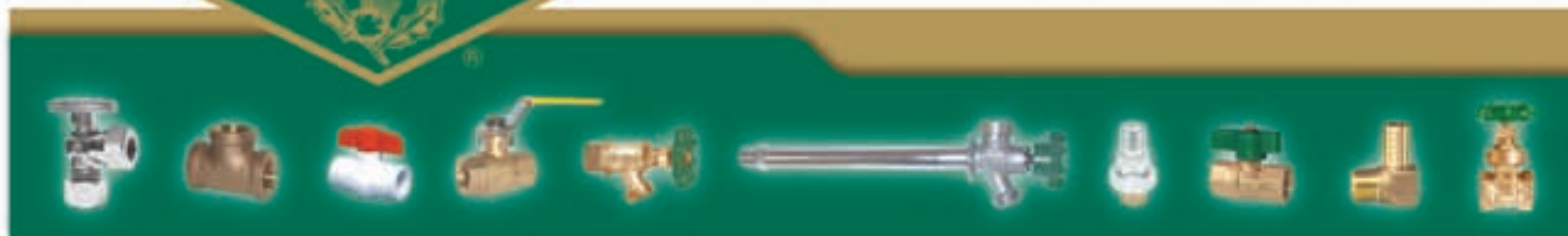


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Design Studio showroom program unveiled by Axor

(Continued from Axor, page 1.)

the vision of the Axor Brand – international design partnerships, comprehensive collections and innovation leadership in design.

According to Cindy Welsh, national sales manager, “The ADS program is targeted towards a limited network of high-end decorative showrooms, which have the expertise to sell designer products to a clientele of architects, designers and consumers.” Axor also plans to extend its

program as a way to further emphasize our commitment to our clients and as another service for the specifier community. We have partnered with world-renowned designers to help realize our design vision and have, as a result, developed outstanding designer collections. It is only natural to have a merchandizing program reflecting the same level of excellence.”

As the Axor Design Studios are introduced across North America in 2010, those in the A&D



The Axor Design Studio Program is a national showroom program that uses this exclusive 15-foot display, which reflects the vision of the Axor Brand.

partnership with industry associations (including ASID and AIA) to develop rich and informative programming and CEU training at these Design Studio locations.

According to Nicolas Grohe, director of marketing and product development for North America, “We developed the Axor Design Studio

community will have the opportunity to truly experience the Axor brand and share with their clients why Axor is a leader in design and innovation in the plumbing industry.

Grohe added, “We are really looking forward to the coming year. We see the new Axor Design Studios as both a dynamic tool for our clients and a place for us to connect in a meaningful way with the entire design community through events and training opportunities.”

Visit www.axor-design.com. To obtain a list of ADS showroom locations across the U.S., visit the “Where to Buy” section on www.hansgrohe-usa.com or call 800/334-0455.

Big turnout expected for K/BIS 2010

(Continued from K/BIS, page 1.)

and other professionals directly involved in the design and remodel of residential kitchens and bathrooms. The nearly 350,000-square-foot expo space at K/BIS is complemented by a full conference program, which is led by top industry leaders and offers vital networking opportunities.

“With consumers growing savvier than ever when it comes to home improvement, K/BIS offers its attendees and exhibitors an unparalleled opportunity to get a leg-up on the competition by showcasing the latest products and trends in the marketplace,” said Mark Karas, 2010 president of the NKBA.

The theme for this year’s show, “be inspired,” aims to stimulate kitchen and bath industry professionals as the nation slowly works out of an almost two-year-long economic recession. “We want to inspire people who may have been sitting on the sidelines waiting for things to get better to really look at the possibilities for growth in this industry, and get them back on their feet,” said Brian Pagel, vice president of the Kitchen and Bath Group at Nielsen Business Media. “We’re trying to stress that the fundamentals of the kitchen and bath industry are still very strong and there’s a bright future ahead, while at the same time, we seek to arm our audience with the skills and knowledge they need for added

growth.”

Show highlights this year include the Design Idea Center and Center Stage, housed within the NKBA’s 13,000-square-foot booth in the center

“We want to inspire people who may have been sitting on the sidelines waiting for things to get better to really look at the possibilities for growth in this industry, and get them back on their feet.”

of the trade show floor. At the Design Idea Center, attendees can peruse some of the latest and most innovative products in the marketplace to boost their own creative and business ideas.

Next door, Center Stage houses some of the conference’s smaller educational sessions and networking opportunities that are all free of charge. Attendees can earn continuing education units by attending the sessions.

This year’s conference program is broken down into four “Knowledge Paths” that include: Business and Leadership, Trends and Insight, Design and Inspiration, and Sales and Marketing. The four paths each contain a variety of panels, presentations, courses and other sessions related to their particular fields, which present opportunities for attendees to receive credited CEUs.

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See contact information on page 172

DDI System

Building a single-solution software for distribution

BY MARY JO MARTIN
Editorial director

When Adam Waller discusses the benefits and capabilities of DDI System's distribution software, he can truly speak from a customer's perspective. Waller himself grew up working at Wal-Rich, a distributor formerly owned by his father and grandfather. He laughed describing all the various responsibilities he held there — including sweeper of the warehouse floor, order picker, warehouse manager, sales manager and IT director. That was at a time when computers were just starting to become, in Waller's words, "present" in business life. "I became fascinated with what we could do with better information," he said. "There were always questions that needed to be answered, but unless you knew just the right person to go to for each specific question, you often couldn't get the information you needed to help a customer."

When Wal-Rich brought in their first computer system, they put Waller in charge of it. Over the next 10 years, he wrote new software for the computer and developed what he believed to be a good program capable of gathering all the information Wal-Rich

fact, while we've had customers go out of business or be acquired, we have never lost a customer to another software vendor."

Continuing the mission

DDI continues to have the same mission today as they did in 1994: To provide a single solution that meets the needs of mid-sized and smaller wholesalers at a fair deliverable price.

"While the application has really blossomed in functionality, our key focus continues to be meeting the needs of businesses with 100 or fewer users and five to seven locations," Waller explained. "Our packages handle almost every function that a business uses in their operations. It's really one comprehensive application that is handling almost everything in the daily workflow of a wholesaler. About the only thing we don't handle is payroll, because most of our customers are using outside payroll services. Today we have 10 developers writing software for us full time and they provide upgrades twice a month that contain new features. I'm very proud of that, and it keeps us really engaged with our customers."

Thanks to its innovative and relevant programming, DDI has achieved

"If you wait passively for the economy to float your ship in and out of trouble, you're not achieving the best you can for your time and business. Business owners and managers must make intelligent investments, not only in technology, but in everything to do with their companies."

— Adam Waller

needed to do business. During that time, Wal-Rich hired Leon Shoykhetbrod to help Waller with the programming and new innovations. So in 1994, when Waller's family sold Wal-Rich to the Rich family, Waller and Shoykhetbrod founded DDI System. Their first customer was Bedford Hills Supply, which had been one of Wal-Rich's valued customers.

"There were a lot of long hours and I can't tell you how many nights we slept on couches in their offices because we'd be working all hours just to get everything right," Waller remembered. "But we did a good job with their system, and word of mouth pretty quickly brought us about 10 more customers in the New York City area. Over the years, we've continued to view all of our customers with that same commitment to excellence — in

20% to 25% annual growth over the past 10 years, and while that has slightly slowed during this recession, they have expanded their reach beyond PHCP/PVF into paper, packaging and janitorial supply distribution. Sales are now fairly equally split between these markets.

"We are very much sticking to the vertical markets that we have expertise in because it is vitally important that we really understand their businesses," Waller explained. "We can transition these distributors from one system to another in two months from start to finish, with all their data intact, and have them comfortably using the system. We work closely with our customers to help them feel comfortable with all the different aspects of our software and get them up to speed on it so they can make use of all our



DDI founder Adam Waller (seated) and Dan Banks, DDI's Eastern region sales director, at a recent trade show.

functionality.

Our transitions are effective, quick and less costly."

Functionality

Inform is DDI's flagship product, and it handles most of the functions required by a distributor. That core product can be enhanced with add-ons or modules that offer e-commerce, bar-coding/WMS, electronic proof of delivery, and e-docs, all of which are designed in-house. Waller is proud that DDI has structured its price point in such a way that the system and modules are typically within the budget constraints of their targeted customer base.

One very effective way that Waller has found to reach customers and prospects is through webinars. For the affordable cost of \$79 or less — and many are free — distributors can sit in on webinars in which Waller and his team review various topics, including areas of the software that are often underused. "We've had great success with our webinars," he said. "They stimulate people to think about the capabilities they already own. We are concentrating more heavily on our marketing messages and improving communication with our customer base."

DDI has invested in emerging systems that they believe will hold great value for wholesalers. Following is an expanded look at two of these key new systems:

• **Customer Relationship Management** — The idea of combining CRM into a piece of software is rather new, but generations are changing, and so must software functionality. The CRM component has about 20 different facets, including shared cal-

endars that make it easier for managers to monitor activity. This tool is now available as a free module in DDI's application.

"One of the things that we've learned as we were growing this business is that we needed to have a handle on more than just what our orders were," Waller explained. "We needed an overview of our selling activities, an understanding of what our sales team was doing, who they were talking to, etc. We didn't have a really good grasp of what our teams were doing each day to get business, and the same is true of a lot of wholesalers."

"Last year as we looked at ways we could distinguish our software, we determined that what was missing was the whole planning side. So we started building it and we based it on the concepts that we were using ourselves from the salesforce.com program. It brings a level of focus to an organization that they might not have had before — and does it without tedious reports. It's so boring for managers to have to go through long reports. The screens we've developed are very interactive and colorful. You can drill down to get to the meat of what you want to know. It's all organized for review the next day, week or month."

• **E-commerce** — This has come a long way since DDI first made it available in 2001. While the original module worked well, the expectations today are much higher.

"There are many websites that are cool and doing a great job with functionality," Waller said. "Taking a very simple subset of what they had achieved, we started working on our (Turn to DDI system... page 144.)

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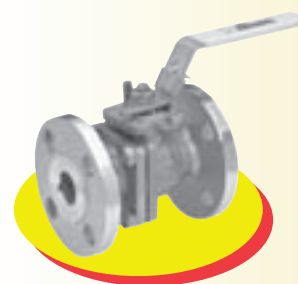
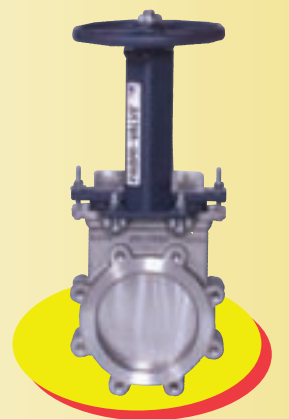
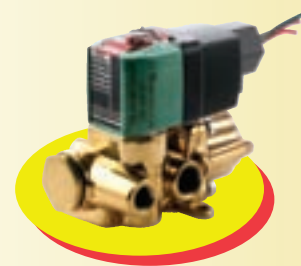
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REHAU chosen for pioneer LEED for Homes project in Northern Va.

LEESBURG, VA. — For more than two decades, Lauten Construction has specialized in remodeling and historic renovation in the Northern Virginia area, with a focus on improving the energy efficiency of older structures. Recently expanding into new home construction, proprietor Robert Lauten's Village Green Homes initiative will oversee development of the first houses in Loudon County to be built to new LEED for Homes certification standards.

Lauten's experience with remodeling older homes inspired his focus toward incorporating high-quality, environmentally minded details into a home comparatively scaled back in size. "Most of the historic homes we've worked on are nowhere near the size of today's new builds," Lauten said, "which has helped to refine our understanding of how numerous amenities can be comfortably incorporated into a relatively small space."

In addition to designing a more traditionally sized home, Lauten wanted to seek out and include the latest in green building technologies for highly efficient heating and cooling. He approached REHAU about its RAUGEO™ geothermal ground loop heat exchange system, especially due to the system's successful employment in several commercial and residential projects throughout the D.C. Metro area.

"When Village Green Homes came to us, they wanted to identify the alternative energy technologies that made the most sense for the kind of houses they were looking to build," said Mike Maher, sales manager-renewable energies at REHAU. "Robert Lauten and his team were very receptive to how our RAUGEO ground loop heat exchange system can provide a higher level of security, increased energy extraction and a more manageable ground loop. They were equally as enthusiastic about the REHAU ECOAIR™ ground-air heat exchange system's capabilities in providing filtered ventilation air that is also pre-conditioned to reduce the amount of energy required to heat or cool a building."

Both systems capitalize on consistently moderate ground temperatures below the earth's surface. The RAUGEO ground loop heat exchange system circulates a heat transfer fluid that is capable of moving heat between a building's HVAC system and an underground series of pipes.

When heating, the system collects and concentrates heat from the ground and delivers it to the building. When cooling, excess heat is removed from the building and dispersed into the ground. In addition, the REHAU ECOAIR ground-air heat exchange system delivers fresh, ventilated air that is also pre-warmed with ground heat 5 to 7 feet below the earth's surface in winter, and pre-cooled with cooler ground temperatures in summer.

"Taking advantage of the natural properties of the ground in supplying and storing HVAC energy just seemed to make sense for this project," explained Lauten. "It's simply about responsible building, and the benefits of long-term energy savings are nothing short of incredible."

The geothermal heat pump system employed is comprised of three vertical boreholes, each with a 300-foot RAUGEO Double U-bend featuring 1-inch RAUGEO PEXa (crosslinked polyethylene) pipe. A geothermal manifold allows each borehole to be individually controlled and optimizes system performance.

Village Green Homes estimates geothermal energy will provide an approximate 30% energy savings for its eventual homeowners, when comparing their houses to similarly sized residential structures using traditional HVAC energy sources such as natural gas and electricity. In all, the RAU-

GEO system is expected to supply more than 9 million Btu per year, which also translates to the offset of nearly 3 metric tons of carbon that would have been otherwise generated from a traditional energy source.

The REHAU ECOAIR ventilation system that was incorporated into the model home includes a filtered air inlet tower, condensation manage-

vided by REHAU ECOAIR can be delivered to the home at nearly 40°F," Emery explained. "Likewise, at the year's peak heat with ambient air of nearly 100°F, the conditioned air can be cooled to 75°F. With these capabilities and as part of a balanced air ventilation and HVAC system, a ground-air heat exchange system like REHAU ECOAIR can make a con-

The REHAU ECOAIR system employed in the Village Green Homes model house is designed to deliver more than 12.5 million Btu per year of new energy to the home...

ment components and 165 feet of buried 8" dia. PVC pipe. The pipe also features a unique inner layer developed by Agion Technologies Inc. that leverages the naturally occurring properties of silver to inhibit microbial growth.

"With the focus on tighter building envelopes to promote high energy efficiency, bringing in outside air via controlled ventilation has become even more important in ensuring good indoor air quality," said Scott Emery, business unit manager, civil engineering and infrastructure at REHAU.

The system also reduces overall HVAC energy requirements by using the naturally occurring, no-cost energy from the ground to either heat or cool air prior to entering the home.

"At the coldest point in the year, when the ambient outside air is a frigid 2°F, the conditioned air pro-

siderable contribution to the overall efficiency of a building's space conditioning systems."

The REHAU ECOAIR system employed in the Village Green Homes model house is designed to deliver more than 12.5 million Btu per year of new energy to the home, offsetting the equivalent of nearly 4 metric tons of carbon that would have been otherwise used in traditional methods of heating or cooling the ventilation air.

Once constructed, additional systems-built, sustainability minded homes will reside with the initial showcase residence in the Village Case community of Purcellville, Va. This area has been recently recognized as a new urbanist community, and offers convenient walking distance access to shopping and public transportation.

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Rinnai products featured in HGTV Dream Home

PEACHTREE CITY, GA. — Rinnai Corporation announced that four products from its energy-efficient, lifestyle-enhancing portfolio are featured in the HGTV Dream Home 2010. Located in Sandia Park, N.M., the HGTV Dream Home 2010 showcases superior home technologies as well as high-style décor.

Rinnai's Q205S condensing wall-mounted boiler, RC98HPi condensing tankless water heater and R75LSi

tankless water heaters provide energy-efficient home heating and water heating to the HGTV Dream Home, while two of the company's Impression™ outdoor fireplaces bring a sense of character to the home's extensive patio areas. In addition, as a celebration of the company's third consecutive year sponsoring the HGTV Dream Home, Rinnai hosted a "Win a Tankless" online sweepstakes for consumers.

"HGTV viewers look to the HGTV Dream Home for inspiration when creating their own comfortable and beautiful living environments," said Rinnai's director of marketing Ansley Houston. "Participating in the project for the third straight year has allowed more consumers to become familiar with the Rinnai brand, and we're thrilled to have such a wide array of Rinnai heating products featured in the HGTV Dream Home."

Both the Q205S condensing wall-mounted boiler and RC98HPi condensing tankless water heater incorporate condensing water heating technology for superior energy efficiency and performance. Rinnai's condensing wall-mounted boilers and condensing tankless water heaters recapture residual heat from flue gases and transfer it into the water being heated. This process minimizes the amount of wasted heat, which translates into significant

energy savings.

Rinnai's condensing wall-mounted boiler heats the entire HGTV Dream Home through hydronic radiant floor heating, creating a warm, comfortable indoor environment while operating at up to 96.5% AFUE efficiency. These condensing boiler units are easily retrofitted to replace traditional, less efficient boilers and may also be used in new construction to provide simple, space-saving installations.

The RC98HPi condensing tankless water heater provides the HGTV Dream Home's master bedroom, laundry room and second

bathroom with continuous hot water, eliminating any fear of cold showers. The company's unique condensing design delivers up to 95% thermal efficiency.

The Dream Home uses Rinnai's R75LSi standard tankless water heater to supply the kitchen and butler's pantry, while a second R75LSi unit serves as a supplementary hot water source for the separate guest quarters. Both offer the same comfort and convenience benefits including the ability to run multiple hot water appliances at one time.

Visit www.rinnai.us for additional information.

Hercules Chemical emerges from bankruptcy

Passaic, N.J. — The employee-owners of Hercules Chemical Company announced that the company has officially emerged from bankruptcy. After battling asbestos lawsuits for over 20 years for a single product manufactured prior to 1983, the company had no choice but to file for protection under Chapter 11 on August 22, 2008.

The company's reorganization plan was approved by the United States Bankruptcy Court for the District of New Jersey on December 22, 2009. The United States District Court for the District of New Jersey gave its seal of approval on January 6, 2010. The effective date of the plan

is February 9, 2010.

Pursuant to the confirmation order and plan, all present and future asbestos-related liabilities and obligations against the company will be channeled to an independent Asbestos Trust.

Hercules has been in existence for 95 years. Founded in 1915, Hercules

The United States District Court for the District of New Jersey gave its seal of approval on January 6, 2010. The effective date of the plan is February 9, 2010.

became an employee-owned company in 1995 and has been registered as an ISO certified manufacturer since 2003 and in November of 2009 was registered to the new 9001:2008 standard.

With the bankruptcy behind them, the employee-owners of Hercules look forward to investing their time and resources in what they do best — providing quality products for the plumbing and heating industry.

Hercules president David M. Siegal noted his particular pride in Hercules employee-owners: "Their terrific effort throughout the bankruptcy process allowed us to maintain the service levels for which we are known."

Leonard A. Ruvolo, VP-Finance, noted that "the bankruptcy removed a major obstacle to our future progress with hardly a blip in our relationships with our suppliers and customers."

Hercules offers a full line of plumbing chemical and related products primarily through plumbing and heating wholesalers through its association with Oatey Supply Chain Services (www.oateyscs.com).

Visit www.herchem.com.



Rinnai's condensing tankless water heater provides the HGTV Dream Home's master bedroom, laundry room and second bathroom with continuous hot water.

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Omni's Luxury Products Group inaugural event is a huge success

Omni Corporate Services Ltd. Inc., established in 1980, launched their Luxury Products Group in 2009 and held their inaugural three-day exhibitor and showroom event January 28-30 at The Doral Golf Resort & Spa in Miami. It was a huge success! This LPG will change the dynamics of their plumbing wholesaler showroom membership and the industry.

LPG (www.luxuryproductsgroup.com) opens the arena for members to network with like-minded people — sharing ideas and challenges in order

Eighty percent of Omni's plumbing wholesalers operate showrooms focusing on high-end luxury products.

to expand their decorative plumbing and hardware showroom business, as well as providing an opportunity to buy from and see products from a variety of showroom-oriented worldwide vendors.

Eighty percent of Omni's plumbing wholesalers operate showrooms focusing on high-end luxury products. There are more than 200 Omni wholesalers totaling over 500 locations in this "member owned" vibrant group. More than 45 major quality luxury bath, plumbing, kitchen and decorative hardware manufacturers participated in the LPG inaugural event. Owners and their showrooms managers must attend the yearly three-day conference meeting to qualify for LPG; or risk losing incentives and special programs.

"With so many of our wholesalers committed to the showroom business, this seemed like a natural extension to what we are already doing in the wholesale business," Bob Hoff, president of Omni Corporate Services, said in a statement.

Omni Corporate Services has over 30 years of buying group administration and know-how. Luxury Products Group has a strong and knowledgeable "Committee," and membership is made up of some of the most experienced and successful plumbing wholesaler and DPH showrooms in the U.S.

Following is a look into the events of the first LPG meeting.

January 28 –

Welcome and Reception

The event kicked off at 2 p.m. with

an "Introduction to the LPG Program," followed by a "What I Need" showroom interactive session. The Welcome Reception followed at 5 p.m. All the details of this event were set up by Linda Koenig, executive director, Bob Hoff, president, and the LPG Committee.

January 29 –

Showplace Booths & Exhibits

About 45 LPG luxury bath, plumbing, kitchen and decorative hardware manufacturers took part in the Showplace event. All of the showrooms visited with the exhibitor booths from 9 a.m. to 3 p.m. No seminars or other venues were held during the Showplace. Vendor-requested meetings were scheduled from 3 p.m. to 5 p.m. for private meetings with vendors and members.

Friday night's event ended with a cocktail party and dinner dance with a fabulous dance band. Many of the owners brought their spouses, and the dance floor was packed.

January 30 – Special Interest Discussion Groups

- Don Smith of Central Arizona Supply moderated an interactive session on "Transitioning from Wholesale to Showroom." It addressed what is necessary to be successful at transitioning from wholesale to a serious money making showroom.

- "Dealing with Customers" was moderated and led by Tonya Martin, ProSource LLC. She elicited an active group discussion about how to work with the trades and consumers in order to meet their expectations.

- "How I Advertise" — Jeremy Smith of Central Arizona Supply, moderated and shared his own success tips in this interactive session, which covered many progressive ways to drive traffic to the showroom. Co-op advertising, periodical rotating displays, and keeping the showroom "fresh and new"; and "soup to nuts" on various successful methods of advertising.

- Gary Cedrone of Republic Plumbing Supply moderated a great session on "Internet and Big Box Sales," which turned out to be 95% internet. A heated discussion on manufacturers (IMAP) focused on answering clearly, "Internet – Friend and Foe" and what the members need to do. The topic was competing with the Big Boxes, as this group of wholesalers collectively does not see them as their true competition.

- For "Showroom Displays," Jeremy Smith of Central Arizona Sup-

ply facilitated a great session with much participation that covered rotating displays, keeping the displays fresh, and some modern methods of merchandising bath, plumbing, kitchen and decorative hardware products.

- "Switching Lines" — Don Smith of Central Arizona Supply facilitated a session on how to switch existing showroom product lines to the 45 Luxury Products Group vendors and the many benefits.

I participated in the showroom discussion groups, sharing my years of wisdom in showrooms. I found the membership and comradeship of the members incredibly inviting and rewarding. Many of the plumbing wholesaler membership in LPG have been members of Omni Corporate Services since its inception in 1980.

The Closing Remarks Session

As all of the showrooms gathered for the last session, facilitated by Bob Hoff, everyone was very upbeat about the results of the events. You would never know at this event that we were in a tough economy. There were plenty of suggestions along the way and during this session on ways to make LPG better. LPG leaders are open to listening to these suggestions so this group is destined for great things to come.

LPG is looking to fill many vendor product categories and will be selectively looking for plumbing wholesalers with showrooms to enhance their buying volume and enjoy the comrade-



BY PETER SCHOR
Showroom specialist

ship of fellow plumbing wholesalers.

There was talk about having a LPG Branding Campaign in showrooms. There is currently a website being developed exclusively for LPG members.

The Luxury Products Group has slated their next Luxury Showplace Meeting for The Westin Kierland Resort and Spa, in Phoenix, January 27-29, 2011.

For more information call Luxury Products Group at 330/995-2840. ■

Peter Schor, president of Dynamic Results Inc., is a bath/plumbing industry speaker, educator, author, columnist and consultant in the many segments of our industry. For the past 20 years, he conducted seminars and speaks at numerous conventions. Schor has great expertise in the field of showrooms and hotel bathrooms and has won many industry awards. He also consults manufacturers in taking their products to market in the areas of sales, marketing and public relations. Schor can be reached at 1302 Longhorn Lane, Lincoln, CA. 95648, phone 916/408-5346, fax: 916/408-5899, e-mail pschor@dynamicresultsinc.com or visit his website: www.dynamicresultsonline.com.

SOLARHOT's SolVelox achieves Energy Star certification

MORRISVILLE, N.C. — The SolVelox solar unit from SOLARHOT has earned an Energy Star rating.

The Energy Star program, under the direction of the U.S. Environmental Protection



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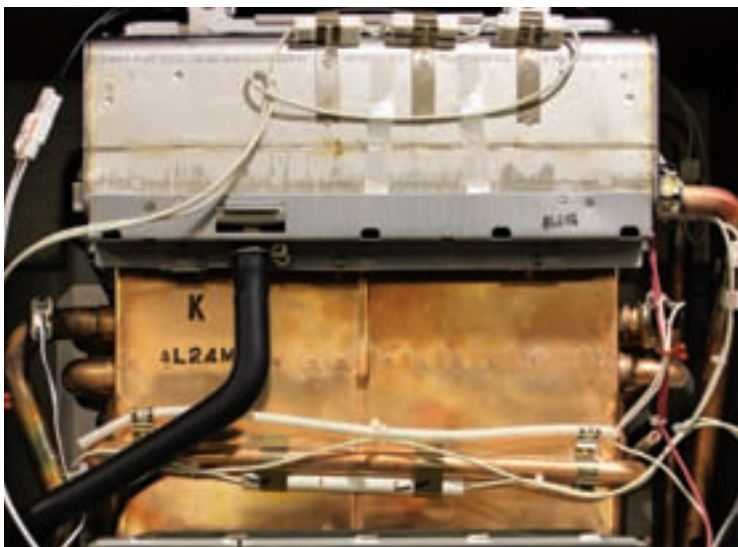


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Dan Holohan's column, "Talkin' Radiant," can be read in the print edition of *The Wholesaler*.



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What's all the mystery and intrigue? The U.S. — and this industry — needs them all. After all, it's only business!

Thanks for turning to Martin's Corner. It is very interesting to spend some quiet time just thinking about the plumbing, mechanical/HVAC, industrial PVF and specialty wholesale distribution industry today. It really touches my heart because when I started in the business, there really was one major concept — the independent wholesaler, period. Yes, we had a couple or three noteworthy big national companies in those days, but nowhere near the concept in which our certified "national companies" of today operate.

I suppose that the "marketing/buying group" concept that is so popular today was merely a twinkle in someone's eye back then. Today, due to mergers, acquisitions, roll ups and start ups all across the U.S. and Canada — which have been a response to the fast-paced growth in the supply and demand market needs over the past 10 to 15 years or so — we now have several huge and successful national wholesale distribution companies that stretch from coast to coast. In addition, there are several very well-known and well-positioned marketing/buying groups made up of small, medium and large independent and regional wholesale distributors working together for their common good. There are also many more wholesale houses that have taken the grass roots approach to a specific niche in a market segment area, and created special divisions — and yes even new stand-alone companies to operate within that niche. Some are members of groups, some are not.

The above approach to serving our market is not just left to the wholesalers that cover the identified commodity and specialty markets. No sir, this move to expand and grow via roll ups, buy outs, mergers, consolidations, etc., has deep roots in the contracting business and plumbing/piping end-users as well.

Drilling a little deeper

So what do I mean by that? Look at what has happened over the past few years when it comes to good solid union and non-union contractors. Diversification, mergers and roll ups have played a big part in that market as well.

It is not uncommon today to see a West Coast contractor working in the Midwest, or an East Coast concern in the South or Southwest. This is a free market and everyone is free to seek exposure and profits in any sector they want to work in. Contractors are very mobile and not only can they open fabrication shops and job site operations most anywhere, they can and do offer joint ventures with smaller, more niche, players market to market. If they are involved in a roll up or holding company with operations from coast to coast, it is much easier to expand.

Traditional wholesalers in market A, B or C cannot easily fold up their tent and move with a favored customer. They can open branches, they can acquire someone, they can sell to existing national companies, or they can become active in one of the many national marketing/buying groups. All this to serve that special customer and to gain market share!

Within the Mechanical Contractors Association of America (MCAA), the vendor person who chairs the vendor/supplier committee each year also serves a one-year term on the MCAA Board of Directors. On one occasion, I was at the MCAA board meeting and there was an open discussion in which each board member what the biggest hurdle was in the coming years standing in his or her company's way of growth and prosperity.

As I listened to several big contractors pouring their hearts out about positive and negative issues that will affect their company, it seemed that the one thing they all had in common was that competitors from all sectors of both union and non-union competitors were coming from all parts of the country to bid work. What could be done about it?

As time drew closer and closer for me to speak, I was twisting in my seat a bit trying to think of what could I say (representing all vendors and suppliers) that might indeed mean something to these folks from across the country. For a moment I felt a bit small in a land of giants, and then it hit me!

So when they handed the mike to me, I cleared my throat and firmly stated: "On behalf of all your vendors and suppliers of products through your distribution of choice, I tell you we all feel your pain. As a single U.S. manufacturer that is commodity foundry product oriented, I also con-

firm to you that we have our own tough, and sometimes unknown, competitors to deal with, and they are called imports."

The room fell quite, and I continued: "None of us mind competing and can compete with most anyone or any country as long as it is apples to apples and the playing field is level, know what I mean? Sometimes specs aren't even the same. Sometimes products are not even approved by the specs, and sometimes government issues from other countries makes it impossible for all of us to service you or the wholesaler at all and be profitable."

"You can help us help you by not being so quick to pull the trigger when you see spreads in products that does not seem to be real or even right. There are many great U.S.-made products out there today to serve all segments of your business, and yes, there are some pretty darn good import products as well. Just think about what is really good for the U.S. and your industry, and for your company! We will follow you in your needs!"

It's just business

You see, my point is this as stated earlier: It's only business, and we all must try to direct business as best we can that (at the end of the day) is good for the producer/supplier, the wholesaler and the end-user/contractor. These national contractors and installers work coast to coast, and they like wholesalers and vendors that do the same. They also work in their own back yards, and need local support as well.

National wholesalers have to show profits locally, just like a marketing group's independent members, or a single location independent — and contractor/customers know and expect that. All they want is for their suppliers to be fair, to go an extra mile for them when need be, and to support getting them on and off projects.

Bottom line is that everyone has favorite people they like to deal with. Some have a comfort zone dealing with the national companies from past support, and some still like the flavor of the local distributor. This is the people factor, and the market needs and thrives on that. Everybody in the industry knows that "It's only business!"

One contractor tells me that suppliers who tend to be nimble and show willingness to "flex" to support



BY JOHN MARTIN
PVF industry veteran

needed activities for certain jobs gain his favor quickly. He said, "The process for some jobs requires you to step back, shift gears and proceed a bit out of the norm when needed. We like a company that is willing to help us get over the hump at times!"

To that I say, whether you're a national or independent you gotta know how to flex for this guy within your system to garner his business. Nimble and quick on your feet to serve — great ideas!

In the old days (prior to our current sales and marketing structures of chains and groups and independents doing work nationally), I worked in Dallas. It was sort of like a milk run every other Wednesday that I'd go by my favorite mechanical contractor's office to visit a buddy of mine and see what was happening and what was on the books.

It was so normal in those days for folks in positions like he was to visit awhile about the Cowboys or bird hunting, etc., then he'd hand me a list of product on a purchase order for a local job and say, "Here John, take this by ABC Supply and get them to put their PO number on it for you and ship them to the job for me. Everyone has been so busy fighting over the big equipment or the big ticket items, they keep forgetting product like this."

How much fun is that? Problem is that for the most part, those days are gone. If that contractor is part of a roll up, they have a corporate office to work with, and if the wholesaler he wants me to take the order to is a national chain and is not favorable to that product of mine — or if the buying group or independent wholesaler has the same issues — it can be a difficult process with multiple steps. Yes, "It's only business," but it is different.

In today's world, "milk runs" hardly exist for outside sales folks; little is easy and there sure are not many — if any — secrets. Just because a national company is connected coast to coast with a string of very nice operations loaded with product does not mean they will get (Turn to Only business?, page 62.)



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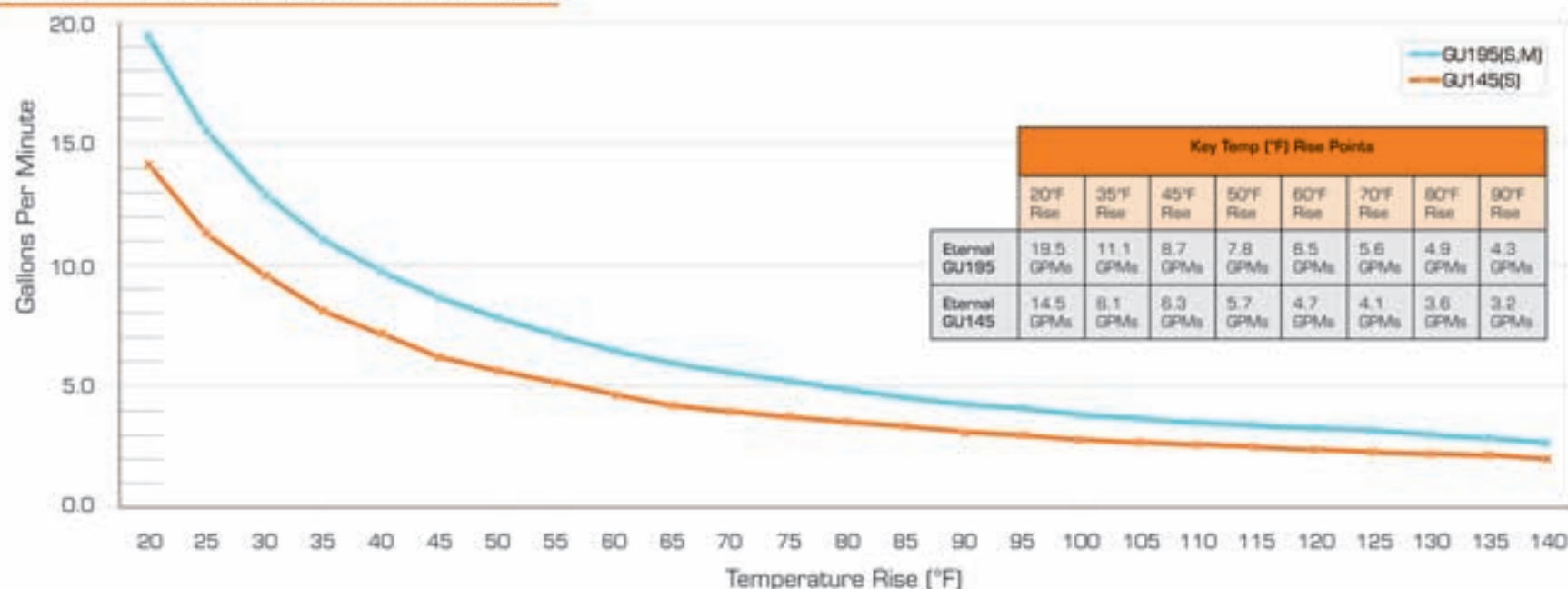


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Flue System		Sealed Combustion Direct Vent / Power Vent Convertible	
Vent Run	3" PVC / 2" PVC*	Up to 100ft, 6 Elbows Max, 5ft Deduction Per Elbow / Up to 35ft, 3 Elbows Max, 5ft Deduction Per Elbow	
Condensate Discharge	Low Fire / Med Fire / High Fire	0.5GPH / 1.1GPH / 1.75GPH	
Condensate pH Level		4 pH	
Gas Type		Pre-set for NG / LP Conversion Kit Included	
Unit Connections	Gas and Water	3/4" Female NPT	
	Electricity	Dedicated 120VAC, 60Hz w/3 Pronged Power Cord	
Gas Input Rate	Min / Max	31,000 BTU/Hr / 145,000BTU/Hr	31,000BTU/Hr / 199,000BTU/Hr
Gas Supply Pressure	NG / LP	3.5"WC to 10.5"WC / 8"WC to 14"WC	
Manifold Pressure	Min / Max	0.1"WC / 1.8"WC	0.1"WC / 3.3"WC
Ignition System		Direct Electronic Ignition w/Automatic Flame Sensing	
Burner System		Single Orifice Premixed Fuel Injection Metal Fiber Infrared	
Gas Valve System		Dual Stage Negative Pressure Full Modulation Air Ratio	
Internal Piping Material		Standard - Copper / S Option - 316L SS / M Option - 316L SS + MCU	
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Only business?

(Continued from page 58.)

— or even want — every order or project. (They may think they do, but it's not true).

Just because a very strong marketing/buying group has associated members and locations coast to coast with the same type of nice operations and inventories, that does not mean they will get every order or project either. (They, too, may think they do, but not true either).

I believe that unless some of these locations have a very unique and special product for a market segment that others don't have due to distribution territory rights, that most all products — and certainly hard-core commodity products — are priced on a competitive par. What does that mean? To me it means that since every wholesaler (large or small, national or local) should plan to make a reasonable margin for their efforts, it boils down to relationships and people-to-people connections. Wow, "It's only business!"

Through the customers' eyes

No matter what position your company or company location(s) hold in the supply chain's wholesale grouping, the value of what you do (or negative value in what you don't do) is seen in the eyes of the customer. Remember the old saying, "Beauty is in the eye of the beholder"? It has been indicated to me several times (in several ways) from pretty strong wholesalers that completing the supply chain at the end user customer (contractor) level is the end game.

To get that contractor what he wants/needs when he needs/expects it is the objective, know what I mean? One very good wholesaler friend of mine indicates, "It is the manufacturer's production success, then the wholesaler taking that product to market, that typically makes it happen for the contractor."

When that contractor looks up or down his supply chain, all he wants to see is his product needs moving through that chain from start to finish with his job in mind. At that point, he is not wondering if the wholesaler is part of a national chain, or a national group of independents, or in fact if he is a stand-alone local independent that makes a good solid competitive customer service commitment and keeps it.

No sir, all he is thinking about is getting his job done on time, correctly, and moving on to the next one. When your service level makes that a reality for him is when he comes back to you. It boils down to how your company (large or small)

appeals to this customer.

Another friend tells me, "You know John, at the end of the day, we feel at our company that we are not simply competing with another wholesaler. For the most part, we feel we are competing with all the supply chains out there used in today's market for value-added service. We look at every product we would like to supply on an active project, and actually try to demonstrate and identify service that goes beyond the supply of the product — services included that continue to help the contractor (customer) eliminate as much of the hidden cost on the job as possible.

"The more 'opportunities' we can include in a package bid for the customer — detail-ridden areas that can get expensive if not addressed — the better total service we feel we are providing."

It is my opinion that every segment of wholesalers that make up in our industry gets a bad rap at times. You know that the wholesale distributor and commodity manufacturing bone yard is full of defunct companies that had good intentions but were low bidder most of the time!

I don't care how big you are, how "national" or "group oriented" you are, or how "independent" you are, you simply cannot be low bidder as a rule in this business and make it up on volume. This goes for manufacturers and contractors as well. I know you all have heard that old line many times, but I feel it is worth repeating again and again until we all get it right! During the decade of the 1990s when the M&A explosions were taking place in our industry, how did the big national companies get so big so quick? They did it (for the most part) by acquiring and pulling into their families some of the best independent wholesale houses in the U.S.

A matter of survival

I'm not sure about all the readers' opinions today, but for me that fact tells me the business structure of the successful independent wholesaler, no matter the size, is the fundamental reason (in all markets) that the very foundation of our supply chain exist as it does today. As far as I can tell, when the markets get tough — real tough as all of them are today — it causes troubles and issues to the large and successful national wholesalers, just as it does with independents.

No one is shielded from this by some magic due to size. We are all faced with surviving. In all cases it is easier for a sales guy to blame a competitor for losing a project than it is to face the fact that maybe, just maybe, had you worked the supply chain up and down the line a little

smarter or harder, the results might have been different. Believe me, I have done the same thing a few times over my 40-plus years.

Help and support your customers. Don't back down from a challenge; look for ways to go beyond what they need to add value.

Don't curse the market segments you have chosen to work in during hard times; embrace the need to be strong and supply the need.

Don't worry so much about your competitor and what he may or may not be doing. Instead, try to figure out what it is that you must do to get the job for you and your company.

I tell you this, and I quote: "Some of the finest guys that I personally work with in organizations like ASA and MCAA and PHCC through any calendar year, I consider as great friends — and they are competitors each and every day in the game of selling and serving customers." When the contractor sees (and wholesalers as well) a couple of guys working together in a public forum on training committees, education foundations, etc., with efforts that are collectively good and fair for their industry and its people, it makes them see their supply chain pulling together. They like that.

The heart of the matter

Well, here is my summary opinion on the issue as a whole. I feel strongly that (as a manufacturer of products to the industry), all U.S. producers see all the distribution channels that I have been discussing as vital avenues to our joint market success, and we applaud the wholesale distribution trade in all areas to include national wholesale distribution chain companies, national marketing/buying groups and their associated members/owners, and the single independent wholesaler.

It takes all of this (in my opinion) to consistently give our end user customers (the mechanical and plumbing contractors, the industrial PVF piping contractor, the HVAC and commercial guy, the competitive position market-by-market to process and complete projects and keep coming back for more.

Look at it this way: The national companies in the U.S. have 2,000-plus locations (estimate), the recognized multi-market major buying groups have 500-plus members and then there are a multitude of single and regional independent players are still out there. The union contractor association has some 1,700 member firms and the non-union PHCC contractor group has more than that!

As a manufacturer, how many can you touch in a single group or corpo-

rate meeting in a week's time? Doesn't take a real bright guy to figure out that making relationships and *keeping* relationships within all areas of the above is just plain smart. *Never burn a bridge* is another clear "Lessons Learned" that I mentioned in January's article.

For all manufacturers that are truly distribution channel-oriented to get to market, contractors pursue many to sell them direct on a lot of occasions. That wholesalers care for the key vendors they use is the only really true reason that your channel is the way to go to market as discussed.

The "Buy American/America" issue and how well-positioned most U.S. manufacturers are with support of distribution makes the combination a tremendous tool for leverage in the daily game of competing. With reference to people and decision makers, you just never know where they may go next, know what I mean? It most likely takes less energy to be a nice, positive person as it does to be a negative force!

Although the first order always has to appear, I never really want just the first — I always want all the comeback business. That tells everyone that whatever you are doing is working, no matter if you are a national company or an independent group person, or a local independent. After all, it's only business!

Until next time, be careful and keep a positive attitude. The customer is always watching!

See ya 'round the corner — Martin's Corner! ■

Born Johnney E Martin in Venus, Texas in 1944, he is one of nine children raised 100% on a cotton and grain farm that his father sharecropped. After high school, Martin went into the Army and then Reserves. From there he joined what was then Grinnell Co. in 1968 and has been with them every day of his life since then through four different owners, now Anvil International, A Unit Of Mueller Water Products. He currently serves as vice president of national account sales for the Anvil Mechanical Unit. Holding various sales and management positions for the company over the years, Martin has received numerous industry and association awards and has been involved with industry education foundation boards, and the Board of Directors of both ASA and MCAA. Martin currently resides in Castle Rock, Colo., with his wife Kathy of 27 years; they have a daughter Kayla who is 25 years old. He is committed to staying involved in the plumbing and PVF industry (which he loves) for many years to come.

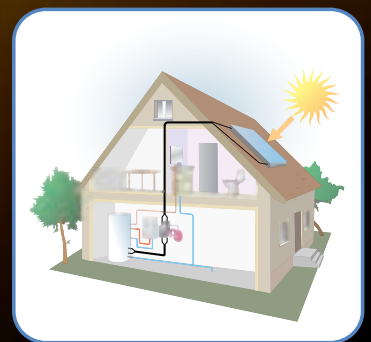
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1st qtr prices steady or trending upward

*Piping and Equipment Inc. market condition and activity bulletin
January – March 2010*

Stainless Steel Pipe

Pricing: ↑ Stainless Steel Pipe manufacturers indicate pricing increases of 3% - 5% for the first quarter 2010. Manufacturers indicate no reliable fundamentals or demand driving the increases. Surcharges continue to keep some prices high and most mills have announced base price increases. Commodity prices are starting to climb again despite any change in real demand.

Lead Times: Deliveries are fore-

reported that China's top steel maker Baosteel has raised benchmark flat rolled steel prices for February delivery by 5%. Morgan Stanley reports that metal prices may average 32% higher in 2010 because of strengthening industrial production, driven by growth in China.

The accompanying chart for the *Stainless Steel Price Index* was published by MEPS covering the period December 2008 to December 2009:

items will probably go up 8% - 10%. Raw material pricing is showing signs of increasing. One manufacturer comments that this year will see rising costs in nearly every category.

Lead Times: Deliveries are forecast for 2 - 4 weeks for commodity material and large O.D. fittings out 4 - 6 weeks. Fill rates remain at 80% - 90%. Some exotic grades are available and others are not.

Comments: One manufacturer notes that demand and the economy is still a big question mark, but with supplier inventories so low, they expect to

304 SS	12/08	01/09	02/09	03/09	04/09	05/09	06/09	07/09	08/09	09/09	10/09	11/09	12/09
Global Price / Ton	3053	3043	3076	2949	2793	2489	2348	2110	2091	2098	2291	2499	2686
Global SS Index	162.7	162.1	163.9	157.1	148.9	132.6	125.1	112.5	111.4	111.8	122.1	133.2	143.1
USA Price / Ton	3290	3214	3320	2945	2760	2428	2223	2040	1998	2107	2171	2442	2825
USA SS Index	158.2	154.6	159.6	141.6	132.7	116.7	106.9	98.1	96.1	101.3	104.4	117.4	135.9

The price noted is \$US/Ton and the Steel Index was based on 1997 = 100.

cast for 6 - 8 weeks with fill rates dropping. Mills have not re-built their inventories due to conflicting market signals. Specialty materials are forecast for delivery in 8 - 12 weeks.

Comments: Welded tube and pipe make up the largest individual segment in the stainless steel market. One domestic manufacturer indicates that more import product from Asia, South America and Europe seems destined for the U.S. market since foreign home markets continue to struggle. *Steel Market Intelligence* in a research note

One manufacturer comments that the pipe and tube market in 2010 will be a challenge, and will generally lag behind the economy as a whole.

Stainless Steel Weld Fittings, Hi-Pressure Fittings, Stainless Steel Flanges

Pricing: ↑ ↓ → Manufacturers indicate mixed signals with one reporting 3% - 5% down, 1% - 2 1/2% up, and no change. One manufacturer comments that pricing is at the bottom and they do not see commodity fittings going up, but they believe that exotic specialty

see some activity. Another manufacturer comments that Quality is back in focus. There are reports that there has been an alarming increase in the number of non-conforming materials, especially in the area of specialty materials where specifications are not being followed in both domestic and import material. It seems that product quality is important and end-users are checking material and test reports! These reports are coming from end users and distributors.

One stainless steel fitting manufacturer comments, "even for nickel, spot, cash prices have exhibited extraordinary volatility since October. This is in stark contrast to stainless steel's other primary inputs, chromium and molybdenum which both remained relatively stable throughout the same time period. Both inputs are exhibiting signs of strength within the first couple of weeks of 2010, while nickel's current trend line seems anything but clear." The actual pace of demand recovery, re-stocking is the most important key to determining nickel's — and by extension — stainless steel's 2010 price direction. LME inventories of nickel are at record highs and continue to climb, weighing heavily on the exchange's most thinly traded metals' fundamentals. When re-stocking re-emerges in earnest, it could serve to rapidly cut stocks and increase prices.

Additional key factors that will influence nickel's near-term price direction will include:

- The U.S. dollar — if the US\$ continues to weaken, prices of nickel, other base metals and virtually all commodities traded in U.S. dollars



BY GARY J. CARTRIGHT
Special to THE WHOLESALER

will strengthen. (And obviously, the reverse also holds true.)

- Higher oil prices will increase demand, and in turn, price levels for nickel and stainless steel.

- The pace at which credit restrictions ease and banks become less adverse to risk will go a considerable way toward driving general consumption of metals.

- Continuation of government stimulus packages in developing countries, particularly China and India.

Major coil and bar mills have returned to profitability and apparently are attempting to offset reduced demand by raising mill base prices. It will be very interesting to see if the recent increases imposed will stick or whether they will succumb to continued demand weakness. Those issues will come into sharper focus just after the Chinese New Year holidays come to a close at the end of February.

Carbon Steel Pipe – Seamless, ERW & Continuous Weld

Pricing: ↑ Carbon Steel Pipe manufacturers indicate pricing increases of 1% - 2 1/2% and welded pipe up as much as 5% due to raw material costs, supply and demand. OCTG bookings have increased.

Lead Times: Manufacturers indicate deliveries of 6 - 8 weeks for commodity material.

Comments: One manufacturer indicates that OCTG prices going up could affect line pipe deliveries (the type of pipe used for making welding fittings). There are some signs of recovery as U.S. Steel, Cliffs and Arcelor-Mittal have made plans to reopen major ore operations in Minnesota as a joint venture. Thomas Danjcek, president of the Steel Manufacturers Association in Washington D.C., had some strong comments concerning the climate change accord developed in Copenhagen meetings. He said, "It is difficult to understand Copenhagen when there are such serious and obvious flaws. Copenhagen never addressed emission reduction, only capital redistribution." He also predicted that if Copenhagen is implemented, U.S. industries would experience a GDP loss of \$3.1 trillion, raise electric energy costs 50% and cost (Turn to Scrap prices.. page 68.)

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Scrap prices up, inventories down, recession still drags on markets

(Continued from page 64.)

U.S. industries 2.4 million jobs.

Domestic producers of OCTG along with the United Steelworkers recently appeared before a six-member U.S. International Trade Commission panel to appeal for countervailing duties on dumped and subsidized OCTG imports from China. USW International president Leo W. Gerard says the future of 6,000 workers from seven OCTG pipe producers are at stake in an industry where nearly half of the domestic workforce has been laid off. This case is the largest in U.S. history with the imports valued at \$2.6 billion in 2008. The seven producers are U.S. Steel, Pittsburgh, Pa.; Maverick Tube Corp., Hickman, Alaska; Evraz Rocky Mountain Steel, Pueblo, Colo.; TMK IPSCO, Downers Grove, Ill.; V&M Star LLP, Houston; V&M TCA, Houston; and Wheatland Tube Corp., Beachwood, Ohio. Members of both congressional houses signed onto letters to ITC chairman Shara L. Aranoff supporting the petitioners' position, including 41 House members and 13 senators.

Carbon Steel Weld Fittings and Flanges

Pricing: ➡ Pricing for carbon steel weld fittings and flanges is expected to remain stable at current levels through the end of the first quarter of 2010. Pricing for raw material remain relatively stable (seamless pipe and raw forgings) are expected to be stable through the first quarter.

Lead Times: Deliveries for commodity material is 2 - 3 weeks, with fill rates of 80% - 90%.

Comments: Market conditions for commodity carbon steel butt welding fittings and forged carbon steel flanges are expected to continue to remain steady with some slight increases due to inventory replenishment. Softness is being experienced in various markets hardest hit by the recession. The backlog of funded projects continues to support demand although they are declining and should be depleted by mid-2010. Government spending on the BRAC Program and government buildings continues to support demand in certain areas of the country and should continue through 2010. Recovery and Reinvestment Act Funds have not made any noticeable impact on the market. Key issues that directly affect the PVF market in 2010 are:

- Availability of funding in the private sector
 - "Cap and trade" taxation
 - Card check legislation and the application of the remaining 60% of the Recovery and Reinvestment Act Funding.
- Manufacturers indicate that inven-

tories for both manufacturers and supply houses have been allowed to run down below their minimum levels, and the need to replenish material is becoming more and more apparent.

Forged Steel Fittings

Pricing: ⬆ ➡ One manufacturer forecasts price increases of 5% - 7% during the first quarter of 2010 due to raw material increases and the cost of doing business, while another does not anticipate an increase until probably the second quarter 2010.

Lead Times: With fill rates of 80% - 90%, the balance of material is shipping in 6 - 8 weeks.

Comments: Oil prices up and natural gas prices up; there seems to be indications of the market improving. Scrap prices are up 30% in January and expected to continue at the same level increasing in February. Scrap prices are up due to a shortage of scrap. Carbon Bills on hot rolled steel bars increased their base price the first of January and rumors are circulating another base price increase by the end of the first quarter. Also, scrap prices are going up in February and possibly March.

Stainless Steel Gates, Globes, and Check Valves

Pricing: ➡ No price change forecast for stainless steel gate, globe and check valves.

Lead Times: Fill rates are running 80% - 90%. Shipments are running 8 - 12 weeks for commodity valves not in stock. Specialty material is forecast for shipment in 16 - 20 weeks.

Comments: Valve manufacturers indicate their raw material costs are increasing slightly, but they expect them to stabilize through 2010. Manufacturers are expecting very strong growth opportunities beginning in 2010 through 2015. Manufacturing plants have scaled back capacity by 10% - 20%.

Bronze and Iron Gates, Globes and Check Valves

Pricing: ➡ Bronze and Iron valve manufacturers forecast no price change during the first quarter 2010.

Lead Times: Valves are shipping in 6 - 8 weeks with fill rates of 70% - 80%.

Comments: Manufacturers comment that overall demand for bronze and iron valves is down. Pulp and paper business is stable. Chemical plant opportunities are increasing. Export business is strong. Mechanical construction continues to remain at lower levels. MRO activity is high. The raw material costs of bronze ingots are expected to remain stable through

early 2010, then the market will probably see increases.

Cast Steel Gates, Globe and Check Valves

Pricing: ➡ No price change is forecast for cast steel valves through the first quarter 2010.

Lead Times: Forecast lead times are 12 - 16 weeks with fill rates of 80% - 90%.

Comments: Raw material costs are increasing. Very strong growth is expected starting mid-point 2010. Overall there is a lot of high-priced inventory of commodity product in the U.S. with overall demand down.

Forged Steel Gates, Globe and Check Valves

Pricing: ➡ Forged steel valve manufacturers indicate no price change through the first quarter of 2010.

Lead Times: Deliveries are forecast for 6 - 8 weeks with fill rates of 60% - 70%.

Comments: Forged steel valve demand was down 8% - 9% in 2009 versus 2008.

Quarter Turn Valves - Ball and Wafer

Pricing: ⬆ Quarter Turn valve manufacturers forecast an increase of 1% - 2 1/2% first quarter 2010 due to raw material costs. Costs appear to be stabilizing and showing less volatility.

Lead Times: Deliveries are forecast for 6 - 8 weeks with fill rates of 60% - 70%. Specialty items are forecast for 12 - 16 weeks.

Comments: The lag in home building and auto sales has directly effected the petro-chemical and chemical industries. Fifteen percent of refining capacity has been taken off line by major oil producers resulting in cuts in capital projects and spending. Ball valve manufacturers comment that project backlogs for North America are at low points and recovery may not be seen until 2011. ■

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Modern Supply hosts holiday festivities



It was a very festive December at Modern Supply in Knoxville, Tenn. The 'elves' decorated the city counter with lots of imagination and spare parts that would light up anyone's spirits. In mid-December, Modern hosted its first annual Dessert Counter Day. Homemade cookies, brownies and cakes made by employees and embellished by Santa himself offered customers and vendors an enjoyable time to share in their woes of 2009. To take the chill off the frigid weather, hot apple cider was the perfect drink. The celebration was bittersweet with the retirement of Modern's 32-year employee, Jack Ralph Geames, here being given a service award by Dottie Ramsey. The team at Modern wishes him the best on his retirement to sunny Florida. One of the favorite friends of Modern Supply, Henry, (inset) even dropped by to offer up his 2010 forecast. To top off the month of celebration, the Modern Supply family shared in a delicious holiday lunch with turkey and gravy, along with all of the fixin's.

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RIDGID® launches online business tool

ORLANDO — RIDGID® launched RIDGIDConnect™, a subscription-based, online business tool designed for service professionals and contractors who create or use digital information. It provides the ability to share and store digital assets such as diagnostic job site photos and videos, job reports and histories, maintenance records, customer lists and other business files, which in turn simplifies external and internal communication, as well as the recordkeeping process.

“While developing RIDGIDConnect, we conducted hundreds of hours of research with professionals to identify their needs and make sure the tool could easily and quickly be adopted to help manage their digital assets,” said Jay Gatz, vice president-strategic planning. “Based on our research, we were able to develop an online business solution so professionals like plumbers, HVAC techni-

cians and facility managers have the opportunity to consolidate and access items associated with a particular job in one location, then communicate this information with pertinent parties, thus increasing their effectiveness and efficiency.”

The “share” aspect of RIDGIDConnect allows professionals to overcome communication challenges previously associated with digital media assets. Subscribers have the ability to:

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- Control recipients’ access privileges

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system, including these items:

- Detailed customer lists and job histories
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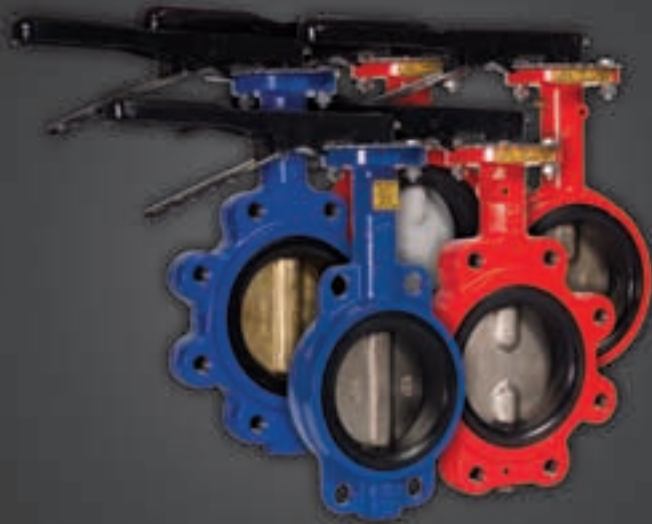
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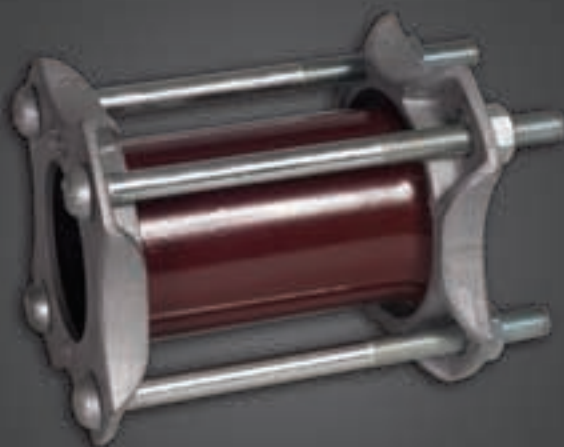
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Rheem sponsors Lifetime TV show to promote benefits of tankless water heaters

ATLANTA — The unique benefits of Rheem tankless water heaters will be discussed and featured on three upcoming episodes of Lifetime Television's highly popular morning program, *The Balancing Act*.

The show, designed to deliver information on home, family and other important topics to decision-making women-on-the-go, will feature Mike Siuda, Rheem director of tankless marketing and sales, who debunks common tankless water heating myths while addressing three main benefits homeowners can expect from tankless water heaters.

Filmed on location at Lifetime's Florida studios, the first show featuring Siuda and Rheem tankless products debuted on January 14. The question-and-answer formatted segment aired again on January 21 and February 11.

"Our appearance on *The Balancing Act* is a great opportunity for Rheem to showcase the unique benefits of tankless water heating to a very important audience: women homeowners," said Siuda. "Women are important and engaged decision makers with increasingly more purchasing power and influence. It's important

they have a reliable resource to answer their water heating and home comfort-related questions." In fact, *Business Week* estimates that women make 80% of household purchases and, according

to the Joint Center for Housing Studies, more than 20% of home buyers are single women.

During Siuda's interview with *The Balancing Act*'s host Beth Troutman, he discussed the following benefits:

- Virtually endless hot water — Having a properly sized tankless water heater gives the luxury of never running out of hot water again. A tankless water heater can provide hot water to multiple showers, dishwashers and washing machines without missing a beat.
- Energy efficiency — According to Energy Star®, many Americans have conventional water heaters that



are barely more efficient than their predecessors. All Rheem residential tankless water heater models are Energy Star certified, ensuring that a tankless water heater is a more efficient option.

- Saving money — Rheem tankless water heaters qualify for a Federal tax credit of 30% of the installed cost, up to \$1,500. Because tankless water heaters are more efficient than standard tank water heaters, homeowners also enjoy lower energy bills. Visit www.rheem.com.



Letters to the editor

Readers appreciate Rich Schmitt's columns

Dear Mary Jo,

This is just a note to tell you how much I look forward to receiving *The Wholesaler*. You really do a good job. Thank you!

I especially enjoy the articles by Rich Schmitt. The most recent "Resolutions for a Successful 2010" was especially helpful.

I have been in business 32 years and I still find many good ideas each month from Rich Schmitt in managing my business.

Thank you again.

Robert A. Baker
president, Baker Sales Inc.
Slidell, LA

Dear Publisher,

I continue to read *The Wholesaler* monthly magazine to educate myself and keep up with news and trends.

I find your magazine very useful and my favorite section is the articles by Rich Schmitt. He produces good check lists for all wholesalers to be checking. It seems I can't remember everything all the time and his articles help me refocus. I now have 40 years in this business and will continue to learn and read your magazine.

Don McDonald
General Manager
Apex and Economy Supply
Companies
Dallas, TX

I wanted to share with you how much I enjoy the column that Rich

Schmitt has prepared for your magazine, *The Wholesaler*.

I saved the article "Resolutions for a successful 2010" from the January issue. I also contacted Mr. Schmitt for a reprint of his article on handling pricing pressures and received a prompt replay. I hope that you will include more of Mr. Schmitt's articles in the future. His perspectives have enriched my toolbox for handling our relationships with customers, which is invaluable in the current market. Thank you and keep 'em coming!

Jackie Norton
Customer Service Manager
Piping Specialties / FloSystems
Bradford, PA

I am writing this e-mail to let you know that the Rich Schmitt column has helped me in several ways in our plumbing supply business.

I had a couple of questions about one of the columns, and Mr. Schmitt replied to my e-mail with the answers.

I really appreciated this, and felt I should let you know.

Thanks for the great magazine,
Chadley Childress
Morrison Supply Company
Austin, TX

The Resolutions for a successful 2010 article was good. Thank you for publishing.

Tonya Alberico
Human Resources
HD Supply Plumbing/HVAC

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •

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See contact information on page 172

Get a grip.

Always the right size
for the job at hand.

 TurboTorch

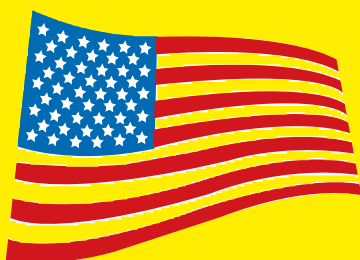
Reliable performance. Superior quality. Ease of use. Worthington 14-ounce pressure cylinders are ergonomically designed to hold comfortably in one hand...and sized right to fit into tight spaces where other cylinders can't. So you can finish the job faster, more easily, with less hand fatigue and hassle. No wonder Thermadyne® has made Worthington the exclusive cylinder for its TurboTorch® line MAP//Pro™ and propane hand torch fuel.

TurboTorch, it's called professional grade for a reason.



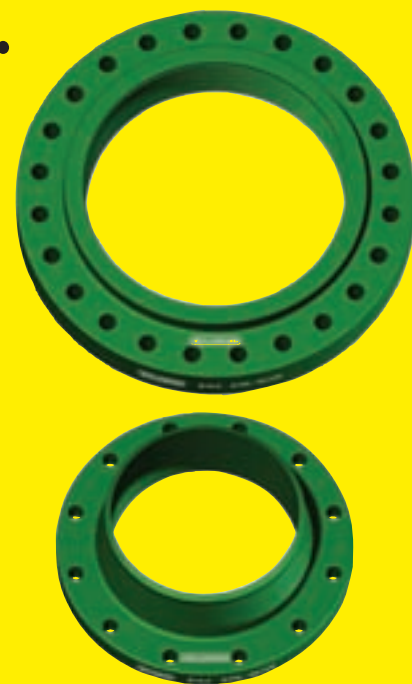
TURBO TORCH AND WORTHINGTON. **DEPEND ON IT.**
thermadyne.com/turbotorch | worthingtoncylinders.com

An **AMERICAN** Manufacturer's Manifesto



ISO 9001:2008

- We will continue to maintain the highest work standards and a sensitivity toward the health and welfare of our workers.
- We are acknowledged worldwide as maintaining the highest quality standards of our products.
- We are especially proud that our brand is among the world's most sought after.
- We pride ourselves in fielding the world's most productive manufacturing systems.
- We maintain the world's most up-to-date technology with Quality Control to protect the facilities and lives and limbs of our customers.
- We strongly emphasize our ongoing community support activities.



TEL: (708) 594-1700 FAX: (708) 458-0106

The Weldbend Corporation is an American manufacturer of butt-weld carbon steel fittings and flanges 1/2" thru 60". The Weldbend plant is located in Chicago, Illinois USA and on the internet at www.weldbend.com.

2010 SUPPLIER PROFILE

HOUZER®

www.HouzerSink.com
Built for Professionals. Built for Life.

HOUZER is the leading opportunity of any major brand name of premium stainless-steel sinks, unparalleled in its delivery of value and profitability.

HOUZER is a unique manufacturer and high-performance vendor based in New Brunswick, New Jersey. With two warehouse shipping points in New Jersey and California, HOUZER supplies sinks and accessories to plumbing wholesalers and decorative showrooms nationwide.

Major Hospitality and Design-Build firms use HOUZER as their 'go-to' stainless steel sink line. With special bulk-nested packaging for job-site shipments, HOUZER eliminates unnecessary waste at the job site, employing state-of-the-art packaging to withstand the rigors of transit and job-site environments.

With so many offerings in the sector of stainless steel sinks, HOUZER stands out as a full-line, streamlined offering of popular sink sizes and designs.

Our unique distributor programs have injected a well-needed infusion of consistent quality and profitability into a cumbersome, political and saturated product segment.

The HOUZER offering addresses all price points, thicknesses, and designs most used in the stainless steel sink sector. We've developed a series of proprietary features and benefits exclusive to the HOUZER brand.

Mega-Shield™ Insulation has HOUZER's exclusive StoneGuard™ Undercoating applied over natural rubber pads on all four sides of the bowl, making them one of the quietest sinks available today.

SpecPlus™ Edges are found on most of our under-mount models, which is a beveled edge on the outer rim, creating more structural strength and rigidity to the entire unit.

StoneGuard™ Sound Control is a specially-formulated undercoating of marble-powder which is first sprayed on, then baked, creating a superior noise-cancellation barrier for clanging dishes and silverware.

Most models are available either individually boxed for re-sale or bulk-nested pallets for job-site deliveries. HOUZER individually boxed sinks are specifically cut and inserted to hold accessories like strainers in place.

With limited exceptions, HOUZER sinks come with a physical template, mounting clips, installation instructions and Care & Maintenance instructions.

Our website, www.houzersink.com, also supports the Architectural and Design communities with printable downloads of all specification sheets and DXF software templates for CNC cutting machines.

We've been a Business-To-Business manufacturer for over thirty years, private-labeling for several well-known brands. HOUZER traded under the Enex brand name for



over thirty years, until legally changing to HOUZER, Inc. in May of 2007.

In that time, we've produced millions of sinks, with current capacity over 500,000 units annually.

HOUZER understands that the kitchen is more than just another room. As the most vibrant and visible intersection of the home, it needs to be comfortable, functional and versatile, as well as attractive and inviting. Today's consumers and professional designers have more competitive options than ever before, encompassing the features, benefits and prices of the products they choose.

Our Sinks are painstakingly crafted exclusively with premium-grade T-304 stainless steel, the optimal mix of

nickel and chrome for durability and resilience.

Many models come with complimentary accessories, such as bottom grids and strainers. Every aesthetic detail is enhanced on every sink we produce to provide lasting beauty and value for years to come...all backed by our Limited Lifetime Warranty.

You'll find a HOUZER sink to match any design theme you have in mind; from country to classic, transitional to ultra-contemporary. ■

To learn more, Visit us at www.houzersink.com or call us direct and request a complimentary color catalog today at 800.880.3639 M-F, 9am to 5pm E.S.T.



See contact information on page 172

Built for Professionals. Built for Life.



Let them think you splurged

Introducing the Nouvelle Series by HOUZER

There is no room for compromise in your kitchen. You demand a look that's modern, daring and elegant. HOUZER's new Nouvelle series completes the picture. A fresh twist on a familiar favorite, Nouvelle fulfills your taste for adventure and comfortable surroundings. A sensational splurge, or so they'll think. Learn more at www.HouzerSink.com or call 800-880-3639.



See contact information on page 172

HOUZER
www.HouzerSink.com

2010 SUPPLIER PROFILE



UltraPure® Valves for Purer Water. Look For The White Handle In Potable Systems.

On January 1, 2010, new laws went into effect to regulate lead content in plumbing products used for potable water systems. To meet this significant challenge, Milwaukee Valve recently developed its lead-free* UltraPure® valve product line. Fully certified by independent testing agencies, the UltraPure line features robust alloys that exceed the stringent requirements of California's new law, AB 1953. This law requires pipes, valves and fittings to contain less than 0.25-percent lead.

System design and engineering support you can count on

Not every valve is required to be lead-free. Milwaukee Valve's trained sales representatives know, and can advise you, on where you need lead-free valves, and where our standard lines are approved. From new construction installations to retrofits and repairs, our superior-quality valves create the core strength of any project. To finish the job right, add our system design services, engineering expertise and onsite technical assistance to help you save time and money.

Speed up the designing and specifying process with Milwaukee Valve's Electronic Catalog, website and help from our knowledgeable sales team. Our website and Electronic Catalog give you instant access to dimensions, material lists, ratings, specifications, product features, available options, accessories and other important application information.

UltraPure Ball Valves

- Certified for ANSI/NSF 61-8, Annex G and California AB 1953 for potable water.
- Two-piece construction; bronze or brass. Available in sizes 1/4" to 2".
- All ball valves have RPTFE seats and seals, adjustable stem packing and blowout-proof stems.
- Standard and full port, with threaded and solder ends.
- Stainless steel trim and numerous handle and stem extension options available.

UltraPure Gate, Globe & Check Valves

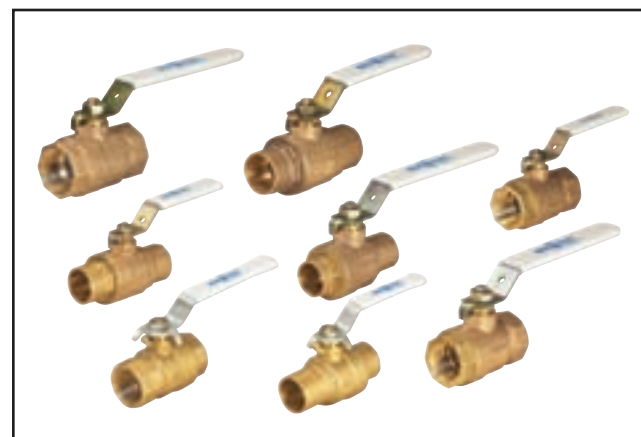
- Certified for ANSI/NSF 61-8, Annex G and California AB 1953 for potable water.
- Bronze and brass materials.
- Available in sizes 1/4" to 2".
- Available in pressure classes of 200 and 300 lb. WOG.
- Gate valves are bi-directional, an excellent choice for on/off service. Supplies full flow with low pressure-drop.
- Gate valves feature a solid wedge disc, threaded bonnet, are gland packed and available in rising and non-rising stem, and threaded or sweat ends.
- Globe valves feature bronze construction, with bronze disc, and are recommended for throttling operations.
- Globe valves are rated for 300 lb. WOG, and available in threaded or sweat ends.
- UltraPure check valves are designed to prevent backflow. Bronze and brass, with bronze disc.
- Swing check provides least pressure drop and simple, automatic closure. Rated for 200 and 300 lb. WOG.
- Silent lift check uses a spring to close the valve.
- Lift check is rated for 300 lb. WOG.

A valve for every application

With the new UltraPure valves added to our existing high-quality product lines, Milwaukee Valve remains your single source for virtually every residential, commercial or institutional application. From 1/4" bronze ball to 48" cast iron butterfly, you'll find more than 10,000 valve types, sizes and configurations to meet your needs. Utilizing this extensive line of products, our experienced representatives can help you meet any water, HVAC installation, regulation and performance requirement.

For more information or your local Milwaukee Valve sales representative, visit the UltraPure website at www.UltraPureNoLeadValves.com.

*Lead content less than 0.25%, defined as lead-free by California AB 1953.



Milwaukee Valve's lead-free UltraPure® line is fully certified by independent testing agencies and exceeds the stringent requirements of California's AB 1953 that requires pipes, valves and fittings to contain less than 0.25-percent lead. At top are UltraPure ball valves, while below are gate and check valves.



MILWAUKEE VALVE

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*Lead content less than 0.25%, defined as lead-free by California AB 1953.



Don't Give Up Repairability for Double Dead-End Service

New Milwaukee Valve's new Double Dead-End Butterfly Valves open up new opportunities for dead-end service. They're the best Double Dead-End Butterfly Valves that are field repairable. Simply replace a liner rather than the whole valve. So when specs call for dead-end service, you now have a new, clear choice, regardless of valve orientation.

With a full range of valves from 2"–48", Milwaukee Valve is your single source for all butterfly valves.

Milwaukee Valve's Expansive Lineup Includes:

- Lug and Wafer Butterfly Valves, in 2"–48".
- Double Dead-End Butterfly Valves, in 2"–24".
- High-Performance Butterfly Valves, in 2-1/2"–24".

Best of all, the new Double Dead-End design costs no more than our previous design.

For complete specs and features on the new Double Dead-End Valves, as well as the complete Milwaukee Valve line for all commercial applications, visit www.MilwaukeeValve.com.



OUR NEW "END OF THE LINE" IS

JUST THE BEGINNING.



Milwaukee Valve Co.
16550 West Stratton Drive
New Berlin, WI 53151

262.432.2800 www.MilwaukeeValve.com

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See contact information on page 172

300-024-WHOLE

2010 SUPPLIER PROFILE

SANIFLO

Compact SANICUBIC® CLASSIC

The new generation of duplex grinder systems

For more than 50 years, SFA Saniflo has manufactured macerating and gray water pumping systems for handling wastewater from multiple plumbing fixtures and appliances within individual bath, kitchen, wet bar and laundry room applications. SFA Saniflo now introduces an even more powerful grinder system that is capable of handling multiple fixtures throughout an entire house or a small commercial structure — the SANICUBIC® CLASSIC Duplex System.

Capable of handling 25 gallons of effluent per minute at 36 feet, the new above-floor system consists of two, 1-horsepower motors housed inside a compact but highly durable, preassembled unit. Each independently operating grinder features a fast-rotating cutting blade to reduce solids in the wastewater stream from toilets, tubs and showers, sinks, washing machines, dishwashers, etc.

Here is how the duplex system works:

- Effluent enters the SANICUBIC CLASSIC through one of five adjustable inlets, ranging in diameter from 1½ inches to 4 inches.
- When the wastewater level reaches the trigger point in the long pickup or dip tube located inside the SANICUBIC CLASSIC, the pumping system activates.
- Effluent is pumped from the SANICUBIC CLASSIC through 1½-inch PVC or CPVC piping connected to the top of the duplex system. Maximum pumping distances are 36 feet vertically and 328 feet horizontally — or a combination of both.
- As required by many local plumbing codes, the SANICUBIC CLASSIC also has a 1½-inch stack vent at the top of the unit for venting to the outdoors.

Double-pump security: The two grinders inside the SANICUBIC CLASSIC are engineered to operate alternately, taking turns handling the incoming wastewater so that neither

is overworked over time. There are two exceptions to this procedure:

- Pumping malfunction: If either pump ceases to operate, the other will run full-time until servicing can eliminate the problem.
- Wastewater overload: If the level of the wastewater reaches the upper point of a second shorter dip tube inside the SANICUBIC CLASSIC, signaling an “overload” situation, both pumps will operate simultaneously until the condition is alleviated. In this event, a visual alarm LED on the unit will switch to red.

Potential applications: “While ideal for basement installation, the SANICUBIC CLASSIC can be installed anywhere in a home or a commercial space in a comparatively short time by a knowledgeable plumbing professional,” says Saniflo CEO Regis Saragosti.

Examples of potential SANICUBIC CLASSIC applications include:

- Any building without plumbing currently, such as a guest house, a boat house or a commercial building being converted into residential space: All of the plumbing fixtures in such a structure could be connected to the SANICUBIC CLASSIC.
- Connecting a residential plumbing system to a municipal sewage system: Whether a retrofit or new construction application, the SANICUBIC CLASSIC would be a cheaper alternative than a conventional hookup.
- Any commercial application with multiple plumbing fixtures: The SANICUBIC CLASSIC can accommodate virtually any public-restroom application. ■

For more information about the SANICUBIC CLASSIC, contact Saniflo at 1-800-571-8191. Or visit the Saniflo website at:

www.saniflo.com.



The SANICUBIC CLASSIC lifting station can handle 25 gallons of wastewater per minute — powerful enough to accommodate an entire residential or small commercial structure



The Sanicubic Classic, shown here in cutaway. Capable of handling 25 gallons of effluent per minute at 36 feet, the new above-floor system consists of two, 1-horsepower motors housed inside a compact but highly durable, preassembled unit.

SANIFLO

The original plumbing solution since 1958

Easy
above floor
installation

1-800-571-8191 | www.saniflo.com



Restaurants



Restrooms



Cottages



SANICUBIC® Classic

The new generation of duplex system

- 2 x 1HP grinder
- Pre-assembled Unit
- 5 inlets
- Onboard visual LED alarm
- Pumps up to 36 ft. vertically or 328 ft. horizontally

See contact information on page 172

2010 SUPPLIER PROFILE

FUJITSU

Fujitsu Mini-Splits: Year-round, whole-home energy efficient comfort solutions

Fujitsu Halcyon heating and cooling systems provide individual room temperatures, yet whole-home constant comfort, year-round. Systems allow for a peaceful inside environment because components like compressors and motors are installed outdoors.

Constant Comfort through Inverter Technology

Inverter technology is like cruise control for your heating or cooling system. Compressors only run as fast as they need to handle the cooling or heating demand. They can handle greater extremes in temperature, are smoother and more stable in operation, and reach the desired temperature more quickly than conventional air conditioners.

Quiet Operation

Ductless heat pumps and air conditioners are comprised of an indoor and outdoor unit, allowing for a peaceful inside environment by enabling components like compressors and motors outdoors to be installed outside.

Individual Zoning Control

Why pay to heat or cool areas that no one is occupying? Halcyon systems can have as many as four indoor air handlers (covering four zones or areas) connected to one outdoor unit. Since each of the zones will have its own thermostat, you only heat or cool the areas you want, and not the areas that are unoccupied.

Ductless

Why pay to heat or cool duct work? Since mini splits have little to no ducting, they forego those energy losses typically associated with central forced-air systems. Duct losses in a central air system can easily account for more than 30% of energy consumption.

Where Does My Money Go?

The high energy efficiencies of Halcyon systems slash utility bills by up to 25%. If your average annual utilities are \$4,200, Fujitsu can save you up to \$1,050 annually or \$10,500 in 10 years!*

*Savings may vary based on model selected, hours of operation and geographical location. Example given based on 26-SEER system versus 13-SEER system.

Federal Tax Credit

Homeowners can claim 30% of the costs (up to a \$1,500 limit) for the installation of qualifying Fujitsu heat pumps, in years 2009 and 2010. The tax credit applies to equipment and labor costs. For mini-split heat pumps to qualify for this credit, they must meet specific criteria.

Rebates

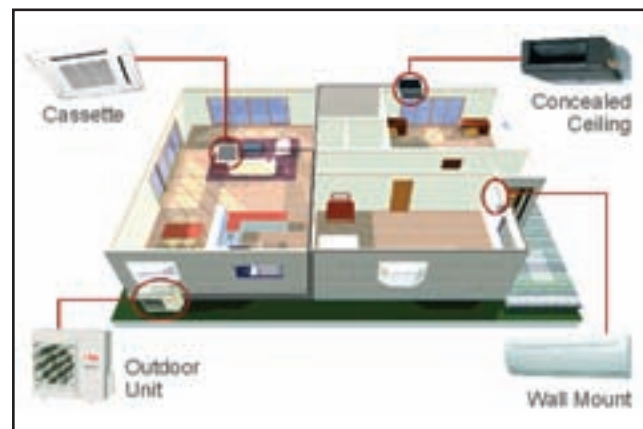
To encourage customers to buy energy efficient products, many local utility companies offer rebates on qualified products. Some utility companies offer up to \$1,200 back for the purchase of a ductless mini-split system.

ENERGY STAR® = Energy Efficient

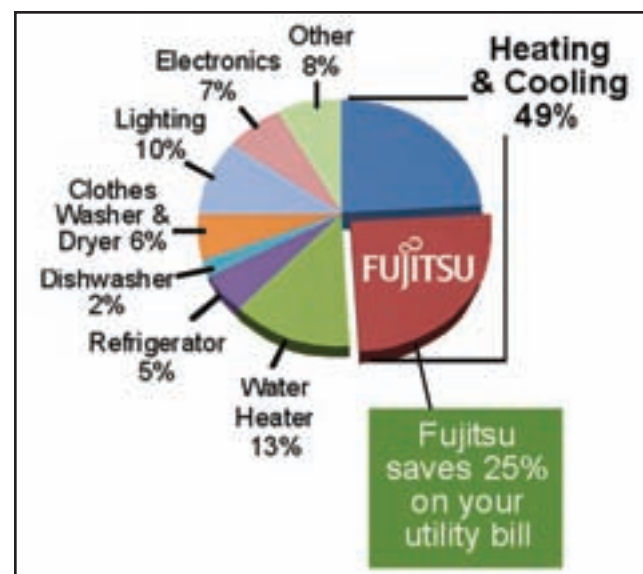
As much as half of the energy used in your home goes to heating and cooling. So, making smart decisions about your home's heating and air conditioning system can have a big effect on your utility bills — and your comfort. SEER, or Seasonal Energy Efficiency Ratio, measures how efficiently a cooling system will operate over an entire season. A higher rating means more efficient. With ratings as high as 26-SEER, Fujitsu offers the most energy efficient heat pump in North America. Ten Halcyon systems are ENERGY STAR® qualified, meaning they meet specific criteria set forth by the U.S. government.



Fujitsu's wall mounted systems 9 and 12RLS are among the most efficient heat pumps in North America with SEER ratings as high as 26/25.



Fujitsu's Multi-Zone System allows you to connect up to 4 indoor units to one outdoor units. Up to 110 possible combinations!



The high energy efficiencies of Halcyon systems slash utility bills by up to 25%.

See contact information on page 172

Who Says It's Not Easy Being Green?



Fujitsu makes it hard not to be green with a Federal Tax Credit of 30% and utility bill savings of up to 50%.*

With today's economy in turmoil, green is the "in" color. Most people don't realize that as much as half of the energy used in their home goes to heating and cooling. Fujitsu's energy efficient ductless mini-split heat pumps can save homeowners up to 50% on their heating and cooling bill.*



Homeowners can claim 30% of the equipment and labor costs (up to a \$1,500 limit) in 2010 on qualifying Fujitsu systems: 9RLS, 12RLS, 15RLQ.

Fujitsu has the most efficient heat pump in North America — **26-SEER**, plus 10 Fujitsu systems are ENERGY STAR® qualified in 2010.



Fujitsu not only manufactures green equipment, but we have reduced our factory's carbon emissions to below 1990 levels while doubling production.



Halcyon



To find out how you can become a Halcyon Dealer and how being green can make you more green, visit www.fujitsugeneral.com

*Savings may vary based on model selected, hours of operation and geographical location. Example given based on 26-SEER system versus 13-SEER system.



2010 SUPPLIER PROFILE



Whitlam's New FLOW-AIDE Biodegradable Descaler Restores Efficiency to Tankless Water Heaters

Scale, lime and rust are any water appliance's enemy. Over time, these mineral deposits build up and decrease the appliances efficiency. J.C. Whitlam Manufacturing Company, manufacturer of specialty chemicals for the plumbing industry since 1900, has developed a cost effective and environment-friendly solution for descaling. Whitlam's FLOW-AIDE Biodegradable Descaler is the plumbing and heating contractor's choice when descaling; Tankless Water Heaters, Wall Hung Boilers, Ice Machines, Humidifiers, Heat Exchangers, Chillers, Vacuum Pumps, Condensers, Evaporators, Tanks, Potable Water Lines, Radiant Heating, and most all Water Operated Equipment. FLOW-AIDE Biodegradable Descaler is a non-hazardous, non-corrosive, non-injurious, non-toxic, yet fully biodegradable descaler, heavily fortified with wetting and penetrating agents which actually dissolve water scale, lime, mud, rust, and other water formed deposits from water operated equipment.

EFFICIENCY RESTORED

Whitlam also offers FLOW-AIDE Biodegradable Descaler within a service kit to assist in descaling tankless water heaters. The kit provides all the necessary equipment to service the water heaters. The kit includes a EZ-350 high quality submersible electric pump, 1 quart of FLOW-AIDE Biodegradable Descaler, and two 5-foot rubber hoses with adapters, packed in a 3.5 gallon plastic bucket. Once the kit is assembled and attached to the service lines, a quart of FLOW-AIDE Biodegradable Descaler is diluted in the bucket with a gallon of water and cycled through the appliance. The process takes only 30-40 minutes to completely dissolve all scale buildup. Descaling a tankless water heater can be achieved quicker simply by cycling a higher concentration of solution.

SERVICE YOU CAN COUNT ON

Typically, tankless water heaters should be serviced yearly; however, in harsher water environments and commercial applications, systems may need to be descaled multiple times in a year. For ease of connecting to the water heater, it is recommended the system be installed with service valves.

SAFE FOR MOST SYSTEMS

The solution is of a pleasant or characteristic odor and does not exude any obnoxious or toxic

vapors. FLOW-AIDE Biodegradable Descaler does not corrode, erode, attack, oxidize or have other deterioration effects on virtually any metal or materials commonly found in water systems such as; copper, iron, rubber, steel, titanium, PVC, CPVC, ABS, glass or other materials found in heat exchangers, vacuum pumps, evaporators, condensers, and/or other water cooled, water heated, or water operated equipment when used as directed.

GREEN SINCE 1900

As the developer of the first "lead-free" thread sealant, we have been committed to making environment-friendly products for more than 100 years. Today, we continue to push forward in creating better products like our FLOW-AIDE Biodegradable Descaler. FLOW-AIDE does NOT contain any VOC's and is non-reportable under SARA Title 3: Sections 311/312/313 Categorization or CERCLA. FLOW-AIDE is certified to NSF/ANSI 60 for use as a cleaner in potable water systems. The NSF designation is registered for use in beverage, potable water, pharmaceutical, bottling, poultry, and other food processing plants. For additional details regarding the specifications of FLOW-AIDE Biodegradable Descaler or FLOW-AIDE Descaler Kit, please contact the technical department of J.C. Whitlam Manufacturing at 800-321-8358 or visit www.flowaide.com.



Quick and Effective Tankless Water Heater Service Kit



Backed by chemistry, our lab is constantly developing new and innovative products.

See contact information on page 172

THE ONLY THING STRONGER THAN OUR PIPE JOINING PRODUCTS IS OUR CONNECTION TO YOU.

It takes more than quality products to meet your customers' demands, which is why we provide you with the best personal service in the industry. From product education and quick response times to reliable delivery schedules, we help you give your customers what they want, when they need it.

NEVER COMPROMISING QUALITY for the sake of cost, we strictly formulate our products for performance and quality. This gives you the peace of mind that each product we manufacture offers superior, reliable results.

GREEN SINCE 1900. As the developer of the first "lead-free" thread sealant, we have been committed to making environmentally friendly products for more than 100 years. Today, we continue to push forward in creating better products like Blue Magic and other non-toxic, low-VOC cements and sealants, which meet NSF 61 and NSF 14 standards.

HELPING YOU DELIVER YOUR BEST.

With hundreds of quality products/tools, we're more than your supplier – we're your partner. Trust the name that's been the industry standard since 1900 – Whitlam. Call 800-321-8358 or visit whitlam-plumbpro.com.



Mark A. Whitlam
Sr. Vice President Sales
Great-Grandson of Founder

See contact information on page 172





Natural Born Leader

The GeoSpring™ hybrid water heater from GE® uses innovative heat pump technology to save you \$320 a year without costing you a single drop of hot water.

Only an industry leader like GE could bring you a water heater that dramatically cuts your home energy costs. An efficient 2.35 Energy Factor helps reduce water heater energy consumption up to 62%. Remarkable efficiency and savings are what make the GeoSpring hybrid water heater a Natural Born Leader. To find out how it works and where to buy, visit geappliances.com/GeoSpring

*Based on DOE test procedure and comparison of a 50-gallon standard electric tank water heater using 4881 kWh per year vs. the GeoSpring hybrid water heater using 1856 kWh per year.



imagination at work



a product of
ecomagination™

See contact information on page 172

Introducing a no-brainer from some of our brightest brains



The GeoSpring™ hybrid water heater uses its brain and heat pump technology to produce the same hot water while reducing energy costs by up to 62%.

This new kind of water heater saves homeowners approximately \$320 a year* in water heating operational cost. The footprint is similar to a standard tank model, and it uses existing water and electrical connections.

Set yourself apart by installing the GeoSpring hybrid water heater and giving homeowners the energy savings they're looking for. For more information call 888-4GE-HEWH or visit geappliances.com/GeoSpring



*For natural gas applications, the GE tankless water heater can save homeowners up to 25% on annual water heating costs.***

*Based on DOE test procedure and comparison of a 50-gallon standard-tank electric water heater using 4881 kWh per year vs. the GeoSpring hybrid water heater using 1856 kWh per year.
**Compared to a standard 50-gallon-tank gas model, based on 2007 fuel costs and testing conducted by the DOE.

See contact information on page 172

2010 SUPPLIER PROFILE



Navien America Launches Innovative Condensing Combination Gas Boiler

Navien America Inc., the pioneer in high efficiency tankless water heaters, introduced its new Condensing Combination wall hung boiler in response to the rapidly growing demand for a tankless unit that fulfills a combination of heating applications.

Navien's Condensing Combination Boiler is versatile and ideal for domestic water heating and space-heating applications, including in-floor radiant heating, base-board heating, and fan assistance-air handler heating applications. It also features Navien's signature condensing technology and uses PVC venting which lowers the cost of installation and simplifies the process significantly. The Combi unit has all the traditional lifestyle benefits of Navien tankless technology and can offer substantial energy savings for end consumers.

The Combination Fin-type stainless-steel heat exchanger, stainless-steel condensing heat exchanger and premixed burner are components that make this product so unique. The Combi unit has an integrated primary and secondary heat exchanger that are made of stainless steel which prevents corrosion and ensures a longer lifespan over copper parts. The Stainless-steel components also maintain temperature consistency even during long periods of use. With the Combi model, Hydronic heating is made possible due to the stainless-steel's capacity to maintain low and consistent temperature levels and the unit captures as much condensation as possible making it highly efficient.

The "combi" unit is green-friendly and utilizes an "ECO" Pre-mixed Burner that generates at least 20% less CO₂ and about 75% less harmful air pollutants such as NO_x emission.

Also, an Outdoor Sensor can be connected to Navien's Condensing Combi water heater and the unit can automatically regulate the heating temperature according to changes in the temperature outdoors. Also, the Combi unit features a powerful "anti-freeze protection" device which serves as a safeguard against extremely cold temperatures.

The Combi unit also has a special Automatic Water Fill Valve and automatically fills water into space heating systems, in the event the unit senses low water.

"We are excited about the Condensing Combination model and we expect it to be very well accepted by contractors, wholesalers and consumers across North America" said Ted Kwak, President of Navien America. "Navien's Combination unit

uses condensing technology and can fulfill many domestic water heating applications. It is easy to install with the use of PVC venting and cost effective and installers and contractors will appreciate the Combi unit for its versatility."

The Combi unit also has an ASA Control System that maintains a consistent, comfortable temperature throughout the home at all times which even takes into account the home's design as well as outside temperatures. The secret to this system involves a built-in thermostat which senses even the slightest temperature changes. The Combi's space-

heating application calculates the amount of heat required based on the difference between the return-water temperature and the indoor temperature, then automatically adjusts and controls the temperature accordingly.

Professional contractors can purchase these innovative, Condensing Combination tankless gas water heaters, along with the rest of the Navien's product line at major plumbing wholesale houses across the United States and Canada.

Log on to www.navienamerica.com.



Navien's Condensing Combination Boiler is ideal for domestic water heating and space-heating application and, features Navien's signature condensing technology that uses PVC venting for easier, more economical installation. Its stainless steel heat exchanger, condensing heat exchanger and premixed burner ensure long life, reliable operation and consistent temperature levels.

See contact information on page 172

Navien Condensing



Combination Gas Boiler



FEDERAL TAX CREDIT
Save 30% of the cost,
up to \$1,500!

Take advantage of Navien's state-of-the-art technology and benefit to customers!

In Today's Market, Cost Savings are Important!

*Now customers will enjoy lower installation costs
and cash in on low annual operating costs
and receive the best payback, compared to
conventional combination systems.*

- Endless hot water supply
(2~3 showers at the same time)
- Ultra condensing efficiency (CAFUE=0.92)
- Space saving design
- 3" SCH 40 PVC venting up to 100' with
a maximum of 6 elbows
- Optimal and stable operation
- Eco friendly Navien technology
- Easy installation
- Best warranty

Remote controller
NR-10PU



7-CREATOR
Navien Navien America Inc.



NAE-08-00-00000310

www.navienamerica.com

Toll Free: **1-800-519-8794**

2010 SUPPLIER PROFILE

STIEBEL ELTRON
Simply the Best

Introducing the latest in energy saving products from Stiebel Eltron

New Accelera® 300 Heat Pump Water Heaters

The new Accelera® 300 reduces hot water costs up to 80%. Heat pumps have been around for decades, but a heat pump water heater is a brand new concept. The Accelera® 300 works like an air conditioner but instead of dumping the heat outdoors, it puts it into the 80 gal tank of water. Additionally, it cools and dehumidifies the surrounding air and the tank insulation minimizes stand-by losses.

The beauty of heat pump water heating technology is that the amount of electrical energy needed to create hot water is greatly reduced compared to a conventional electric tank type water heater. The Accelera® 300 can extract up to 80% of its energy requirements from the energy in the air around it. The Accelera's compressor and fan consume only 1kWh of electricity to generate the heat equivalent of 3 – 5kWh.

The efficiency of the unit goes up with increasing ambient air temperatures. This groundbreaking efficiency redefines what a water heater is capable of, and what savings can really mean! In a warm climate, the unit can either be placed in the garage where it takes heat from the ambient air, or inside the house, where it helps with the air conditioning load. In a cooler climate, the unit is typically placed in the basement where it also acts as a dehumidifier. You get hot water at a discount and a dry basement as well.

The Accelera® 300 is Energy Star certified and eligible for a 30% federal tax credit through 2010 on materials and labor, as well as any state or local tax or rebate incentives.

A new concept in water heating, the Accelera® 300 heat pump water heater works like an air conditioner but instead of moving the heat outdoors, it puts it into an 80 gal. water tank. As an added bonus, it cools and dehumidifies the surrounding air.



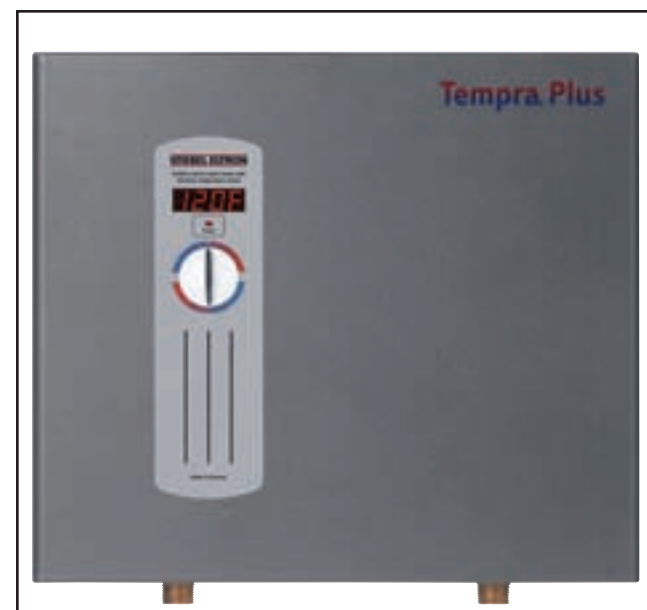
Tempra® Series Tankless, On-Demand, Electric Water Heaters

The next generation Tempra® and new Tempra® Plus models are now available! Enhancements include: output to 140°, upgraded heavy-duty electronics, single flow sensor, easy access hinged cover, larger inlet filter screen. Tempra® Plus models have a digital display for °F or °C readout and Advanced Flow Control™ to automatically adjust flow rate to maintain set point temperature. Further, the Tempra® series is now an ideal backup for solar thermal systems.

Stiebel Eltron Tempra® tankless, on-demand, electric water heaters are designed for whole house and various commercial applications. The Tempra® features the latest advanced microprocessor control that allows the exact water temperature to be set via a dial on the front cover. The advanced technology ensures that the water temperature will not deviate from the set point.

The compact, energy efficient Tempra® provides an unlimited supply of hot water, heated as it flows through the unit. Stand-by heat losses, so common in conventional tank-type systems, are completely eliminated thereby reducing water heating bills by 15-20%. Designed and manufactured in Germany to North American standards, the rugged, space saving Tempra® (17"×15"×5") contains all copper piping and heating elements and ensures many years of reliable service. ■

There is an industry leading 3-year warranty on all Stiebel Eltron tankless, on-demand, electric water heaters, 10 years on all Accelera® 300 heat pump water heaters. For more information please visit our website at www.stiebel-eltron-USA.com or call us at (800) 582-8423.



Stiebel Eltron's Tempra® tankless, on-demand, electric water heaters for whole house and commercial applications feature an advanced microprocessor control that allows the exact water temperature to be set using a dial on the front cover.

INTRODUCING THE ACCELERA® 300 HEAT PUMP WATER HEATER: ACCELERATE YOUR SAVINGS!

New!



Energy from nature.

The new Accelera® 300 can extract up to 80% of its energy requirements from the air around it. Heat pumps have been around for decades, but a heat pump water heater is a brand new concept. The Accelera® 300 works like an air conditioner - but instead of dumping the heat outdoors, it puts it into the water.

The Accelera's compressor and fan consume only 1 kWh of electricity to generate the heat equivalent of 3 - 5 kWh. The efficiency of the unit goes up with increasing ambient air temperatures. This ground breaking efficiency redefines what a water heater is capable of, and what savings can really mean !

**FEDERAL TAX CREDIT:
SAVE 30% UP TO \$1,500
OF THE TOTAL SYSTEM COST!**

- 10 YEAR WARRANTY
- 2.5 ENERGY FACTOR
- 80 GALLON STORAGE CAPACITY
- REDUCES HOT WATER COSTS BY UP TO 80 %
- COOLS AND DEHUMIDIFIES THE AIR AROUND IT
- LOW STAND-BY LOSSES THROUGH GOOD INSULATION



TOLL FREE **800.582.8423**

www.stiebel-eltron-usa.com



STIEBEL ELTRON
Simply the Best

See contact information on page 172



WALWORTH SET TO RECAPTURE PAST U.S./CANADA GRANDEUR

As the great baseball star/comedian Yogi Berra has often been quoted as saying, "It's déjà vu all over again." This well-known axiom can well apply to what Walworth is now preparing to do to reaffirm its once leading U.S. position. As one of the original four leading American full-line industrial valve manufacturers, WALWORTH is now fully geared to reestablish its once dominant U.S./Canada position as "the world's most complete global industrial valve and flow control line."

Although the overwhelming array of WALWORTH's broad offerings are manufactured in Mexico in first class facilities, under Company supervision, WALWORTH also supplements its vast valve array with products made in its own facilities in China, but under strict WALWORTH standards supervision.



Even though WALWORTH reduced its high U.S. profile when purchased by entrepreneur, Pepe Lanzagorta, 30 years ago, the renowned valve manufacturer established a dominant position in Mexico, which it continues to retain. This proved to be fortuitous as America's southern neighbor became one of the world's leaders of oil production, refining and transmission, while also establishing itself as a major global energy exporter.

Pemex, Mexico's massive oil monopoly, numbers WALWORTH as one of its leading product suppliers. This is especially auspicious since high quality and safety standards are particularly imperative in the energy sector. In anticipating WALWORTH's current return to active participation in the U.S. and Canada in all aspects of valve usage, we were happily surprised that the brandname Walworth had lost little of its former luster. Even more impressive were the many hundreds, if not thousands, of specifications still written into materiel specs of all end-use industries utilizing flow control devices.

In addition to inventories now available throughout the U.S., WALWORTH has established a 80,000 square foot warehouse in Houston, with capacity to expand another 80,000 which will become the mainstay of the bulk of products needed to provide same-day service to the growing expansion of WALWORTH key distributors and their customers.

Today's WALWORTH is prepared to achieve the following commitments:

- 1) The continued development of the world's most complete line of industrial valves.
- 2) A modern Houston-based warehouse facility, capable of upgrading, automation, and mechanization of its products where required. As well as serving as a testing and service center for the US and Canadian market.
- 3) The development of a national sales organization to generate renewed demand for the WALWORTH brand, and to work with selected stocking distributors to effectively meet the expected growing demand.
- 4) With WALWORTH fielding an established worldwide reputation, experienced WALWORTH representatives will support its selected PVF distributors in taking advantage of growing U.S. export opportunities.
- 5) An intense ongoing marketing, advertising, publicity, and updated website will re-invigorate the WALWORTH identity in the most effective 21st century terms.



These and developing opportunities will assure WALWORTH's return to a total North American leadership position.

Be assured of total cooperation and ongoing interface with all aspects of the U.S./Canadian distribution channels to make sure that our common objectives are met and exceeded. WALWORTH is finally back home!



TWC The Valve Company

www.twcwalworth.com

13641 Dublin Court, Stafford, Texas 77477 | Ph: (713) 996 9696 | Fax: (713) 996 9669 | Free: (1 800) 697 1842 | info@twcwalworth.com



2010 SUPPLIER PROFILE

Liberty Pumps®

Pro380-Series

Short, fat and squatty are a few words that have been used to describe the new Pro380 sewage package from Liberty Pumps. The first “shallow” sewage system to feature QuickTree® technology.

While most residential sewage basins are 30” tall, Liberty set-out to design a shallow basin that still offered large holding capacity for longer pump cycles. The longer cycles translate into improved pump and switch life. The result was a 24” deep by 24” wide rotationally molded polyethylene basin that boasts a whopping 41 gallon total capacity. Although only 24” tall, the increased diameter of the PRO380 provides over 25% more capacity than traditional 18”x30” basins.

Ever dig a hole? Digging wider is usually much easier than digging deeper. That’s the concept behind the PRO380 shallow design. This is especially helpful in difficult soil conditions such as bedrock which is prevalent in some areas of the country.

As part of the new PRO-Series, Liberty introduced QuickTree® technology. A mounting system for the floats that allows easy access for servicing. The floats are mounted to a stainless steel tree (or rod) that is located underneath a separate access cover. With the QuickTree® mounting system, float switches can be accessed without removing the pump, main cover and piping. Replacement or cleaning of floats can now be accomplished in minutes outside of the basin by simply remov-

ing the access cover and pulling the QuickTree® out of the system. Both pump activation and alarm floats are mounted to the QuickTree®.

Other PRO380 features include molded torque-stops for locating and securing the pump, heavy-duty rubber gaskets molded to the covers for improved sealing, a clear disposable construction cover to protect the system during rough-in and masonry work; and complete pre-assembly

from the factory.

The PRO380 series is available in a wide range of horsepower and voltages, both in 2” and 3” discharge; and new “XL” 10’ stack test models have been added with UPC approval. ■

For more information on the PRO-Series or other innovative products from Liberty, visit their website at www.libertypumps.com or call the factory at 1-800-543-2550.



At just 24” tall, the PRO380 has more diameter for 25% more capacity than traditional 18”x30” basins. Its reduced height is especially helpful when digging in difficult soil conditions such as bedrock.



With QuickTree® technology, the floats are mounted to a stainless steel tree (or rod) underneath a separate access cover. Floats can be replaced or cleaned by simply removing the cover and lifting the tree from the unit.

See contact information on page 172

Innovative designs, energy efficient.

Liberty pumps offers 6 different series of sump pumps to meet your specific pumping needs. All feature energy efficient motor designs that minimize energy consumption.

For the absolute best in basement groundwater protection - look no further than Liberty Pumps!



Liberty Pumps®

800.543.2550

www.libertypumps.com



2010 SUPPLIER PROFILE



Mueller Steam Specialty – Bringing the Specialty Back!

Mueller Steam Specialty is one of the leading suppliers of strainers in the valve industry. At Mueller we are dedicated to providing straining solutions to our customers worldwide. Our products range from low-pressure cast iron wye strainers, to simplex basket strainers in bronze, carbon, or stainless steel, to duplex basket

strainers for critical applications.

At Mueller Steam Specialty, fabricated strainers are our specialty. We take great pride in our ability to supply the highest quality economical fabricated strainers. Whether you need a special basket strainer, special wye strainer, or a special one of a kind duplex basket strainer, our engineers will design and fabricate the perfect specialty strainer to meet your application.

In addition to strainers, Mueller also offers a full line of double disc wafer & silent check valves, lug & wafer butterfly valves, suction diffusers and LOCXEND® grooved end products to meet your needs.

Mueller joined the Watts Water Technologies, Inc. family in 2006, and now has access to Watts' vast distribution, manufacturing and engineering resources that further strengthen our capabilities. Call us toll free at 1-800-334-6259 or visit our web site at www.muellersteam.com to obtain our new catalog and price list or to discuss your strainer needs. At Mueller Steam Specialty we are committed to bringing the "Specialty" back. ■

For more information, log on to www.muellersteam.com.

From a special basket strainer, special wye strainer, or a special one-of-a-kind duplex basket strainer, Mueller engineers can design and fabricate the right strainer for every application. Mueller also offers a full line of double disc wafer & silent check valves, lug & wafer butterfly valves, suction diffusers and LOCXEND® grooved end products.



Custom Fabrication At It's Best

**For custom fabrication,
Mueller is the obvious choice.**

Specialty isn't just our name, it's what we do. For over 50 years, Mueller Steam Specialty has been the preferred source for the widest variety of special service valves and strainers in the industry. This capability is further enhanced with the addition of in-house fabrication. Using state-of-the-art cutting, fabricating, and welding equipment, our ASME-certified craftsmen manufacture to our customers' specific needs. Quality is assured by in-house, dedicated Design Engineering professionals.

**Designed, Engineered and
Manufactured in the USA**

muellersteam.com



Mueller Steam Specialty™

A Watts Water Technologies Company

2010 SUPPLIER PROFILE



Navien America Expands Tankless Water Heater Line with achieving the Industry's Highest Efficiency Ratings

Navien America Inc., the pioneer in high efficiency tankless water heaters, complements its state-of-the-art tankless water heater line with an ultra-condensing efficiency model that offers the highest thermal efficiency ratings in the industry.

Driven by Navien's unique design and signature "ECO" Technology, Navien now offers condensing water heaters for residential, and commercial applications which qualify for ENERGY STAR ratings. Equipped with all the traditional lifestyle benefits of tankless technology, Navien Condensing 98% models can offer substantial energy savings for residential and commercial customers.

Navien's economic venting system makes them highly efficient and Navien's condensing technology results in lower annual operating costs. Navien Condensing 98% also use 3" PVC venting which offers significant cost savings in the installation process and allows for a safer and easier installation process for installers and contractors.

"We are very pleased with the Condensing 98% tankless models and to our contributions to the tankless industry and we will continue to strive for releasing green-friendly products," said Ted Kwak, President of Navien America. "With Navien Condensing 98% heaters, consumers and contractors will get the best of both worlds, the benefits of tankless and ultra condensing efficiency, which offers substantial energy savings for the end user and an easier installation process for contractors who can utilize PVC venting."

Navien Condensing 98% heaters utilize dual stainless steel heat exchangers, providing 3.8 to 4.5 times longer life-expectancy and erosion resistance over the copper heat exchangers. Navien's unique condensing heat exchanger (secondary heat exchanger) traps condensation and uses it, making the whole process incredibly efficient and economical. Navien's ECO Premixed Burner not only dramatically reduces NO_x emissions but also offer the industry's lowest level of emissions. These units also use less gas, resulting in less CO₂ emissions making them green-friendly.

Some of the Condensing 98% water heater models feature an optional circulation pump and mini buffer tank (model A) that eliminate cold-water stacking and offer further safety measures and hot water on demand when using external recirculation.

With Navien's 98 Ready Link Cascade System, contractors and installers can link up to 98 com-

pact-sized Navien water heaters as one system, equating to the largest volume of hot water in the industry.

Professional contractors can purchase these innovative, Condensing 98% tankless gas water heaters, along with the rest of the Navien's product line at major plumbing wholesale houses across the United States and Canada.

Navien America, Inc. is a global leader and technology innovator of the 98% energy efficient tankless water heater. Navien America was established

to open new markets in the United States and Canada for KD Navien's technologically advanced products. Navien America is eager to continuously provide high quality and innovative products that are environmentally friendly, energy efficient, and that offer hi-tech comfort and convenience to all customers. Navien America is an official ENERGY STAR® partner of the Residential Water Heater Program. Navien offers "The Ultimate in Energy Efficiency with Hi-tech comfort."

Log on to www.navienamerica.com.



Navien's green-friendly Condensing Combination 98% tankless water heaters offer the benefits of tankless and ultra condensing efficiency for substantial energy savings, substantially lower emissions and easier installation. Their dual stainless steel heat exchangers provide 3.8 to 4.5 times longer life expectancy and erosion resistance than copper heat exchangers.

See contact information on page 172

navien

Condensing 98%



Tankless Gas Water Heaters

QUALIFIES FOR FEDERAL TAX CREDIT

Save 30% of the cost,
up to \$1,500!

The Ultimate in Energy Efficiency with Hi-Tech Comfort

- Easy installation and PVC venting
- 3" SCH 40 solid PVC up to 100'
- Industry's highest energy efficiency rating - 98%
- Ready Link® Cascade System
- Optional built-in recirculation system with buffer tank
- Advanced Eco Navien technology
- Extended lifecycle utilizing dual stainless steel heat exchangers
- Advanced remote control - NR-10DU
- Industry's best warranty!

Remote controller
NR-10DU



^o7-CREATOR
navien Navien America Inc.



www.navienamerica.com

www.navienamerica.com

Toll Free: **1-800-519-8794**

2010 SUPPLIER PROFILE



Obama's Job Summit Focuses on Taco

Here in America, we're all concerned about the economy. Fuel for growth comes from the availability of jobs, so the key question at President Obama's recent job summit was, "Where will they come from?"

The Obama administration, in concert with top economists, CEOs, small business owners and labor leaders, recently concentrated their best efforts on the troublesome topic of how to create more jobs for an impatient American workforce. Their gaze fell quickly on a successful jobs program at one of the leading, all-American manufacturers in the HVAC industry – Taco, Inc., based in Cranston, RI.

Two Associated Press writers scooped the story. AP submitted a lengthy feature published in media outlets around the world, spawning major network broadcasts and countless blogs.

The article informed readers that, of the many plausible job-generating ideas offered, the Obama job summit narrowed its focus on four key concepts – job sharing, tax holidays, a new job corps, and direct aid to states and cities – the first of which was exemplified by a program at Taco.

Job Sharing

When home-building and remodeling fell sharply, orders coming in to Gary Melillo's department at Taco suffered. Yet, workers there continued to manufacture circulators, valves, air separators and other HVAC system components to fill the plant's inventory. Senior managers knew that if sales didn't pick up, there wouldn't be enough work to go around.

"It would be very scary to be laid off," said Melillo in the AP article. A 25-year veteran of the plant whose wife also works for Taco, Melillo added that "It could be a double hit."

Taco wanted to avoid layoffs. John White, the owner of Taco made this very clear to the work force through his regular

business update "town hall" style meetings. John knew that if workers were eliminated (averaging about 18 years on the job), there'd be no certainty in getting them back. So Taco implemented a program called "workshare" to spread the pain while preserving jobs.

Workers in some departments at Taco were cut back to three- or four-day weeks. Fortunately, unemployment insurance covered more than half their lost wages and they kept benefits, including health insurance.

This year, all of Taco's 292 production workers in Rhode Island and Massachusetts participated in the work sharing program, though managers there activate the job sharing program only when necessary. "The big value is," said John White with a gentle smile, "that we've been able to

ride-out the storm without losing a single employee."

At Taco: "Our job is your job"

It's a win-win. Every Taco product that makes its way into your inventory and onto your shelves is profitably outward bound into American homes and jobsites. Each product was built by someone with a family to feed and a future to hope for. Your sale, and your customer's job, helps Taco employees keep theirs.

For Gary Mellillo and his entire department it means that long term, highly qualified people continue to build the best possible product for you right here in the USA. According to Gary, "that makes me feel good," as indeed it should. ■

Log on to www.taco-hvac.com.



John White (front), owner of Taco, wanted to avoid layoffs so he implemented a "workshare" program that reduced affected employees' work weeks to three or four days but preserved their benefits. Unemployment insurance recovered more than half their lost wages. "We've been able to ride-out the storm without losing a single employee," said White, acknowledging that a lost employee takes an average of 18 years' experience out the door.

See contact information on page 172

Great warm-ups.



The Taco Family of Solar Products

Domestic water heating is the #2 user of energy in most parts of the country. That's why homeowners are warming up to solar. With Taco Variable Speed Solar Pumps with integral controls, system performance can increase by as much as 20%. Our Solar X-Pump Block's patent-pending design includes a variable speed solar differential control, collector circulator, storage tank circulator and brazed-plate heat exchanger for system isolation, all in a single unit. The Solar Pumping Station is a complete closed loop system. With just 5

connections – 2 to the collector(s), 2 to the storage tank's heat exchanger, and 1 to the expansion tank – the installation is done!

Flexible applications.

All Taco solar products work beautifully with any solar thermal application: open or closed loop, drain-back, 1 or 2 storage tanks and more. And each is a snap to install. It's solar everyone can warm up to.



2010 SUPPLIER PROFILE



Master distributor Warren Alloy builds on 50-year reputation for quality, service

For almost fifty years Warren Alloy has been a master distributor of stainless steel and high alloy pipe, tubing, fittings, flanges and its exclusive line of Warren Valves. Warren's reputation for quality products, customer service and speedy and accurate order fulfillment has made it a leader in its marketplace.

Most of our customers are industrial suppliers who service the oil, gas, power, petrochemical and marine markets. These environments call for a high quality product and often immediate shipment. Warren meets these requirements with unparalleled fast, accurate customer service and by maintaining a large inventory. Six strategically located facilities across the country means Warren can provide fast delivery to the end user.

Warren's reputation as a master of master distribution is built upon a solid business model:

- Sell only to industrial distributors, never to the end user
- Maintain a large inventory of over 60,000 items
- Inventory contains only world-class domestic and international suppliers
- Offer easy access to CMTR's electronically
- Inspect 100% of incoming shipments for quality assurance
- Give unrivalled customer service from initial phone call to final shipment
- Provide fast shipment – over 80% of orders are shipped within 24 hours
- Ensure accurate shipment – over 99% order accuracy rate
- Make available in-house capabilities:
 - Pipe cutting
 - Flange machining
 - Valve modification
- Service 75% of the US market within 24 hours from our six locations

Veteran Sales Team & Relationships

Warren Alloy proudly maintains a knowledgeable, veteran sales team to fill our customers' most demanding requirements. Each member of the Warren Alloy sales team is ded-

icated to maintaining true customer relationships. Our team is always available during regular business hours and our after hour on-call service provides help in emergency situations.

Master Distributor – Selling only to Distribution

Warren Alloy is the oldest and leading true master distributor of pipe, tube, fittings and flanges and Warren Valves. By not selling to end users, Warren Alloy does not compete with our distributor customers. This loyalty to our distribution customers has made Warren Alloy a preferred supplier of world class products and flawless services since 1963.

Value

Warren Alloy is ISO certified and maintains an over 60,000 line item inventory of commodity and special pipe, tube, valves, fittings and flanges. Sizes range from 1/8" to 60". Materials include 304 & 316 stainless steel, duplex, alloy 20, C276, Alloy 200, Alloy 400, Alloy 600, aluminum and chrome moly. Wall thicknesses range from schedule 5S to double extra heavy. Flange pressure ratings start at 150LB, 300LB and 600LB and continue through 900LB, 1500LB and 2500LB. Flange faces include raised face and ring type joint "RTJ". Pressure fitting ratings from 150LB, 2000LB, 3000LB and 6000LB are readily available.

Warren Alloy's diverse inventory includes commodity and special butt-weld fittings, pressure fittings, 150LB cast fittings, nipples, swages and outlets. Sizes thru 36" and pressures from 150LB to 6000LB, along with numerous end connections and material grades, are always in stock. Special fittings such as reducing 90° ells, crosses, ASA stub ends, laterals and difficult to find sizes are standard items at Warren Alloy. This inventory, matched with our unparalleled same day and error free shipping, provides the value our many distributor customers have grown dependent on for almost fifty years.

You can count on the Master of Master Distributors – Warren Alloy. ■

1.800.231.6680 or info@warrenalloy.com



Warren Alloy maintains an inventory of more than 60,000 line items of commodity and special pipe, tube, valves, fittings and flanges from world-class domestic and international suppliers and sells only to industrial distributors, never to the end user.



With six strategically located facilities across the country, Warren provides fast delivery to the end user and can service 75% of the US market within 24 hours, boasting better than 99% order accuracy rate. Each order is triple checked before shipment, usually on the same day.

Install a Bathroom Almost Anywhere

Zoeller Pump Company's Qwik Jon® Ultima is the smart solution for all sewage removal needs when gravity flow is a problem.

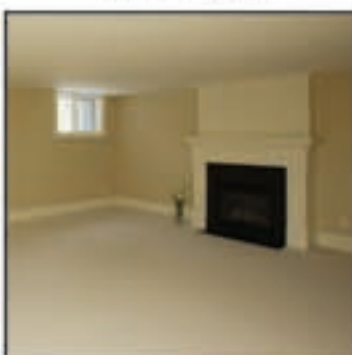
- Simple enough for residential, robust enough for commercial
- No breaking or build up of floors necessary
- Grinder pump tank can be installed free-standing or behind wall
- Rear flush toilet is comfort height, ADA compliant and features elongated bowl
- Model 202 complete with rear flush toilet and grinder pump tank
- Model 203 standard rear flush toilet sold separately

For more information on the Qwik Jon® Ultima, and other Zoeller Pump Company products, please visit www.zoeller.com.

bathrooms



basements



cabins



tool sheds



vacation homes



PUMP COMPANY

Zoeller Family of Water Solutions™



Model 202



Model 203



INTRODUCING

BRADFORD WHITE
ICON
System™

ACCESSORY PACKAGES

NEW Bradford White ICON System™ Accessory Packages – Up to 50% more hot water, up to 36% higher energy savings, leak protection and full programmability.

1 ACCESSORY MODULE

The module powers and monitors the Accessory Packages and features an audible alarm and a multi-color LED display to signal the status of the control valve, Leak Detection Sensor and Inlet Shut-Off Valve.



2 ELECTRONIC LEAK DETECTION SENSOR

The sensor will trigger the Accessory Module alarm in the event a leak is detected and confirmed. It will also send a signal to the Accessory Module to interrupt main burner operation. Once the leak is corrected the system automatically silences the alarm and resumes normal operation.*



3 INLET SHUT-OFF VALVE

The Inlet Shut-Off Valve closes the cold water inlet when a leak is detected and confirmed. The Accessory Module will automatically re-open the Shut-Off Valve once the leak is corrected.*



4 FULLY PROGRAMMABLE LCD DIGITAL CONTROL

The control offers full 7-day, 4 period/day control of the water heater. Now customers can program their water heater based on their usage patterns and save up to 36% on energy costs. This easily installed control can be attached directly to the water heater or mounted remotely.



5 INTEGRATED MIXING DEVICE**

The Integrated Mixing Device allows water in the tank to be stored at higher temperatures, but delivers a safe and comfortable outlet temperature by blending in cold water. This increases usable hot water by as much as 50% or more. Bradford White's unique design reduces installation time to as little as 15 minutes and incorporates contractor-friendly features such as a cold water outlet, an alternate hot water outlet and a recirculation port inlet.



RUBBER DAM

If there is no drain pan, Bradford White has provided a Rubber Dam to encircle the water heater. The dam will hold enough water to activate the sensor in the event of a leak.



*In the event that a water heater must be replaced, all components are re-usable and can be installed on a new water heater.
**The Integrated Mixing Device is ASSE and UICP (IAPMO) certified and complies with applicable CSA/MSF standards.

NOTE: Bradford White ICON System™ Accessory Packages are meant to complement the water heating system and do not replace existing National/State/Local code(s) and/or manufacturer's installation instructions.

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NOW MAKE A GREAT WATER HEATER EVEN BETTER AND BUILD YOUR BUSINESS!



All accessory packages are compatible with any Bradford White ICON System™ equipped water heater. The packages are also compatible with any Bradford White models using the Honeywell® WV4460 control valve.



ACCESSORY MODULE PACKAGE

The package includes the Accessory Module, wiring harnesses, and a transformer that plugs into a wall outlet. One Accessory Module is required to operate any or all of the Accessory Packages.



PROTECTION PACKAGE

The primary component in the Protection Package is the Electronic Leak Detection Sensor. The Protection Package also includes the Rubber Dam to encircle the water heater and a wiring harness that connects the sensor to the module.



INLET SHUT-OFF VALVE PACKAGE

The Inlet Shut-Off Valve Package is an added layer of leak protection for your customers. The package includes an automatic Inlet Shut-Off Valve, an integrated wiring harness for connection to the Accessory Module, and two 3/4" x 1" brass connection fittings.



PERFORMANCE PACKAGE

The Performance Package includes the Fully Programmable LCD Digital Control with junction box, wiring harnesses, and batteries for backup capabilities. Package also includes the Integrated Mixing Device with push-to-turn hand wheel, stainless steel flexible connectors, and Thermo-Strip.



Bradford White's new *Homeowner Accessory Package Brochure* is an easy-to-understand guide that explains each component and its benefits to your customers. Remember to watch for more tools from Bradford White that will help you build your business.





www.metropac.com

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*Honeywell Inc. 1979 Study; Control Systems Providing Energy Savings with single and multi-zone Hydronic Heating. 15% is the average energy savings and can only be achieved when installing an outdoor reset model, domestic hot water priority is off and the unit is installed as directed.

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*Kit required to enable domestic hot water override functionality with indirect DHW tank When the Zr terminal on the Aquastat® is not used or available for DWH demand.



For more information on Honeywell AquaReset, visit www.metropac.com/outdoorreset.html for complete details.

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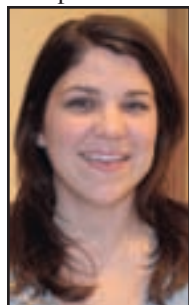
See contact information on page 172

ASA Education Foundation

Taking training to a whole new level

BY MARY JO MARTIN
Editorial director

Thanks in large part to the Karl E. Neupert Endowment Fund, and the dedication of volunteer and staff leaders, the American Supply Association's Education Foundation has developed a significant amount of new programs that provide exceptional value at a



Amy Black,
ASAEF executive
director



Frank Finkel,
president,
ASAEF Trustees

very affordable cost.

One of the most significant projects the ASAEF has undertaken is updating the *ProductPro* product knowledge courses. They have also spent a good deal of time expanding the *Essentials* brand of courses, which, in addition to the original *Essentials of Profitable Wholesale Distribution*®, includes courses for showroom sales, inside sales and warehouse operations. They cover important business basics that allow every employee to contribute to a company's success.

ASAEF also offers programs on customer service and supervision, as well as the *Employee Performance Improvement Tool Kit*, which was designed for use by human resources professionals and contains job descriptions, requirements, guidelines for recruiting, training, reviews and other good tools, and provides cus-

tomizable templates on CD.

Based on feedback from customers, the Foundation is now turning its attention to online delivery methods. Part of that online training includes a new education component for the *3D Schematics Solutions*, which offers a game-like system of products and their applications in residential, commercial and, eventually, industrial treatments. It's an ideal way to introduce the products sold in this industry in a simple and understandable fashion, as it allows users to actually see the products in their practical applications.

A top priority for ASAEF in the immediate future is converting its current content into an interactive online format that provides engaging training. With so many of this industry's current employee pool being of a generation that grew up on comput-

ers, playing video games and learning electronically, interactive training methods are crucial in keeping these young people interested in their jobs and our industry.

Recently, ASAEF executive director Amy Black and president of the Board of Trustees Frank Finkel of Davis & Warshaw — who is also a past president and member of the Board of Directors and Executive



Committee of ASA — discussed the evolution of the Foundation and its new programming with editorial director Mary Jo Martin.

MJM: *ASA University and ASAU Online were just rolled out last year. How do they work, and how are they different from courses you've developed over the years?*

Black: ASA University is a new concept for the Foundation. It began as a housing mechanism to hold all the programs and tools available from the Education Foundation. What was different was not what was in ASA University, but how it was presented. We are now developing the "university" part of this concept.

Ultimately, ASA University will offer Colleges to serve all job areas within our industry. For example, we are looking at creating a College of Sales/Sales Management and a College of Leadership/Executive Management. Each College will have a set of core competencies and clear professional development pathways for all job titles.

A cornerstone of ASA University is our new online learning management system, ASAU Online. This is the home to all the Foundation's online programs. The courses are delivered in quick, but highly interactive modules to keep users interested and progressing. Students may train from any computer, at any location, any time they wish. And the new engaging aspect of the courses allows for better retention.

MJM: *What are the key benefits of ASAU Online for an employer?*

Black: One of the best features of ASAU Online is that it allows trainers and supervisors to set learning agendas and track employee progress through courses and programs. It's all well and good if employees say "yes, I took this course and that course." But if employers have no way of tracking that or gauging if what was supposed to be learned is being put into action, how do they know it's (Turn to ASA... page 118.)

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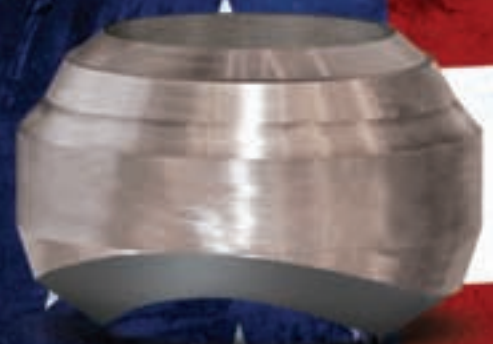
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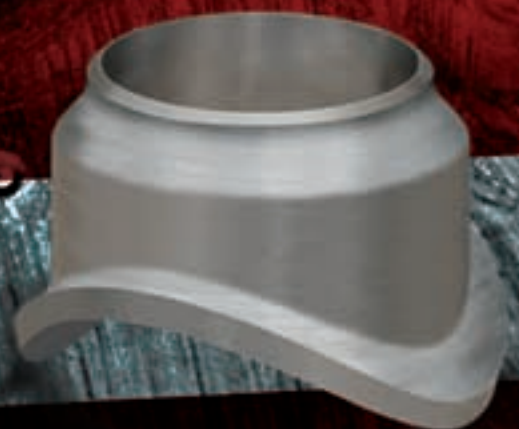
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ASA developing University to serve all job areas within industry

(Continued from page 114.)

working — or worth their investment? Training isn't just about giving employees a workbook and saying "learn this." Employers need to show they value training enough to track and monitor progress so employees can be recognized and rewarded.

ASAU Online actually does all the work for companies that don't know where to send their training managers to find what they need to create and track a successful program. It's also of great value to those who are unable to have a designated trainer within their company. From tracking progress and scores, to keeping all the information in one easy-to-access place, ASAU Online makes training simple. Also, with the "any time, anywhere" training format, employees can be easily trained even when time is tight, which we all know it is.

MJM: Frank, how does Davis & Warshow use the various programs?

Finkel: We have used ASAEF products and services for more than two decades. Early on, we sent many of our folks to what is now the University of Industrial Distribution. As *ProductPro* became available, we initiated a program for all new hires to take the courses — as our hourly em-

You never know where an opportunity can present itself to help your customer or gain new business. Second, understand how a distributor operates. It gives independent reps more credibility and allows them to tailor their sales strategies accordingly.

Finkel: While many of our programs appear to be wholesaler focused, they are actually applicable to any employee of any company within the PHCP/PVF industry. We haven't done a good enough job communicating this to our manufacturers and reps, and we are making strides to change this perception. While a majority of users are wholesalers, many manufacturers avidly use our programs in their training. For example, several manufacturers have made *Essentials of Profitable Wholesale Distribution* a required program for their salespeople. They realize that if their salespeople understand how a distributor makes a profit, they will be better equipped to have a conversation that addresses those priorities and gear their sales strategies accordingly.

In fact, our *Overview of Wholesale Distribution* online course has already garnered the endorsement of our Vendor Member Division, which we are hopeful is a sign of the indus-

Warshow. Over the years I have seen three generations of folks at Davis & Warshow. They and their families have prospered because of our industry. The ideas and exchanges through ASA that my father and I and now my son David have been exposed to have helped us be successful and provided the same for all of our associates. The many lasting friendships that Lois and I have made would not have been possible without ASA.

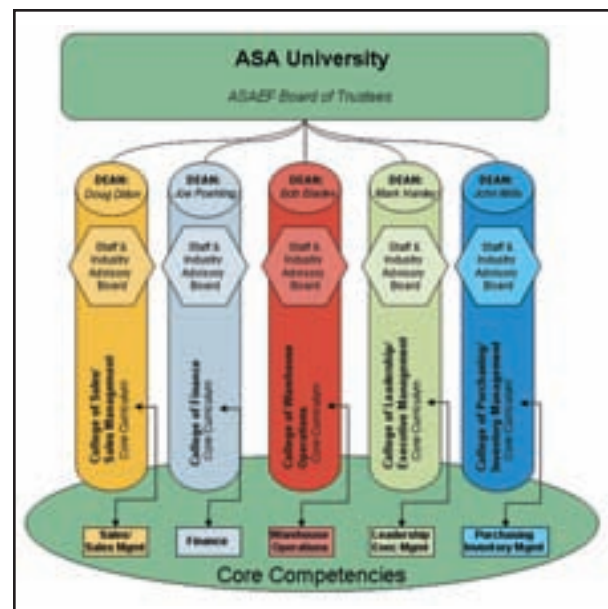
Even in tough economic times, our industry has continued to survive, if not prosper. We need more in our industry to embrace what ASA has to offer, to have a united voice in Washington, to gather together and talk shop, and to enable our members to have the most knowledgeable associates in the industry.

All of the key issues that ASA has dealt with revolve around its members. The current Strategic Plan says: "To help PHCP and PVF supply chain partners run more efficient, profitable businesses."

I think that has always been the guiding principle behind ASA. Of course, today we include our manufacturers as true partners in these efforts. Networking, advocacy, benchmarking and education are the cornerstones upon which we build. We saw the first two pieces in action last fall at our convention in Washington, D.C. The reviews were stellar, however we need to attract more of our membership to these events. ASAEF, through the funding provided by the Neupert Endowment Fund, continues to be my focus. We are preparing programs to meet the requirements of the 21st century.

MJM: What was it about the Education Foundation that encouraged you to take on this latest role, and what are your goals?

Finkel: When I was asked to sit as a trustee on the ASAEF it was an easy decision to say yes. The value of the programs and services it has provided to Davis & Warshow are priceless and I wanted to help develop these for the future associates of our firm. I was reluctant to become president of the Board of Trustees, however the truth is that the talented staff does most of the work. Unless you are part



This flow chart explains how ASA University is organized.

of this team, you do not see the intelligence and dedication of the staff. They are a pleasure to work with and truly deserve the credit that the volunteer leadership gets.

MJM: You've seen a lot during the course of your career, Frank. In what ways have the business issues you face as a wholesaler changed, and are there things that have remained constant?

Finkel: We buy stuff and sell stuff. That really has not changed. What has changed is the way progressive wholesalers go about that seemingly simple task. I still see handwritten invoices and statements from some wholesalers and reps and I just shake my head in wonder.

When we moved to our current location in 1975, our billing department had 22 people actively involved in getting our "computerized" invoices and statements out. We had a warehouse full of folks with no accountability as to what they were accomplishing each day. Today, technology enables us to generate invoices and statements with two or three people. Our main warehouse is RF directed and each order is double-checked before shipping. We operate with fewer associates than we had in 1990. We can download reporting on what our customers are buying from us as well as measure how our manufacturers are performing. All of this new knowledge enables us to make good business decisions.

Many of these ideas came out of discussions with our peers at various ASA functions. We really did not invent anything; we adapted what other folks had been doing. The key to our success has been our ability to recognize that change can be good, and to embrace those changes.

For additional information, visit www.asaef.org or call Amy Black at 312/464-0090.

"A cornerstone of ASA University is our new online learning management system, ASAU Online. This is the home to all the Foundation's online programs. The courses are delivered in quick, but highly interactive, modules to keep users interested and progressing."

ployees complete a unit of *ProductPro*, they receive an hourly wage increase. This incentive can reach \$30 per week if they complete all segments.

We also challenge our inside staff and showroom salespeople to complete various *Essentials* course work to enhance our profitability. Our head of training monitors all of these programs. We've seen an increase in the level of competency that certainly pays off in a bottom line increase.

MJM: What are some of your longer-term goals for ASAEF programs?

Black: One area we'd like to see grow is having more manufacturers' representatives use *ProductPro* and the *Essentials* programs when training their people. Whether a supplier uses an inside sales force or independent manufacturers' reps, the goal is the same — sell to the wholesaler. There is no better way to do that than to first be familiar with the products a wholesaler carries beyond just your own.

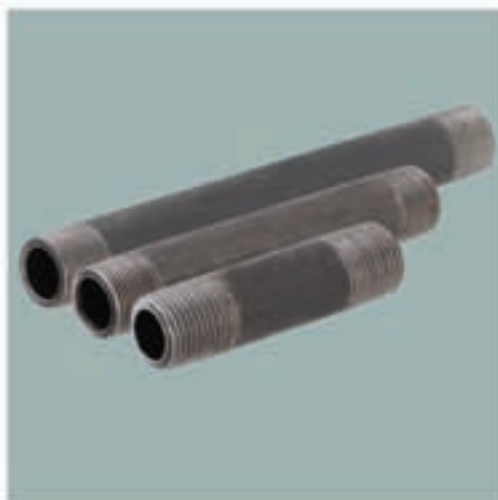
try embracing this delivery method.

MJM: The development of all these programs has been made possible by the Karl E. Neupert Endowment Fund. Were you involved during the early stages of the campaign?

Finkel: When Karl began to discuss his idea, I was skeptical. It came at a time when our friends at PHCC had finished a similar fund raising effort. That effort was flawed in many ways and I was fearful that we would not be able to generate any enthusiasm from manufacturers. Boy was I wrong. It did not take Karl long to visit me and convince me that his vision was not only valid, but absolutely necessary for our industry. He got me on his bandwagon and I became active in the solicitation efforts.

MJM: Why has it been important to you to give so much of your time to this association and industry?

Finkel: Look at what this industry has given to me, my family and my extended family at Davis &



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Greenville Housing Authority goes green with Siemens

BUFFALO GROVE, ILL. — A year after the Building Technologies Division of Siemens Industry Inc. started a \$2.5-million performance contract implementing various energy-saving and resource conservation measures for the Greenville Housing Authority, construction-phase data reveal the North Carolina housing authority project is exceeding its estimated construction period energy savings. According to Siemens' recent analysis, energy savings will likely exceed the guaranteed annual amount by 5% to 10%.

Under the HUD Green Initiative, which encourages owners and operators of low-cost housing developments to enact procedures and implement technologies that improve sustainability in their operations, the GHA engaged Siemens to help reduce energy and water consumption throughout its residential buildings. "We selected Siemens for many reasons, including the breadth of their product offerings, the substantial engineering assistance, and especially the performance guarantees on the energy savings,

According to the GHA, resident's consumption data is a valuable energy management tool and it will be able to manage allocations and aberrations better with the new Siemens system. As

"We selected Siemens for many reasons, including the breadth of their product offerings, the substantial engineering assistance, and especially the performance guarantees on the energy savings..."

part of the Green Initiative, Siemens is also providing all energy data reporting to the GHA to ensure HUD reimbursement.

In addition to the substantial energy savings realized by the work, the residents and community have benefited in other ways. According to Frank Shepard, PE, a Siemens Building Technologies Energy and Environmental Solutions account manager, "We used local labor as much as possible which creates jobs and economic activity in the community. Siemens also trained res-



This pile of rubble headed for recycling represents only a fraction of the materials replaced by low-flow plumbing fixtures at the Greenville Housing Authority in North Carolina.

which matched our requirements for the HUD Green Initiative," said Don Rogers, GHA executive director. "The scope of their experience in helping housing authorities across the country really impressed us."

The performance contract Siemens executed included installing new energy-saving residential lighting and low-flow plumbing fixtures which reduced water demand significantly. Siemens also implemented automated electric and water meter reading technology that allows utilities to gather data without interrupting residents. The devices also free up significant time for GHA staffers who used to read all meters manually.

idents on energy saving practices to apply in their own homes to help lower their utility bills."

Siemens recently assisted GHA in obtaining additional funding in a competitive ARRA grant. This was leveraged with additional energy savings to provide new HVAC systems for the residents.

The new GHA project is the second of its kind delivered by Siemens in Pitt County, N.C. The county's first performance contract continues to exceed its guarantees, and over a three-year period, has generated the equivalent of approximately \$85,000 in extra energy savings.

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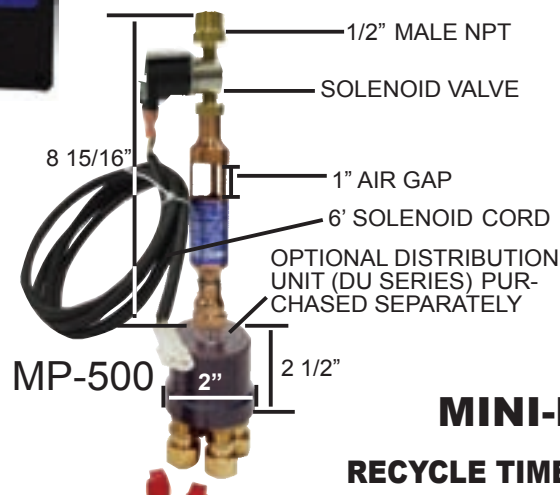
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(DU Series) Drain Outlet: 5/8"and 1/2" Compression Fittings

SAEJ512 -1/2" female NPT ANSI/ASME B1.20.1.

SOLDER JOINTS:

95-5 lead free. Containing lead not in the excess of 0.2%.

ELECTRICAL COMPONENTS:

Circuit Breaker, Switch, Timer Solenoid Valve UL Listed. Electrical assembly listed per UL #;73.

TEMPERATURE/PRESSURE:

32°F-125°, 20 PSI-150 PSI. Minimum 2oz.water at 20 PSI per drain served.

ACCESS DOOR FOR MP-500 Model:

D-814PC, D-814SS, F-814PC, F--814SS.

PLEASE NOTE: Designed for use with 1 to 4 floor drains. Distribution units purchased separately. The priming valve must have a minimum elevation of 12 inches (305mm) above the finished floor.

US PATENT NUMBER 5,797,419 CANADIAN PATENT NUMBER 2,174,578



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Blanco receives Best of Year design award

LUMBERTON, N.J. — BLANCO MicroEdge (FLOW) won *Interior Design's* prestigious Best of Year Award in the competitive Kitchen Fixture Category. Winners were announced live on December 3 during a magnificent celebration at the Solomon R. Guggenheim Museum in New York City. This is the 4th annual Best of Year Awards, the industry's preeminent design competition recognizing superior projects and products in 65 categories.

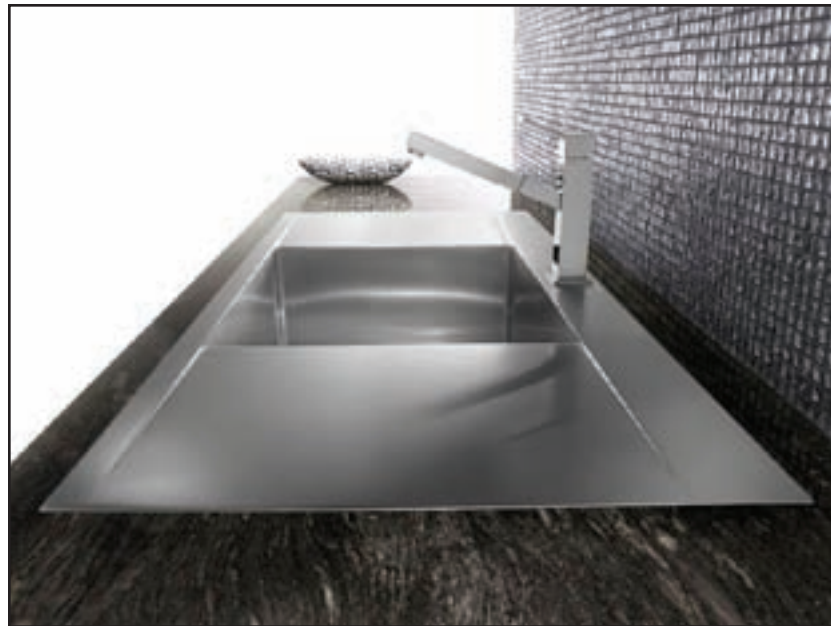
The magazine received over 1,200 entries and the online voting system garnered nearly 30,000 votes, narrowing down the category finalists. A subsequent judging by panel then determined the winners.

"This is a proud moment for all of

BLANCO," said Tim Maicher, director of marketing. "Interior designers participated in voting for the finalists which means our product, our brand was recognized by the design community with their highest compliment. Considering the competitive field, BLANCO stood tall because designers immediately recognized the innovation and craftsmanship surrounding the MicroEdge FLOW concept."

Featuring the revolutionary new MicroEdge technology, FLOW creates the illusion of a flushmount installation — integrating fully with the counter surface. Its dimensions are 46" l x 20" w and can be inset into virtually any counter material.

Visit www.blancoamerica.com.



'Interior Design' magazine's prestigious Best of Year Award in the Kitchen Fixture Category went to the BLANCO MicroEdge (FLOW). The innovative sink creates the illusion of a flushmount installation with the new MicroEdge technology that enables it to integrate fully with the counter surface.

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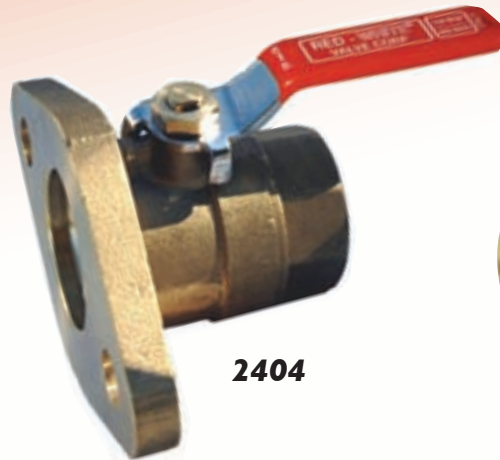
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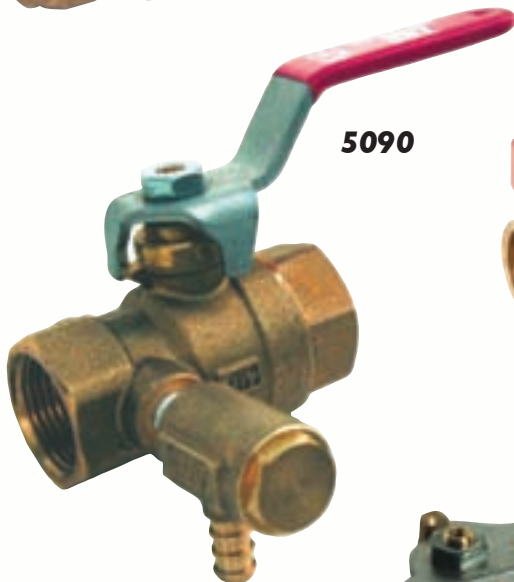
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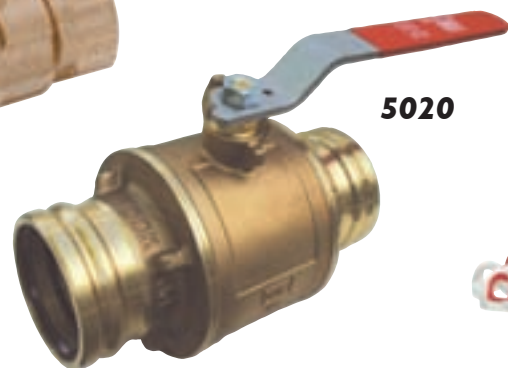
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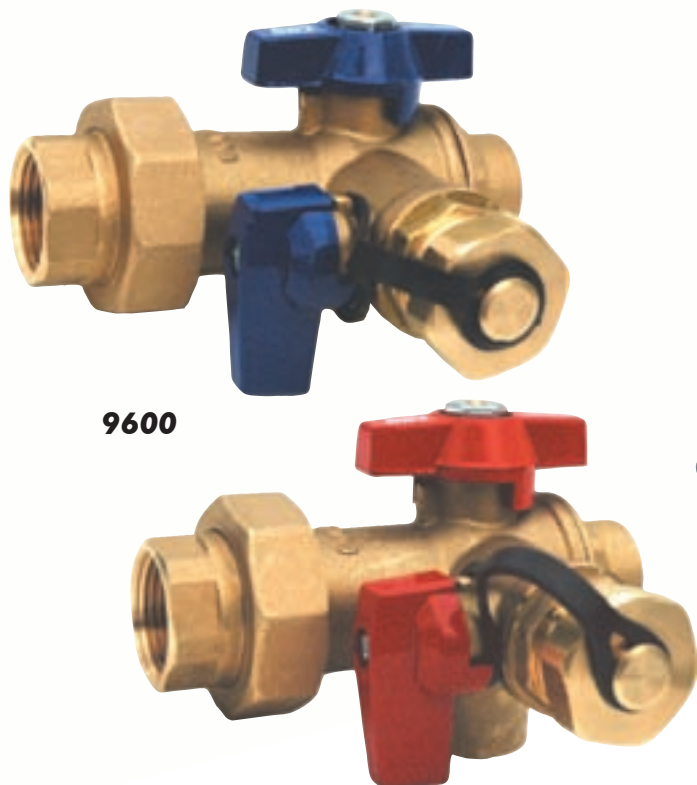
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Commercial and HVAC Markets!



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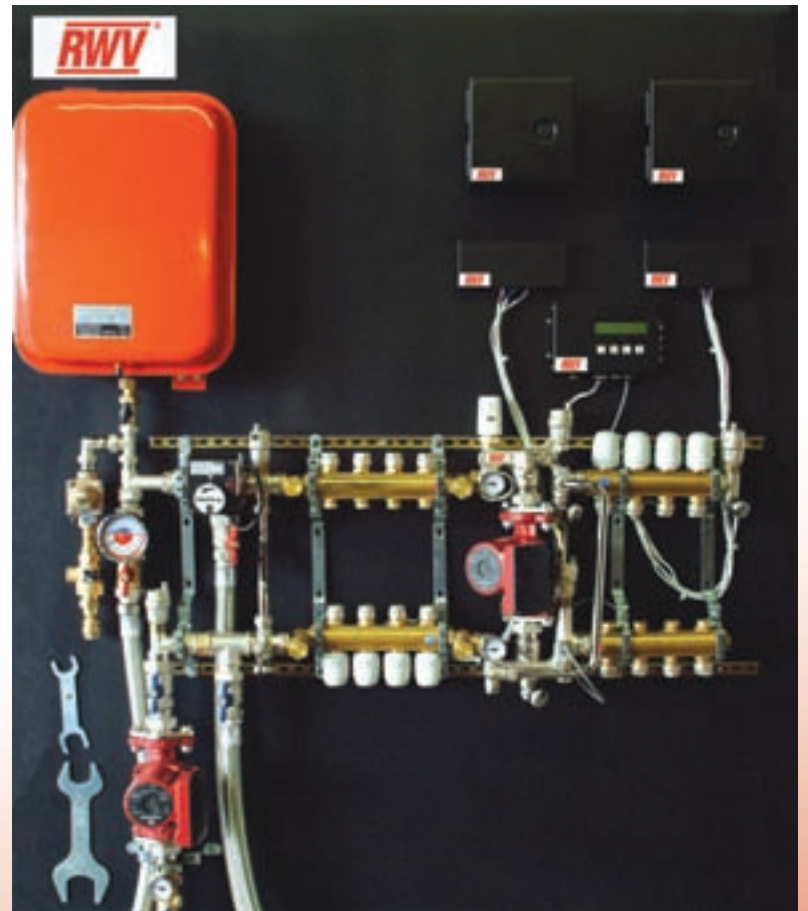
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See contact information on page 172

Hansgrohe, Axor honored with design awards

ALPHARETTA, GA. — In 2009, Hansgrohe and Axor, the company's designer brand, received numerous international and national awards for design and innovation.

Awards for Hansgrohe included:

- International Forum (iF) Design Awards — Placed Hansgrohe among the product design elite, awarding them the #1 spot in the plumbing category. In addition, PuraVida and

Axor Starck ShowerCollection were honored with iF Design Awards in the Bath category.

- Good Design Awards — A jury of top designers and industry tastemakers selected Axor Starck ShowerCollection and from Hansgrohe, PuraVida and Raindance Rainfall as recipients of the Good Design Award in the Bath and Accessories category.

- *Interior Design* Best of Year

Award — The publication granted the Axor Starck ShowerCollection its highest honor of "Best of Year" in the Bath Fittings category. It was selected by an online vote of nearly 30,000 peers as well as a jury of leading architects and designers and the magazine's Editor in Chief.

- *Building Products* Magazine 2009 Most Valuable Products Awards — The discerning MVP Awards



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GREENING STEAM

How to Bring 19th-Century Heating Systems into the 21st Century (and save lots of green!)

By Dan Holohan

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Dan Holohan

judges recognized The Axor Starck ShowerCollection. The collection was chosen via a rigorous judging process and was one of only 21 winners out of the hundreds of worthy entries received.

- *Architectural Record* Product Reports — Hansgrohe's PuraVida collection was an editors' pick in the magazine's 2009 Product Reports, one of the top-notch, go-to building products resources for industry experts. The magazine lauded Hansgrohe for being one of the few manufacturers to “take advantage of the economic lull to launch new lines into a quiet, but listening, marketplace.”

Waterless Co. helps campus preserve precious resource

NORTHRIDGE, CALIF. — California State University at Northridge is one of California's largest universities. With 36,000 students and 4,000 faculty members, it uses up to double the water of some other universities in the state.

“Our [poor] water performance requires us to come up with a strategy,”



said the school's Dr. Mechelle Best. “We have to start selecting water-saving technologies.”

The school has a number of options they are considering, but one they have already begun is transferring from water-using urinals to no-flush urinals from Waterless Co.

The Waterless system not only saves precious water, but its EcoTrap trap/cylinder is one of the longest lasting and least expensive in the industry. This helps turn water savings into a cost savings as well.

Visit www.waterless.com.

See contact information on page 172

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Brothers Plumbing & Heating Supply contributes to Oil Heat Cares project

Brothers Plumbing & Heating Supply recently partnered with the Westchester/Putnam Chapter of the National Association of Oil Heating Service Managers to complete an Oil Heat Cares project in Mt. Vernon, N.Y. Chapter members Lance Marino, Steve Salierno, Bob Daros, Brian Schwartz, Bob O'Rourke and Tom Sabia, along with the help of students



from the Saunders Trade and Tech School, completed the project over a two-day period. An old steam boiler, gas water heater and oil tank (inset) were removed and replaced with a new Weil McLain steam boiler, aqua

materials for the project were donated by the RW Beckett Corp., Edwards Platt & Dealy, Heritage Fuel and Propane, Archer Plumbing, Robison Oil, Brothers Plumbing & Heating Supply, Consolidated Plumbing Supply and Hydrolevel Co.

Johnson Controls launches dealer website

NORMAN, OKLA. — Johnson Controls' new website — www.yorkhvacdealer.com — supports dealer



growth and independence by providing easy access to detailed product and program information.

Program descriptions acquaint site visitors with the Liberties program; Business Training University; Certified Comfort Expert program; and the York Marketing Action Center.

A distributor locator identifies distributors within a defined radius, and interested parties are invited to take the initial step in becoming a York dealer or distributor by completing the Contact Us portion of the site.

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The Wholesaler's Editorial Director, Mary Jo Martin, gives you an inside look at the year's hottest industry events through unprecedented video coverage of shows like Network ASA, PVF Roundtable, HARDI and more!

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Developing a culture of change

BY JASON BADER

Inventory management specialist

Does anyone remember when the move to a paperless warehouse was sweeping through the wholesale distribution industry? I am sure that it started when we were following the Total Quality Management gurus of the 80s, and then was punctuated during the technology-driven 90s. Here we are at the end of the first decade of the 21st century and distributors are still churning out paper like their lives depended on it. This isn't the worst news for my friends in the paper distribution industry, but it sure puts a burr in the saddle of the conservation movement.

Having spent a vast majority of my career in and around distribution warehouses, I realize that many of our processes still require a signifi-

With technology, eventually you have to hop on board. It may not be the perfect solution, but you will be further down the road than you were when you started.

cant amount of printed confirmation. Whether we are printing pick tickets, receiving documents or packing slips, the need for tangible proof of a transaction is still culturally ingrained in our industry.

The fact of the matter is, we like confirmations that we can see, touch and file. Technological confirmations, such as accepting that the number of 1/2" copper elbows shown on the screen of our fancy computer screen matches the number of 1/2" copper elbows on our shelf seem to make most of us rather uncomfortable. This is especially the case when a customer asks to purchase a unit quantity that is dangerously close to the amount of inventory the computer screen says we have on the shelf. For many of us, believing that number is an act of faith we are unwilling to engage in.

It is this historic lack of faith in electronic solutions that make us culturally challenged when it comes to distribution technology. I have seen many of these installations fail because the organization was unable to get an acceptable level of buy-in from the people most affected by the change. Cramming a solution down

employees' throats is not the best method to gain their confidence and enthusiasm. Buy-in comes from an organizational culture that embraces change. Cultural change begins with an open and respectful environment.

Buy-in is critical

Wholesale distribution is predominantly made up of multi-generation family owned businesses. This type of atmosphere is often resistant to change, as employees tend to have very long tenures with the organization and are used to doing things the way they've always done things. They may be reluctant to follow the next generation into a new wave of technology that will ultimately make the company more efficient. Fear of being replaced by technology — or replaced because they can't adapt to it — often weighs heavy on these individuals. Leaders must be aware of this possibility and deal with the situation respectfully. It is not just respect from the individual you are trying to cultivate, but the respect of the entire team.

Your actions toward a long-time employee will influence — either in a positive or negative light — the entire employee base. Several years ago, I witnessed the poor handling of a long-term employee. The leader simply did not know how to handle the situation respectfully, and ultimately generated resentment throughout the entire organization. Technology projects can easily set up the leader for this type of trap.

I am always amazed that more distributors don't share basic financial information with their employees. How do we expect people to help us reduce expenses if they don't know where we stand? Teaching the people who work with and for us about the benefits of improved net profit is one of my favorite ways to build company unity. Trying to motivate operational employees to perform better, when there is no real measurement device, is an exercise in frustration. What are we so afraid of? What negative consequences could really happen if we showed our employees a basic income statement for a branch location — or the company as a whole? By basic, I am referring to these components:

- Gross sales
- Cost of goods sold
- Gross profit
- Five or six general categories of operating expense
- Net profit.

I am often amazed at the level of

fear associated with having our numbers fall into enemy hands. Exactly what are they going to do with the information? The reason customers do business with us — and that we enjoy a modest amount of success — has more to do with our customer service policies than with our financials. Could your competitors figure out how you do what you do from a simple income statement? Even if you drew them a roadmap, could they duplicate your success? I doubt it.

The key to distribution success, as with all business, is the ability to put points on the bottom line. Now this may border on the understatement of the year, but it provides a reasonable segue into the next part of the discussion. When you give the team that will ultimately determine the success or failure of your technology endeavor access to the big picture, you will begin to change the culture. You need to share with them how the proposed solution affects net profit. And, ultimately, how net profit affects the individual user. When your team can draw this correlation, you'll get buy-in.

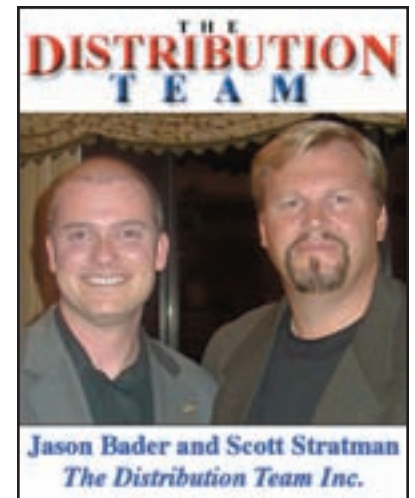
Building the culture

When developing a culture of change, we need to define the boundaries. There is a difference between the leading edge and the bleeding edge. Too many overzealous leaders push their entities beyond the needs of the company and spend money foolishly. To avoid going too far, goals need to be established. Ask yourself:

- What business purpose does the investment serve?
- Will this ultimately provide better customer service?
- Higher net profit?

If we can't define the benefit of the project or the technological advantage, we would be best served to back off and rethink our strategies. Technology salespeople are notorious for over-selling solutions.

Conversely, don't wait for the perfect solution before you get in the game. Take a look at the advances in business computers. Many owners are baffled by the endless offerings. The fear of an investment becoming obsolete in the next six months forces many to stay on the sidelines waiting for the perfect solution to arrive. A friend of mine draws an analogy to someone waiting at the bus stop for an express bus. Several busses come and go, but the person still waits for the express. Ultimately, the express shows up long after the destination could have reached by simply getting



on an earlier bus. With technology, eventually you have to hop on board. It may not be the perfect solution, but you will be further down the road than you were when you started.

Back in the late 80s, I was running local pick ups and deliveries for a small distribution company. I would often stop at this little wholesaler and pick up odd items to fulfill customer service requests. The company was run by a pair of elderly brothers who had basically done business the same way for 40 years. It was not uncommon for me to wait 20 to 30 minutes to pick up an order. I would often see them out picking orders and handing me items when I came in. They didn't have a computer and everything was done manually. Orders were taken over the phone and written down. A couple of years later, I received a curious fax from this company — "PEOPLE'S SUPPLY NOW HAS A FAX!!" This was the early 90s, mind you. They were a little late to the dance. Shortly thereafter, the company closed up shop because their competitors made it easier for customers to do business. Don't be the last one to get on board.

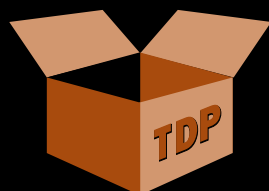
Technology is only one area where change can become uncomfortable. It can occur in all aspects of the business. Whether you are embarking on your first branch experience or simply changing the way that vacation time is accrued, investing your time in developing a culture of change will pay dividends for many years to come. Good luck. ■

Jason Bader is managing partner of The Distribution Team, a firm that specializes in helping distributors become more profitable through operating efficiencies. The first 20 years of his career were spent working in distributor operations. Today, he is a regular speaker at industry events and spends much of his time working with individual distribution companies. For more information, call 503/282-2333, e-mail Jason@Distributionteam.com or visit The Distribution Team's website at www.thedistributionteam.com.



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Grundfos launches online resource for pump products, applications

ORLANDO — Thinking Buildings Universe is a new website from Grundfos Building Services, offering users a complete range of information and tools on commercial pumps to help make their building projects come together more smoothly. From quick-reference terminology, theories and e-learning, to sizing tools and

sustainable pumping solutions, www.thinkingbuildings.com delivers everything specifiers and installers need to identify and size the correct technologies for their applications.

Among the key features are:

- **Case study library** — This in-depth resource offers profiles of commercial and industrial projects from

around the world.

- **Quick Pump Selection** — Find pumps by clicking the preferred option under application, pump design, product, flow rate and head.

- **E-Learning** — Online tutorials on such topics as heating systems, air conditioning applications, how to make life cycle cost calculations.

- **Search Encyclopedia** — Definitions to technical terms and concepts: just type in the chosen word or phrase and click for its definition.



- **Show Me** — Provides ready access to a wide array of literature and tools, including product brochures, data booklets, application materials, operational software, and installation and operation guides.

- **Did You Know** — Graphic animation, videos, PDF files and other documents dealing with pump products and their applications.

A new ICON in water heating

(Continued from page 42.)

line until the water reaches the ideal temperature.”

Among the features of the mixing device are a 1/4" NPT cold water port that can be substituted for a saddle valve when connecting an ice maker; an alternate 1/2" NPT hot water outlet can be used for a dishwasher, washing machine or other high-temperature application; and a 1/2" NPT recirculation port, which is designed to eliminate any confusion when installing a recirculation line.

The IMD is factory set at 120°F; an added safety feature is a clearly marked, push-to-turn hand wheel that helps prevent the temperature from being accidentally changed. The unique design of the IMD significantly reduces mixing valve installation time versus a standard mixing valve — from an hour to as little as 15 minutes.

“These Accessory Packages really give the contractor something to sell

and a whole new set of solutions they can offer the homeowner,” Carnevale explained. “They are generating a huge amount of interest. Our wholesalers and contractors are really appreciative that we have come out with these packages, because it gives them a whole new revenue stream. In study after study, we are seeing that homeowners want reliable, simple-to-use tools like these that allow them greater control over their energy savings and hot water usage. And now our contractors are able to give their customers what they are asking for.”

Carnevale noted that Bradford White is developing a Contractor Marketing Tool Kit, which includes videos that technicians can use to explain features and benefits to the homeowner while they are on the sales/service call. “Contractors have a lot to remember when it comes to describing the features of our ICON System and Accessory Packages, and

when you are making the same presentations over and over, you sometimes forget whether or not you have mentioned all the benefits,” said Carnevale. “This gives contractors an easy way to make their presentations, and ensures that they provide homeowners with all the information they need to make a decision. We have also put together a consumer-focused brochure that contractors can leave with their customers or use in their other marketing efforts.”

When asked about the type of response to the Accessory Packages that Bradford White is getting from its customers, Carnevale said, “The best description I can give you is excitement. There really is a high level of excitement surrounding the ICON System and the Accessory Packages. Our reps have training sessions going on con-

stantly and we’ve also posted a video on our website that fully explains each of our Accessory Packages.

“Both Bradford White and Honeywell exhibited at the AHR Expo in late January, and I can tell you the interest in both booths for these packages — and the ICON System as a whole — was just outstanding. We had a standard 50-gallon gas water heater on display loaded with the ICON Accessories, and it drew a lot of traffic. Honeywell also had a display at their booth, and when I went by some of their folks told me it had been a hit at their booth as well. We really couldn’t be more pleased with the level of interest and the orders we’ve been taking.” ■

For more information, visit www.bradfordwhite.com.

American Standard donates \$1M to The Nature Conservancy

PISCATAWAY, N.J. — American Standard Brands announced its commitment of \$1 million over a two-year period to The Nature Conservancy to increase awareness of how consumers can conserve water every day and to provide support of the Conservancy’s mission of protecting the Earth’s most vital natural resource — our drinking water.

“As the world’s largest conservation organization, The Nature Conservancy is committed to changing the way water is used and managed to ensure a sustainable supply for people while ensuring ecological health,” said Brian Richter, director of The Nature Conservancy’s Global Freshwater Program. “We couldn’t be more pleased by the support of such a venerable brand as American Standard, a company which shares our passion and dedication to protecting the environment.”

Don Devine, American Standard president and CEO, added, “At American Standard, our goal is to educate consumers that conservation can and does begin at home.

By developing water efficient, low-consumption toilets, faucets and showerheads that actually work, we are providing consumers with real choice in creating responsible bathrooms without sacrifice in style or performance. Our objective is to reduce overall water consumption by more than 18 billion gallons not just this year, but every year thereafter, through the installation of water efficient American Standard toilets, showers and faucets. This will save consumers money on water, reduce water treatment volumes and costs, and reduce the strain on our environment.”

American Standard’s two-year agreement/partnership and support of the Conservancy’s mission in the area of global freshwater conservation is intended to bring attention to an issue of mounting global concern while providing solutions through award-winning product innovations and increased selection that puts the opportunity to make a difference squarely in the hands of consumers.



See contact information on page 172



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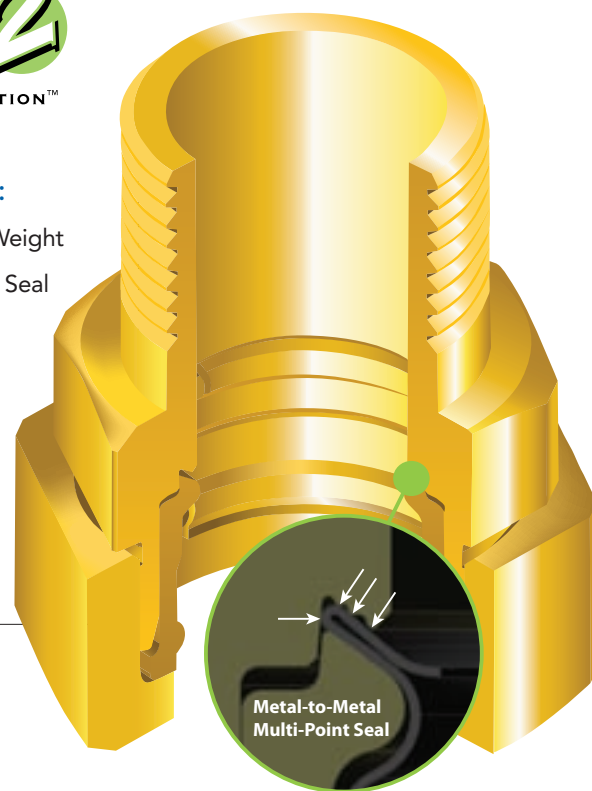
With the Gastite XR2 fitting you can depend on the patent-pending multi-point seal. The new XR2 fitting is the only fitting of its kind in the industry. The sealing surface does not utilize the cut end of the tubing, so even the most unsightly cut will yield a tight seal. What's more, there are no o-rings or gaskets, so the reusable brass components provide a reliable metal-to-metal installation.

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Let your setback precede your comeback

"A setback is just a setup for a comeback."

—Willie Jolley,
Speaker, Author and Singer

Tough times are great!

Yes, you read that right. Tough times make us all better people. When you have to go through tough times — tougher than anything you've experienced before — you gain skills that you never would have acquired when everything is going just fine and smooth.

Many businesses today are going through tough times. Others are now beginning to see the light and come out of the dire doldrums to see new opportunities in a new world that has emerged even in the last year.

Just the other day I was talking with a very good friend who called

Ash. She suffered through a bad marriage and when she left worked at raising three kids alone. When she was passed over for promotion — in favor of a man whom she had trained — she decided to forge out on her own. She built a company that not only made her a millionaire but many others as well.

Oprah Winfrey's story of dogged determination to overcome obstacles is well-known. She is a shining example to all about how persistence and offering the public something it wants can yield solid business benefits — and help others profoundly as well. Success and determination don't care about gender, skin color or other factors. What matters is the degree to which you are willing to work hard, get up when knocked down and be creative in developing new ways

history is replete with examples of success.

This is not Pollyanna talk. This is hard science and what really works in the real world. Here are some steps that can help when you have that setback:

- **Pause and examine the situation.** Realize you can't just brush off the hurt. Deal with it — but don't stay with it. Find out what went wrong, what you could have done and what was completely out of your control. Know the facts before you begin anew.

- **Acquire new skills.** In a world that is changing rapidly, continued knowledge infusion is essential. Learn new market-valuable (key term!) skills. Find those things that people want and for which they are ready, willing and able to pay. Go to the library and read. Listen to MP3 skill-building ideas on iTunes. Watch instructional videos on www.video.google.com, www.YouTube.com and other sites. Note that all the above suggestions don't require money but they do require your commitment to study and learn.

- **Sell.** Successful people in any field have learned how to sell their ideas. Learn how to do that. Do it in a persuasive, helpful, not pushy way. "Pushy" doesn't work with most intelligent people today. Gen-



BY TERRY BROCK
Technology/marketing specialist

uinely help others and sell without regard to the inevitable rejection you'll get occasionally.

As you see every setback as a setup for a comeback, you will acquire the mindset that is imperative to get ahead. Never stop learning market-valuable skills. Never stop selling to help others.

These principles can help you personally and in your business when you have a setback. Model the successful people who have done it before and you improve your chances for success. ■

Terry Brock is an international marketing coach and professional speaker who helps businesses generate profitable results. He can be reached by e-mail at terry@terrybrock.com or through his website at www.terrybrock.com. Join the Twitter adventure with Terry through his Twitter address: TerryBrock.

In a world that is changing rapidly, continued knowledge infusion is essential. Learn new market-valuable [key term!] skills. Find those things that people want and for which they are ready, willing and able to pay.

and told me he had been laid off from his job about three weeks ago. He said he was going into "liquidation mode" by trying to sell anything he had of value.

His plans included selling everything he could on eBay, Craigslist or anywhere else that he could get cash to pay for groceries (literally). I hurt deeply knowing what he was going through and the anguish it meant. Also, the fact that he waited three weeks to tell me he was laid off said volumes about his feelings. But selling can only go so far. Eventually my friend will have to generate new income from new sources.

Coming back is all about being resourceful. Human beings throughout history have achieved their greatest success just when it appeared the darkest. I'm reminded of the story of the late, great Mary Kay

to meet new circumstances.

My friend Willie Jolley is a Washington, D.C.-based professional speaker, professional singer and author (try that combination on for size!). I love his quote at the top of this article. When you get that setback (and we all do) it is how you handle it. Look at it as a way to prepare you with knowledge and the emotional stamina to turn things around for the future. The cynics will say it doesn't work.

They are right.

They are right — but only to an extent. If they say they can't and say it won't work, they are right — for them. However, for those who marshal a "never-say-die" attitude and are willing to learn from setbacks, adapt to new circumstances, acquire the skills necessary to get ahead and be willing to pay the price — well,

tion in the industry. Cameron is recognized as a leading provider of flow equipment products, systems and services to worldwide oil, gas and process industries. Newmans' Newco, OIC, Cooper, Quadrosphere and Trinity valve lines continue to be a reliable choice for global industrial applications.

For additional information, visit www.newmansvalve.com and www.c-a-m.com.

Superior Radiant Products, GoGaS Goch GmbH form alliance

STONEY CREEK, ONT. — Superior Radiant Products has entered into a strategic alliance with GoGaS Goch GmbH & Co. KG, a prominent German company in the international heating industry.

SRP will begin marketing the GoGas High Efficiency Heater KMI Novus to the North American market. Their innovative technology is a world leader with installations such as the Ellis Park Stadium in Johannesburg, South Africa, venue of the FIFA World Cup 2010. GoGas will in turn start to market Superior Radiant Products in their regional markets including Russia. Kevin Merritt, SRP president, commented, "We are excited about the prospects of introducing European heating technology into the North American market. Europe has, for a long period, been more advanced in high efficiency heating requirements and now that North America is placing more priority on reduced emissions, we feel the timing of this alliance is very good."

The synergies of the two companies in terms of product lines, markets and ambition are without conflict. GoGaS has a subsidiary



company in Russia and SRP recently incorporated a subsidiary company in China. All of this gives the alliance a great ability to provide a broad product line of highly efficient infrared equipment into these markets in addition to Europe and North America.

Superior Radiant Products Ltd has been designing and manufacturing infrared heating equipment for the North American and international space heating markets since 1995 at its facility in Stoney Creek, Ont.

Visit www.superiorradiant.com.

Cameron

(Continued from Newmans, page 1.) stream valve market. Its extensive product line of gate, globe and check valves, along with newer offerings of ball valves and triple-offset butterfly valves, will compliment Cameron's well-established product lines.

The Newmans team is excited to be associated with a Fortune 500 company that has a great reputa-

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Duplex	A995	(4A)	CF8M
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	A351	(CD3MN)	
	A351	(CD3MWCuN)	
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Mr.Steam publishes 2010 Price Book of steam-bath products

LONG ISLAND CITY, N.Y. — Mr. Steam announced the availability of its new 2010 Price Book containing the company's complete line of quality residential and commercial steam bath products and towel warmers. The price book not only provides pricing information and product and specification details, but educates users on the amazing benefits associated with

Steamtherapy™ and the complete use of Mr.Steam products.

The simple, user-friendly price book contains more than a dozen new Mr.Steam products and services including the new Steam Genie™, the 216 Towel Warmer and the Valet Package. It is designed as a sales tool to educate customers on the benefits and uses of steam. Mr.Steam put ex-

tensive effort into making a superior sales tool, highlighting the company's dedication to its sales force.

The Price Book is available by visiting www.mrsteam.com and downloading the PDF version. In addition, Mr.Steam is providing the sales tool to its sales force, showrooms and key customers across the country.



DDI system provides one-stop software solution for distributors

(Continued from page 48.)

own e-commerce solutions. A handful of our customers are running this new version and the response has been good. One of the biggest complaints people have with typical e-commerce sites is that you have to have an account to get access. Eliminating that requirement was one of

the major goals of our redesign. Now a distributor doesn't even have to have their own website — Fast Web can be their site. It's very easy to maintain and it all works directly through inform. We'll be working on building customer reviews. This is all great, accessible technology to those who normally wouldn't have been

able to afford these types of programs."

And that's not all DDI has to offer. Waller and his team have been looking to markets outside of the PHCP/PVF industry to bring in fresh, useful ideas. One of the things they've discovered is an impressive level of business analysis in other markets. As a result, DDI has been working on a dashboard system that focuses on salesperson performance, inventory performance and overall performance. The dashboards have very easy-to-

understand graphics and metrics. The goal is to enable them to contain all of a wholesaler's essential business information, but make the dashboards more accessible and easier for DDI's customers to use and comprehend.

Because of his background, Waller is sensitive to the fact that distribution is still very much a relationship business, and that within most companies there is great loyalty and longevity by employees. However, he believes there is a way to retain those values while embracing new capabilities.

"If you wait passively for the economy to float your ship in and out of trouble, you're not achieving the best you can for your time and business,"



Fast Web now can be a distributor's website; it is easy to maintain and works directly through inform. It's accessible technology and affordable to virtually any distributor.

he said. "Business owners and managers must make intelligent investments, not only in technology, but in everything to do with their companies. We don't necessarily want to eliminate jobs, but we do want to make the best use of distribution employees' time and talents. So we encourage wholesalers to move people around within their company and into new positions and responsibilities so they are bringing in money rather than just being an expense.

"DDI continues to invest in our business, which pays off not only for us but for our customers. That consistent investment positions us for a long and exciting future, and for very smooth transition into a stronger economic environment."

For additional information, visit www.ddisys.com.

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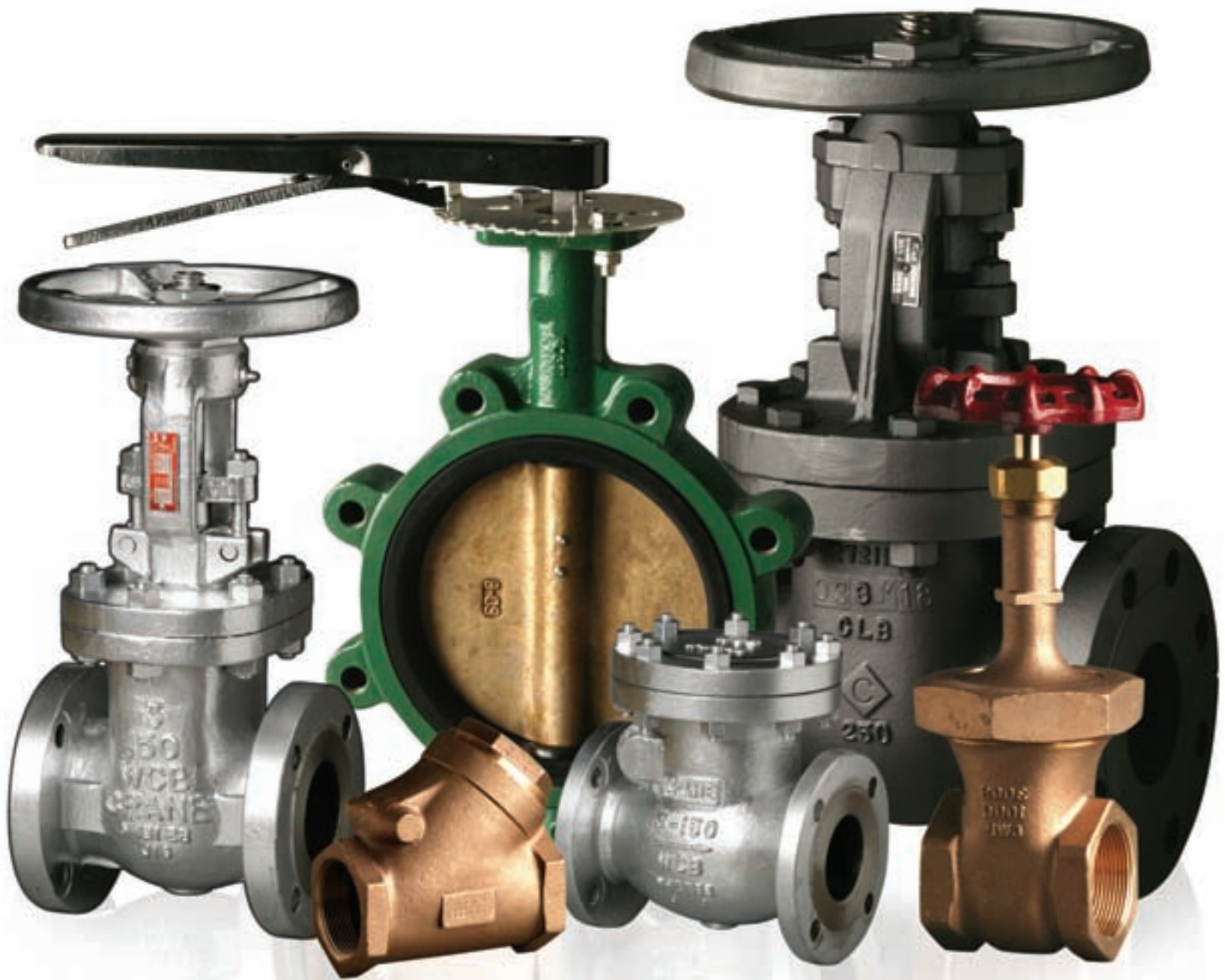
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Being adaptable is the name of the game

As I mentioned in last month's column, there is a lot we can learn a lot from watching professional baseball. In Part I, we discussed "small ball" — a moniker for the National League — and its strategy. This month I'll share with you the lessons we can learn from the American League. To set the stage, here is a brief understanding of the "big ball" played in the American League.

The American League has one distinct difference from the National League: The pitcher does not have to bat; they call this using a designated hitter. This designated hitter, in fact, does not even have to own a glove

standing, understanding new markets, deeper account penetration, account strategy development and account measurement. You are building depth in your people when you commit to long-term development. Continuing education at a collegiate level is a great form of this type of development. As business owners and managers, distributors need to secure some form of agreement for any extensive dollar or time investment from the company's standpoint.

Build bench strength

It seems that during times of expanding economy, turnover increases. With this increase in turnover, distrib-

In education you want thought process changes. In this area distributors focus on business financial understanding, understanding new markets, deeper account penetration, account strategy development and account measurement. You are building depth in your people when you commit to long-term development.

because all they do is hit. They are literally on the team because they are hitting specialists. All this translates to more runs being scored in the American League.

During times of plenty and market growth, distributors might need to change our strategy and from small ball to more of a big ball approach.

As I mentioned last month, no matter what the economy is doing, the key is to determine what areas to focus on at any given time. Later in this article are a number you may want to consider. Remember, you only want to focus on one or two — three at the absolute maximum. But before looking at the tactical items to consider, here are the three overriding principles to keep in mind. The idea is to focus more on the run (outcome) rather than the on-base percentage. There will be strikeouts, but also home runs. And know that as you continue long-range planning efforts, the game itself will change so being adaptable is critical.

Long-term people development

We talked last month about development of individuals based upon deficient skill sets. When distributors don't have a lot of time like in small ball, our efforts must produce immediate measurable results.

In long-term development, distributors must look beyond those specific sales procedure skill sets to education. This is the difference between training and education. In training you want actions to change; in education you want thought process changes. In this area distributors focus on business financial under-

standing, understanding new markets, deeper account penetration, account strategy development and account measurement. You are building depth in your people when you commit to long-term development.

tors are left unexpectedly short handed. Those who have weathered several business cycles know this is going to happen again. Beyond attempting to keep their people, it is a distributor's responsibility to build its bench strength. This is accomplished through cross-training, identifying high-potential candidates in the organization, articulating business structure and opportunities to all employees, developing career paths and understanding individual career goals.

For your most critical positions, you need to have a back-up plan and person in mind to fill the position should it become available. Once this is in place, there is a document that can serve distributors well when they choose to expand our organizations.

Protect your hitters

In the American League a good designated hitter is worth his weight in gold. Distributors need to not only identify our "hitters," but equally as important you need to protect them. In baseball teams place other hitters around the designated hitter to ensure they get the chance to do what they do best — hit the ball.

Distributors can really learn from this mindset. Can we remove some unnecessary paper work or busy work from these hitters? Are there some business actions you can take that will help them be even stronger hitters? This is where the conversation changes to hunters, farmers, rain-makers, maintainers, etc.

You have all heard these terms and in essence they provide ideas for segmenting our sales force. If you have

specific sales skills that can be enhanced by changing your process, you need to strongly consider doing so when big ball presents itself.

Swing away — move runners with sticks not steals

In big ball times distributors can afford to take advantage of being more aggressive. More aggressive can mean moving into new industrial channels, bringing in a big hitter and taking on new lines. You must consider this just like any investment. There will be some wins and some losses; your intention and hope in this area should be for the wins to far outweigh the losses. By definition this means that you will see home runs as well as strikeouts.

The all-time home run leader Barry Bonds had a total of 12,606 plate appearance. In these plate appearances, he had 762 home runs. As impressive as these numbers are he also had 1,539 strikeouts.

This meant that every 16.54 times that Bonds came to the plate he was going to hit a home run. It also means that every 8.19 times Bonds was at the plate he struck out. This would mean that for each home run Bonds hit, there needed to be people on base in order to compensate for the number of strikeouts. The same holds true for us, as we take swings and chances we must measure wins.

As with anything distributors do in business, most things are not black



BY MITCH HARPER
Special to THE WHOLESALER

and white and cut and dry. Most times in your sales strategy you will play a component or two from each of the leagues at any given time.

Remember, business isn't for the faint of heart — it is hard but rewarding work! Hard work pays off! ■

Mitch Harper speaks and teaches internationally on sales and marketing. He has served as a senior lecturer at Texas A&M University and Baylor University in their respective Industrial Distribution programs. Harper received B.S. and Masters degrees in Industrial Distribution from Texas A&M. He also has extensive experience in sales and business development as an executive and business owner. He has founded and sold several companies, in addition to being recognized for his achievements winning the Rotary Newman Award for fastest growing firms (four times) and being a finalist for Ernst & Young Entrepreneur of the Year Award (twice). Contact him at mitch@hwpo.com or 979/823-5150, or visit www.hwpo.com.

Lochinvar enhances VIP Contractor Program

LEBANON, TENN. — Lochinvar is kicking off its fifth annual VIP Contractor Program with a fresh new offering of rewards and resources. Designed to help contractors achieve a successful and profitable heating season, the 2009-2010 program features a wealth of sales tools and updated incentives for installations of the KNIGHT, Efficiency+ and Solution residential boiler product lines, as well as the KNIGHT XL Commercial Boiler. Additionally, the Squire Indirect Water Heater joins the program this year as a natural accompaniment to these Lochinvar boilers.

With each purchase of a KNIGHT, KNIGHT XL, Efficiency+ or Solution Heating Boiler, contractors earn one point towards tiered rewards; registrations of Squire Indirect Water Heaters earn a half point. Enclosed with each product is a registration



card that can be mailed to Lochinvar for a free gift.

This tiered reward system, which made its debut to rave reviews last year, allows contractors to earn a wide variety of rewards based on the number of registration cards they submit. This year, tiers three through five offer VIPs even more choices from a *Rewards Catalog*, which can be browsed online at www.knight-heatingboiler.com.

Visit www.Lochinvar.com.

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See contact information on page 172

PVFshare.com

Providing a new channel of distribution

BY MARY JO MARTIN
Editorial director

In a mature industry like PVF distribution, it is rare that a new business model enters the playing field. But the launch of PVFshare.com proves that there is still room for innovative new concepts in this channel.

Little more than a year ago, Paul Banville was presented with the idea of forming a clearinghouse of sorts for PVF distributors' slow-moving inventory. He was at a crossroads in his career and after spending many



Ray Perrotti

Paul Banville

years on the road in sales — first in the steel industry, then with a PVF master distributor and later with a tire manufacturer — he was looking for a change. Banville sought to capitalize on his broad range of experience, which included sales management, developing a distribution networks, global sourcing, contract negotiating, digital technologies, and P&L statements.

So he re-connected with an old business acquaintance, Ray Perrotti, who as Perrotti Sales Associates has been an independent manufacturer's representative for 23 years. The two men began exploring what they believed the market place needed, concentrating on a building a network that would allow distributors sell their excess inventory. They began to construct a database that would be able to handle the diversity of product and accessories found in the pipe, valve and fitting sector.

"It was challenging to make this type of database robust and user friendly," said Banville. "I kind of move forward with my foot on the gas pedal and not on the brake. So we built the database with about 5,000 items and then started running it by distributors that we believed were reflective of the larger marketplace. Almost to a person, they felt that this was a winning concept, which gave us confidence that we had come up with something that would be good for distribution. We've kind of created a flow chart that moves horizon-

tally. One old-line manufacturer actually told us that we had created a new channel of distribution. In a way, so as to meet geographic market demands, product flows from one distributor to another distributor: horizontally. Word about our venture started getting out and we began getting requests from distributors who wanted to sign on as members."

To generate interest in the venture, Banville attended the ASA Network '09 meeting this fall in Washington, D.C. Not only was he very pleased with the response he got, but was impressed with ASA's new convention concept.

"Having been out of the industry for a number of years, I was very pleased with the changes I observed since I had last been to a traditional trade show," Banville noted. "This was clearly a business-style meeting. Typically, wholesalers already know the product fairly well, and there are plenty of training opportunities provided in the field, so I believe that what they are really looking for is not a product show, but business meetings that allow them to build or strengthen

cess inventory and sell it for closer to what it is actually worth. "We like to think we're making a contribution that has a tangible benefit to our members," he said.

Becoming a member, as Banville explained, is very simple: Once on the site's homepage, a distributor simply needs to click on the "Become a Member" icon.

"This is basically a listing site, so to keep things simple, upon entering the site, the homepage is the index of inventory categories for pipe, valve and fittings," he said. "When distributors select one of those categories, their search results appear immediately. 'Basic' membership is free and allows members to search the on line inventory, negotiate and purchase product directly from other members. The application is right online — and it just helps us verify that they are, in fact, a distributor. Within four to five days, they'll get a response from us with membership approval. 'Premium' membership allows members, for a fee, to list their inventory by way of our 12-, 6- or 3-month plans. Our least-expensive plan is about the

"Our mission is to focus exclusively on distributors to help them balance their inventories. We are looking to partner with firms that share our core values of authenticity, strength and building relationships. We hope to develop a good group of distributor members who, through this network, will continue to grow their networks. We provide them an opportunity to get to know one another without a middleman."

— Paul Banville

a partnership with their vendors.

"That said, the timing of the convention was ideal for me to get out there and talk about PVFshare.com with distributors who are specifically in the PVF market. I was able to share with them how this process was going to work day in and day out. While some of them said they had heard of similar ventures in the past, once they learned more about PVFshare.com, they realized there were significant differences between what they had experienced versus what we offer. Attending ASA gave us that very positive response that we were hoping for."

Tangible benefits

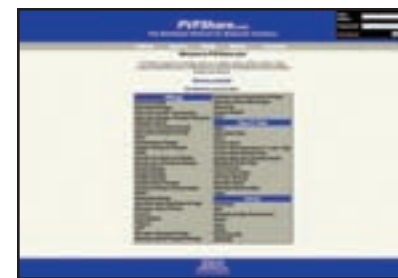
One of the key differences that separates this venture from others is that this is not an "overstock house" — they are not buying or offering stock for cents on the dollar. Rather, PVFshare.com is a network for distributors to get exposure for their ex-

cess inventory and sell it for closer to what it is actually worth. "We like to think we're making a contribution that has a tangible benefit to our members," he said.

Within one month of officially launching December 15, PVFshare.com had almost 50 members and is receiving more applications every week. Approximately half of the members are interested in selling product. Banville's 90-day goal is to have approximately 200 members — and he believes they are tracking to reach that number. His longer-term goal is to increase that to 1,000 members within about five years.

There are two ways that sellers may post product. One is to manually enter items themselves through their own Member Toolkit on the website. However, PVFshare.com will also accept e-mailed product files from members and will download them into their database template.

In describing what he sees as the key benefits for those using PVFshare.com, Banville said, "Our mis-



sion is to focus exclusively on distributors to help them balance their inventories. We are looking to partner with firms that share our core values of authenticity, strength and building relationships. We hope to develop a good group of distributor members who, through this network, will continue to grow their networks. We provide them an opportunity to get to know one another without a middleman. That benefit is not to be underestimated.

"What I mean by that is when buyers see a product they want to buy, they can call the seller directly. They don't need to go through us, because the site contains all the sellers' contact information. So the buyer and seller negotiate directly with each other. In addition, sellers can see a history of members who have expressed an interest in the products they are trying to sell, so they can go ahead and make the first contact if they wish. Through the Member Tools tab, they can also keep a history of who has looked at their inventory and know what items specifically those distributors were viewing."

Another valuable benefit is that the inventory has a high accuracy rate. Members receive, in real time, an auto notification of all inquiries on their items. And it prompts a member to adjust the item quantities in one simple, seamless step. Keeping the inventory fresh in this way, reduces buyer frustration and better serves all members. That notification also allows the selling member to proactively contact the buyer directly, negotiate and close a sale.

To promote this new venture, Banville is using a variety of methods, from attending industry events such as the recent PVF Roundtable meeting in Houston, to working with trade publications, to hiring Jeff Tierney as their vice president of sales.

"We appreciate our relationship with *The Wholesaler* because you cover the PVF industry with great depth and expertise," said Banville. "In fact, several of the people who have contacted us noted that they first heard about us through your magazine. Ray's agency is doing a tremendous job representing us in the Northeast. We're also happy to have Jeff Tierney on board as our VP of sales. An industry veteran of 40 years as well as a former owner of an (Turn to Inventory, page 150.)

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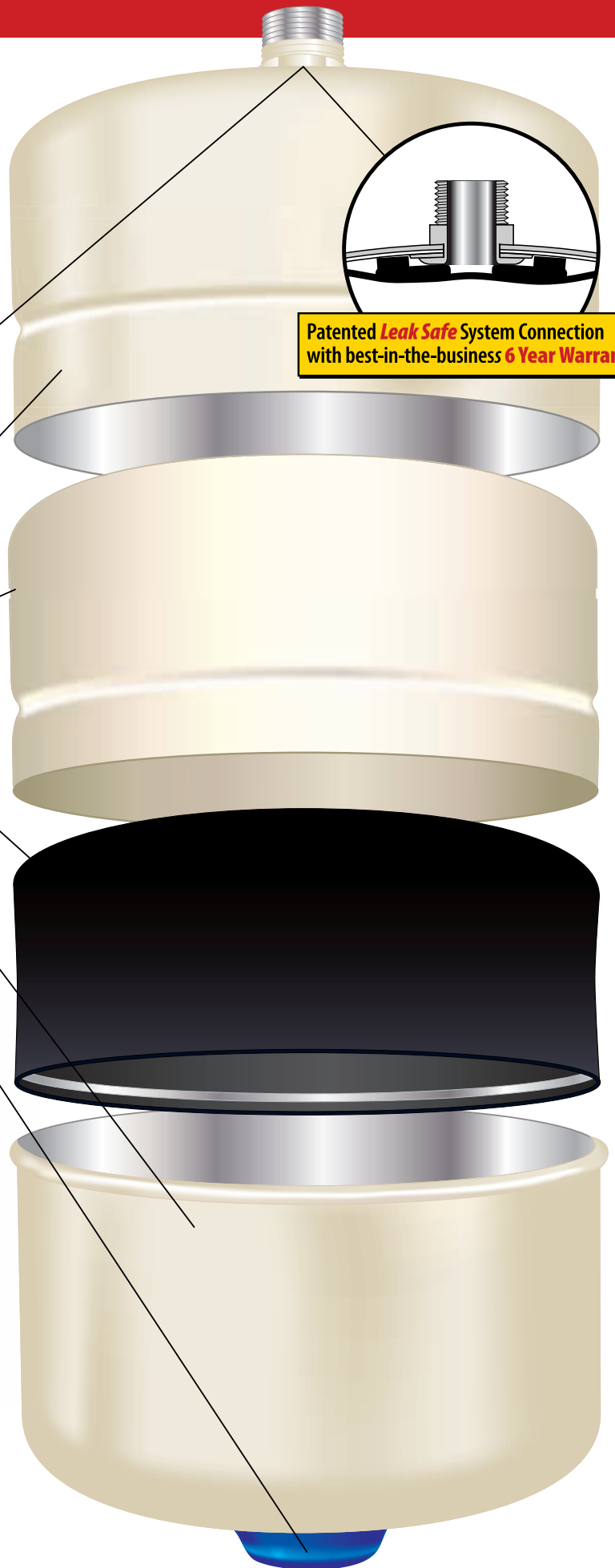
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REP RAP

Axeman-Anderson Company appointed **M&H Sales Inc.** as field representative for its line of hydronic heating products in the Mid-Atlantic territory, which consists of Pennsylvania, New Jersey, Delaware and the Eastern Shore of Maryland. M&H Sales is based in Quakertown, Pa., and can be reached at 215/536-6944. Principals **Bruce A. Hornberger** and **Douglas R. Martin** each have over 30 years of experience.

Blanco has partnered with Indianapolis-based **Battersby Danielson & Associates** in Indiana (excluding counties of Lake, Porter and La Porte). **Kevin Madsen**, Blanco Central regional sales manager, said, "Battersby Danielson & Associates offers an exceptional level of service for our markets in Indiana and we look forward to joining the stable of premium brands that they represent."

Cliplight Mfg. Co. named **Southland Marketing Inc.** of Alpharetta, Ga., its Rep Agency of the Year for winning both the Diamond Top Sales Per Capita and Platinum Top Sales

awards. "SMI set up the most new customers, had the highest dollar volume increase, and also recorded a total sales increase of 12% over the last year," said Linda Appler, director of sales/marketing at Cliplight. **Jim LeFlore** and **John Forbes** are co-principals of SMI.

Cliplight also recognized:

- **George Kief Jr., Tyson Weaver, Corey M. Smith, Zack Bray and Jon Tilley**, all of **Western Component Sales** in Scottsdale, Ariz., which received the Gold Sales Award

- **George Kief Jr., Western Component Sales**, received Best Rep Achievement Award

- **Chuck Feldman and Gerry Spanger** of **Market Air** of Edison, N.J., received the Merit Award for Best Comprehensive Sales

- **Frank G. Souders, Reacond Associates**, Euless, Texas, received the Silver Sales Award.

Danfoss Heating appointed Cleveland-based **Impact Agency Inc.** the company's sales representative and stocking agent in Ohio. "Adding the

Danfoss line allows us to offer an exciting and competitive range of products to our customers," said **Jim Martin**, Impact Agency president. "The strength of the Danfoss brand and the technical support the company offers will go a long way toward satisfying the needs of our customers."

DuctSox named **MJ Air Products Inc.** of Dallas, Texas, its Manufacturer's Representative of the Year for

Dennis Mezzapesa, founding partner of New York-based **TCB Sales Inc.**, received the Representative of the Year Award at the Eighth Annual **Decorative Plumbing and Hardware Association Conference**. For Mezzapesa, the award comes as recognition of both his accomplishments as well as the hard work of his partners. "I was honored," he said. "It was certainly the result of a team effort by



Matt Daily and Joel Finney, principals at **MJ Air Products**, receive the **DuctSox Rep of the Year** award from **Cary Pinkalla**, president of **DuctSox**.

2009. The eight-year-old firm landed several large diverse projects in its territory of North and East Texas that utilized the full breadth of the Duct-Sox line.

Other reps honored with awards were:

- **First Sales — Tom Barrow Company**, Atlanta, Ga.;
- **Second Sales — Hoffman & Hoffman**, Greensboro, N.C.;
- **Third Sales — MJ Air Products**, Dallas, Texas;
- **Fourth Sales — Air Filter Controls**, San Jose, Calif.;
- **Fifth Sales — Enerconcept Inc.**, Magog, Quebec.

Receiving Quota Buster Awards were:

- **Therm-Air Sales**, Fargo, N.D.
- **Mechanical Products Inter-mountain**, Sandy, Utah
- **Pittsburgh Air Systems**, Pittsburgh, Pa.
- **David G. Halley & Co.**, Lubbock, Texas
- **MJ Air Products, Air Filter Controls and Enerconcept Inc.**

Mainstream Engineering named **HRC Services** of Bramalea, Ont., as its new manufacturers' representative for all 10 provinces of Canada. HRC Services is a 17-year-old rep firm founded by principal **Hans Gautschi**, who has over 40 years experience in the HVACR industry. Canadian service technicians, which previously had limited access to Mainstream Engineering's unique HVACR products, will now find most of its QwikProducts line in major wholesale distributors across Canada.

everyone at **TCB Sales Inc.**"

HOUZER Inc. selected **Howard C. Fletcher Company** as the exclusive sales representatives for HOUZER sinks for Southern California. Howard C. Fletcher has also been named the West Coast Consigned Warehouse, shipping to California, Arizona, Nevada, New Mexico, Utah, Washington, Oregon, Idaho, Colorado, Wyoming and Montana.

"Howard C. Fletcher Company is an institution amongst sales agencies and has represented a variety of major, well-known lines dating back to the 1960s," said **Kenneth Fey**, HOUZER vice president and COO.

Kaldewei added two independent sales agency partners: **John Weinstein, The Weinstein Group** — Washington D.C., Delaware, Maryland, Pennsylvania; and **Humberto Espinosa, Esar Comercializadora SA de CV** — Mexico and the Dominican Republic.

KSD appointed sales agencies **Lindstrom & Associates** their representatives in Georgia and eastern Alabama, and **Ludwig, Smith and Walker** in North Carolina and South Carolina. KSD exclusively distributes Kobe-Wieland domestic copper tubing and coils along with domestic and imported steel pipe, plastic pipe and pex tubing & fittings.

Mr.Steam added two new manufacturers' rep agencies:

- **Gibbons & Associates LLC** is its representative for Maryland, Virginia and Washington D.C. "We se-

(Turn to Rep Rap, page 152.)



Cliplight's Paul Appler, director of research & development, and **Linda Appler**, director of sales/marketing, present awards to **Jim LeFlore**, co-principal of **Southland Marketing Inc.** at the **AHR Expo**.

Inventory

(Continued from page 148.)

industrial PVF distributor he brings great depth in the field introducing wholesalers to this new business concept and making as many connections as possible. It's still a relationship business, and that doesn't go away in a digital economy.

"We truly believe in a global marketplace because these products are in demand all over the world. PVF-share.com gives broad exposure for all of our members, and puts up no borders when it comes to selling their inventory. It's all about giving our members the opportunity to sell their

products worldwide."

At the time of this interview in mid-January, Banville was exceptionally pleased with the comments he had received from distributors thus far. "The feedback has all been very supportive," he said. Because of our unique concept and the number of distributors who have embraced it thus far, a large part of our job is to educate our customers in how this site can help them successfully turn their excess inventory into money." ■

To learn more, visit www.pvf-share.com, call **Paul Banville** at 860/983-3979, or **Jeff Tierney** at 508/864-1990.

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See contact information on page 172

REP RAP

(Continued from page 150.)

lected Gibbons & Associates for their long-standing reputation in the industry coupled with their strong presence in the region," said *Dan Reinert*, Mr.Steam VP-sales and marketing. *Debbie Gibbons*, president of Gibbons & Associates, added, "Mr.Steam is absolutely vital to completing the lines of products we offer."



Watts presented its Lifetime Achievement Award to Skipper Joyce of the Joyce Agency.

• **Pacific Rim Partners LLC** is its manufacturer's representative for Hawaii. "Pacific Rim Partners is a proactive and successful group, and we are looking forward to their approach in expanding consumer relationships on the islands," said *Martha Orellana*, VP-sales and marketing for Mr.Steam.

"Mr.Steam's dedication to total body wellness and reducing stress is similar to our consumers' laid-back, yet health conscious way of life," commented *Bob Marshall*, managing partner of Pacific Rim Partners.

Performance Sales/division of **Rino Companies Inc.** has absorbed **LSW Sales**. Lines acquired are Rocky Mountain/Colby, Canfield Tech, Smitty Pan, Cal-Western Products, Wilson Pipe and Sunroc. Among Rino's core lines are

RINO Flex Connectors, Lewis Pipe, White Metals, E.L. Mustee, Beneke Seats, Johnson Mfg. and General Sealant.

In addition, **Hubbard Industries/HOLDRITE** is now partnering with RINO Flex Connectors on a buy sell basis and marketing connectors under their brand name **QUICKFLEX**.

Rinnai Corporation selected **Bornquist Inc.** as its representative for the north-ern Illinois and greater Chicagoland area. Bornquist, which features a 25+ person sales team with decades of experience in the plumbing industry, will use a segmented sales approach to help meet market demands and ensure that Rinnai products have greater visibility among installers and distributors.

"Bornquist has been a significant player in the Illinois market since it was founded over 70 years ago, and the company's strong presence makes it a perfect partner for Rinnai," said



Hollabaugh Brothers & Associates received Watts' first-ever "Best Rep Website" award.

Ron Hunter, Rinnai's VP-sales.

SJE-Rhombus hired **Snider Inc.** to represent their control product line in North and South Carolina. According to president *Mark Snider*, "Snider Inc. has assembled a strong team of professionals with deep industry background. We have six outside sales representatives, five product managers and four warehousemen that operate our 69,000-square-foot warehouse. We seek growth by increasing sales of existing lines and by selectively adding quality lines, which now includes SJE-Rhombus."

At its recent National Sales Meeting, held in Henderson, Nev., **Watts** presented awards to two of its manufacturers' rep firms:

• Watts presented its Lifetime Achievement Award to *Skipper Joyce* of the **Joyce Agency**. This honor is presented to one individual each year, recognizing their active mentorship of others and selfless dedication to the betterment of the plumbing, mechanical and hydronic industry. The award was presented by *Jim Ernst*, Northeast regional sales manager. Skipper Joyce has been actively involved in the plumbing industry for over 40 years. He sits on numerous manufacturers' rep councils and has been an industry leader for many years. He started the agency in 1982 as a one-man operation with one product. Today, the Joyce Agency employs more than 40 people and covers Northern Virginia, D.C. and Maryland.

• **Hollabaugh Brothers & Associates** was the recipient of Watts' first-ever best rep website award. The Watts web team reviewed all of its reps' websites and evaluated them based on overall design, usability, content and branding. The Hollabaugh site was selected because of its clean look, easy navigation, and straightforward information and presentation. The site can be found at www.hbarep.com. The award was designed to promote the use of technology to grow business, especially in these hard economic times. ■

Building a Pipeline Towards a Cure

"CHAMPIONS FOR CHAD"

RESEARCH Fund

Please allow us to introduce our remarkable teenager, Chad. He has a rare type of mitochondrial disease.

Chad has faced challenges that no child should have to endure. He has had feeding tubes, skin and muscle biopsies, MRI's, MRS's, blood work and countless other tests. He has had many hospital stays and emergency room visits, which continue today.

Because of this disease, Chad is intellectually delayed, speech and language impaired, and suffers from seizures and debilitating migraines. In spite of all his setbacks, Chad is a happy kid who can give you the brightest smile and the biggest hug.

Mitochondria produce more than 90 percent of the body's energy. When these tiny parts of the cell can't do their job, the body doesn't get the energy it needs, resulting in a wide range of debilitating and sometimes fatal symptoms. Every thirty minutes, a child is born who will develop a mitochondrial disease by age 10. Most of these affected children will not survive beyond their teenage years.

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In honor of Chad and his fight against this disease, the Cooper family has established "Champions For Chad" Research Fund through the United Mitochondrial Disease Foundation. The money donated to the United Mitochondrial Disease Foundation goes to mitochondrial research in Chad's name.

Mitochondrial dysfunction is at the core of many other diseases such as Alzheimers, Dementia, Parkinson's Disease, Diabetes, Autism and more.

We need your help. Please, consider Champions for Chad as your personal or corporate Charity for 2010. No child should have to suffer the fate of this devastating disease. Let's give them hope for the future, by building a pipeline towards a cure. Thank you.

Sincerely toward a cure,
Bob and Linda Cooper

www.umdff.org/championsforchad

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ONE CALL *STILL* GETS IT ALL

CONGRATS!

The **AHRI** Compensation Committee promoted president *Stephen R. Yurek* to CEO. He will now serve as president and CEO. Yurek joined ARI in 2002 as VP-policy and public affairs and general counsel, and also has served as COO.

Allied Air Enterprises Inc., hired *Jim Kornemann* as manager of parts & supplies marketing. Kornemann has 19 years of automotive after-market and HVAC product marketing experience, most recently with Trane Inc. where he served as marketing director for parts & supplies.

The **ASA Education Foundation** Board of Trustees announced its volunteer officers for 2010:

- President *Frank Finkel*, Davis & Warshow
- President-elect *Mark Hanley*, Hajoca Corp.
- Treasurer *Joe Maiale*, InSinkErator
- Secretary *Mike Adelizzi*, ASA
- Executive director *Amy Black*, ASA Education Foundation.

In addition, the Trustees are:

- *Ron Black*, Southern Pipe & Supply
- *Robert Blades*, F.W. Webb Co.
- *Brian Burke*, Burke Agency
- *Doug Dillon*, Kohler Co.
- *John Edwards*, Eastway Supplies
- *Chris Fasano*, Torrington Supply
- *Vickie Johnson*, WinWholesale
- *John Kirkland*, Legend Valve
- *John Mills*, WHCI Plumbing Supply



Bill Root



Chuck O'Donnell

- *Pamela Mouton*, Coburn Supply
- *Frank Nisonger*, Slakey Brothers
- *Don Robertson*, Western Suppliers Association

- *Dana Severs*, Delta Faucet Co.
- *Brian Tuohey*, Collins Pipe & Supply.

BrassCraft announced a number of key promotions:

- *Jim Pletcher* is now VP-wholesale sales. He previously was the senior director, and will continue to use his extensive skill and experience to expand BrassCraft's reputation for quality and innovation.

- *Steve Adams* was promoted to senior director-wholesale sales. Adams, who has been with the company since 2003, will continue oversight of the Southern region, buying groups and national accounts.

- *Ken Kemmerling*, a 19-year BrassCraft veteran, has been appointed sales manager for the Central region of the wholesale channel.

- Continuing in their current responsibilities are *John Stankrauff*, sales manager for the Eastern region, and *Jack Allen*, sales manager for the Western region.

- BrassCraft announced the retirement of senior VP *Jim Whiteherse*. "Jim has been with us since 1984, serving with tireless leadership as senior ambassador for BrassCraft throughout the plumbing industry," said president Don Woody. "The entire company wishes him the best in his well-deserved retirement."

Canadian Institute of Plumbing & Heating president & general manager *Ralph Suppa* announced that *Ken Tomihiro* joined CIPH as program manager. He assumes *Jason Bourque's* responsibilities while he is on a medical leave of absence. Tomihiro brings 25 years of management experience related to the business world and the not-for-profit trade association environment. com.

Chicago Tube and Iron Company welcomed *Matt Morris* as the Quad Cities division's outside sales representative for the eastern Iowa sales territory. He has 12 years of management and outside sales experience, most recently with Robert James.

Component Hardware Group appointed *Pim Zuurveld* managing director of its European division. He has 15 years experience, most recently as regional sales director for Johnson Controls.

Davis & Warshow has made organizational changes and expanded its Board of Directors. *Frank Finkel* is now CEO and chairman of the Board. Finkel formerly was president and COO, a position that is now held by *David Finkel*, who previously served as executive VP. Former chairman and CEO *Irving Finkel* is now chairman emeritus. Day-to-day responsibilities for all three are largely unchanged. Joining the Finkels on the Board of Directors are CFO *Joel Sandberg*; VP-sales *Alan Cohen*; VP-operations *Stan Pilinko*; senior VP-purchasing *Andy Atlas*; and secretary *Tom Vandewart*.

Dynamic Air Quality Solutions made several organizational changes:

- *Carl Mitchell* is senior VP-sales, after serving as VP-commercial sales.

- *Paul DeIulii* is VP-commercial sales. He was most recently director of sales at Tozour Energy Systems.

- *Steve Mores* has returned to the company as VP-residential sales.



Carl Mitchell



Steve Mores



Rob Goodfellow



Carol Gee

Mores most recently served in several capacities for Clockwork Home Services.

- *Rob Goodfellow* is now VP-marketing after serving as director of sales and marketing for residential products.

Eastern Industrial Supplies Inc. promoted two key associates at its Charlotte location. *Shelby Jones* has been promoted to branch manager and *Daniel Guthery* is now inside sales manager.

Cathleen Barry became the first female general manager in **F.W. Webb** history when she was promoted to GM of the Queensbury, N.Y., facility. She started with the F.W. Webb Albany branch in 1991 as an industrial inside salesperson and in 2004 was named operations manager in Queensbury.

Ecobee appointed *Derrick J. Boyce* VP-sales. With 20 years of experience, Boyce is an expert in accelerating revenue growth and gaining market share while ensuring company profitability. He previously was with a division of Honeywell's Automation and Control Solutions and Tyco Fire and Security.

ECR International named *Carol Gee* marketing director. She comes to ECR after a long and successful career at DuPont and most recently Owens-Illinois. While at DuPont, she was key to the development of a number of well-known ingredient brands and was global brand manager of CORIAN®.

Gerber Plumbing Fixtures promoted *Kevin McJoynt* to VP-marketing. A 12-year company veteran, McJoynt will be responsible for Gerber's branding, communications and product development activities. He was hired as marketing services manager and in 2002 was promoted to director of marketing.

Haws Corporation® announced several executive-level changes designed to better position the company to capitalize on current growth opportunities, while acknowledging accomplishments of both past and present generations of management:

- President *Sallie R. Haws*, great grand-daughter of founder Luther Haws, has been elevated to chairman of the Board of Directors. She succeeds Michael H. Traynor. Haws has

served as president for nine years, a period of significant growth both in terms of revenue and scope of business offerings for Haws.

- *Thomas White*, a 15-year veteran, was promoted to president after serving as EVP. White has held a variety of sales and operations positions within Haws Corporation and has served on a wide variety of industry and community development committees and boards.

Traynor, now chairman emeritus, is confident this transition will be seamless and will lead Haws into a bright future.

Heat Transfer Products appointed *Phillip W. Stephens* to the newly created position of VP-engineering. A licensed professional engineer, Stephens will oversee all research, design, development and testing activities for HTP products. He most recently headed his own consulting engineering firm and had previously worked for the Rheem Water Heating Division.

Bruce Richardson, who had been chief research officer at AMR Research, joins **Infor** as chief strategy officer. In addition, he will serve as a strategic advisor to **Golden Gate Capital**, Infor's largest shareholder.

Johnstone Supply named *DeWight Wallace* the cooperative's CEO. Wallace brings over 25 years of professional experience, including executive management directing all key aspects of business operations across a range of industries. He has held positions with notable national companies including Texas Instruments, General Motors and General Electric, where he received the GE Chairman's Award.

KSD named *Jim "Chip" Stechmann* territory manager-outside sales for the Gulf Coast region (including Alabama, Louisiana and Mississippi).

William (Bill) Root was promoted to VP and general manager for Laars Heating Systems Company. He assumes the role following the retirement of *Angelo Sinisi*. Root joined Laars in 1998 and soon assumed the title of VP-sales and marketing. After Bradford White's acquisition of Laars in 2005, Root was instrumental in helping Laars introduce many new (Turn to CONGRATS!, page 156.)



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CONGRATS!

(Continued from page 154.)

commercial and residential boilers and volume water heating products and controls.

Also, **Charles (Chuck) O'Donnell** joined the company as product marketing manager. He has more than 11 years of experience in engineering, applications and marketing management.

MTI Whirlpools appointed **Russell Adams** president. Adams had been VP/business development and will take over all day-to-day responsibilities of the company. **Kathy Adams**, who has led the company since 1998, will transition to CEO. "Russell is an experienced leader with a profound knowledge of the MTI business, relationships and daily operations," said Kathy Adams. "Not only has Russell designed many of the company's most successful products, but he created the hospitality division for MTI and has also worked very closely with sales in expanding the MTI business."

Dr. Barry Lawrence, director of the Industrial Program and Supply Chain Systems Lab at Texas A&M, has been named a Fellow of the **NAW Institute for Distribution Excellence**. He is lead author of *Optimizing Distributor Profitability: Best Practices to a Stronger Bottom Line* and represents Texas A&M in its partnership with the Institute in the Council for Research on Distributor Competitiveness.

The **Plumbing Manufacturers Institute** announced that **David Hagopian** joined the organization as director of strategy and technology. Hagopian spent several years with Fortune Brands, most recently as senior director of technical innovation.

Rotobrush® International LLC



Lane Jeffries

named **Lane Jeffries**, a 15-year Lennox veteran, as its new CEO and president. Jeffries brings expertise in management, sales and marketing from manufacturer, distributor and dealer perspectives.

Nick Chen, president of **Santec Inc.**, appointed industry veteran **Aaron C. Smith**, LEED® AP, VP-sales and marketing. Smith has 15 years of sales and management experience, working for manufacturers such as Kohler, Kallista, Roben and, most recently, Uponor.

Slant/Fin Corp. named **Phil La Rosa** director of national accounts. La Rosa has over 30 years of experi-

ence as a sales executive in the hydronic heating industry.

Rob Cook is now the sixth president and first non-family member to



Rob Cook



Mike Orlando

lead **Speakman Company** in its 141-year history. Cook most recently was with Vistage International, a peer-to-peer business leadership organization. Cook will direct the ongoing growth initiatives in Speakman's heritage businesses in commercial plumbing and residential shower and bath. He will also oversee the company's new ventures: a DTC e-commerce website; a growing Beijing sales office; and a high efficiency air conditioning business, Cooling Solutions. **Rodman Ward III** will continue as Speakman's chairman.

T&S Brass named **Mike Orlando** its business development manager. According to **Ken Gallagher**, VP-sales, "Mike's responsibilities will include identifying, targeting and developing potential and existing accounts. Focusing primarily in the foodservice industry, Mike will work

directly with industrial accounts, OEMs, fabricators, chains and, in some instances, dealers and lab/plumbing segments." Located out of a new office in the Midwest, he will work with accounts across the country. Orlando has over 30 years of experience in the foodservice industry and has been active in a number of organizations.

Watts Water Technologies Inc. appointed **Chad LaCroix** national market manager for its Watts brand brass & tubular products. He was hired in 2006 as product manager for brass & tubular products and will continue new product development & management, technical product training and coordination of marketing activities.

Farid Bahiou has been appointed national sales manager-Canadian HVAC Products for **WILO Canada**.



Chad LaCroix



Farid Bahiou

He will be in charge of the company's sales force and responsible for growing its HVAC business through existing distribution channels. Bahiou joined WILO Canada in June 2005 as regional sales manager-Eastern Canada.

Wolseley Canada appointed **Rick Elliott** Southwest regional manager. He

will report to **Paul Kennedy**, VP-Central region. Elliott has more than 30 years of industry experience, and joins Wolseley from McKeough Supply where he was president and CEO for 14 years before becoming general manager following its acquisition by Emco.

Women in HVACR, an organization dedicated to furthering the growth of women in the HVACR industry, announced the following leadership for the 2010 term:

- President **Kimberly O'Neal**, HARDI, Columbus, OH
- Vice president **Nita Brooks**, National Comfort Institute Inc., Nashville, Tenn.
- Treasurer **Karen Riffice**, Amalgamated Services Inc., Oaklawn, Ill.
- Secretary, TBA
- Past president **Barbara Keil**, Keil Heating & Air Conditioning, Riverdale, N.J.
- Board members **Kathy McCauley**, McCauley Mechanical Construction Inc., Bridgeview, Ill.; **Adrienne Breedlove**, MCAA, Rockville, Md.; **Ruth Ann Davis**, Williams Furnace, Frisco, Texas; **Tammy Smith**, Halco Plumbing and Heating, Phelps, N.Y.; **Julie Eudy**, Golden Services Group, St. Peters, Mo.; **Alyssa Irish**, DuroDyne Corporation, Bay Shore, N.Y.; **Patti Ellingson**, RemTec International, Winterville, N.C.; **Kathy Corr**, NATE, Arlington, Va.
- Advisory Board members **Gwen Hostnik**, Marketing & Event Management Consulting, Cleveland; **Valerie Stakes**, Multilingual Training Solutions, San Diego; **Ruth King**, Business Ventures Corp., Norcross, Ga.

What "separates" us from the competition?
Custom, jobsite-specific applications • 1 to 100,000 gallon capacities • "Automatic"

Plumbing parts business remains steady for Utah's M-One

BY BOB BLUTH
Special to THE WHOLESALER

Less-than-stellar economic times very often make repair-oriented companies more viable than at any other time. But, if the economy gets tough enough and consumers quit buying and repairing un-

M-One specializes in hard-to-find parts nationwide. They have machining sources to duplicate many brass items that are no longer available, including ceramic stem units from samples.

less absolutely necessary, it invariably becomes a tough road for everyone.

So what's up with George Mattena and his M-One plumbing parts-distribution business in Salt Lake City?

"We are holding our own," Mattena said. "Cutting back on inventory seems to be a trend right now. So, we are seeing customers giving us orders because they cannot meet the minimum billing from the factories, or they don't want to wait for enough orders to make the minimum. Our orders on average aren't as large as usual, but we are getting a few more of them. On the main, it's just about a push right now."

Mattena went on to say that more

of his customers are taking the discount for prompt payment. "Rather than indicating a percentage discount for early remittance, we publish both cost totals right on the invoice so our buyers can compare and clearly see the money they can save."

M-One specializes in hard-to-find parts nationwide. They have machining sources to duplicate many brass items that are no longer available, including ceramic stem units from samples.

"If we don't have an item, we are obliged to tell customers where they can get it, and that's the way it's been for 40 years," Mattena said. ■



George Mattena (left) and his capable counter staff do a lot of problem-solving for customers throughout the day.

George Mattena and M-One Specialties can be reached by e-mail at mone@moneplumbing.com or by calling 801/596-2500.

Bob Bluth is executive vice president of the Pacific Southwestern Wholesalers Association. He can be reached at iguana55@cox.net or by phone at 480/991-5703.

Metropac increases inventory of Johnson Controls for 2010

Including the New System 450™ Series of microprocessor-based modular controls

FOXBORO, MASS. — Metropac, a national master distributor of HVAC controls, has increased its Johnson Controls inventory by 25% over 2009. "The economy is affecting everyone, we are noticing wholesalers across the county are finding

it difficult to stock their shelves, and losing sales because of it. As an HVAC master distributor, we are making a commitment to have a deep inventory of hvac controls for those wholesalers to pick from," said Bryan Cosentino, vice president of Metropac Industries.

The expanded inventory includes

the new System 450™ Series of microprocessor-based modular controls. As a new product within the Johnson Controls/PENN brand, the System 450 Series provides versatile, compact, cost-effective and accurate digital control for a variety of HVACR and industrial controls applications.

With nine model variations — each of which was designed to be multi-purpose, adaptable and field configurable — the System 450 Series can monitor and control temperature, pressure and humidity simultane-



ously. The enhanced design creates a versatile and durable custom control system that allows the user to monitor and control multiple control loops.

Designed to replace the System 350 and System 27 Series control systems, the new System 450 Series is easy to use, flexible and can handle hundreds of custom applications. These applications include heating and/or cooling control, boiler temperature reset, fan control, floating pressure of an actuator and humidification/dehumidification

With nine model variations — each designed to be multi-purpose, adaptable and field configurable — the System 450 Series can monitor and control temperature, pressure and humidity simultaneously.

control. For more information on Johnson Controls System 450 visit www.metropac.com/system450.html.

Metropac sells exclusively to wholesalers, OEMs and manufacturers reps, throughout the U.S., Canada and Mexico. They offer same-day shipping, no minimums, a technical sales staff, and real-time web order entry. Visit them on the internet at www.metropac.com to see their complete product offering or call their sales department at 800-852-HEAT(4328).

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Insurance secrets they don't want you to know about

You'll be delighted by what you are about to read. The real subject – courtesy of flaws in the tax law – is tax-advantaged investment strategies. The kind of stuff they don't teach you when you become a lawyer, CPA or other professional advisor.

Few people know how generous the Internal Revenue Code is to life insurance and the industry lobby that knows the right buttons to push to make sure the tax laws stay that way. You are about to learn some of those tax laws.

Before we get to some jaw-dropping, wealth-creation strategies, let's

yours for the taking – of life insurance.

(a) The cash surrender value (CSV) of your policy earns money, increasing your CSV. These earnings are tax-free.

(b) Your profit (the excess of your death benefit over your premiums cost) is income tax-free.

(c) There are many ways to keep the death benefit of your policy free of the estate tax monster. The most popular is an irrevocable life insurance trust (easy to do).

Let's summarize. Using the above example: Your after-tax cost of

largest charities “will decline this year [2009] by a median of 9%.” Ouch!

Here's a strategy – CLTM – that will help you and your favorite charity. The strategy works at any age, but let's use Joe (age 60) as an example.

Joe is earning 4% per year (subject to a 40% State and Federal income tax rate) on a \$1-million investment. Joe would love to give part of that \$1 million to his Favorite Charity (FC), but he doesn't want to give up any of that \$40,000 of income, nor does he want to reduce the amount that will ultimately go to his kids.

Let's see how the CLTM strategy is a win-win for Joe (increases his annual income) and FC (gets a substantial gift immediately, with no cost to Joe). Sounds like tax magic. It is. Here's the simple two-step process.

• **Step #1** — Joe creates a family limited partnership (FLIP) and loans it \$1 million, payable at his death, with interest at 4% per year (\$40,000).

• **Step #2** — The FLIP purchases (a) a \$1 million policy on Joe's life (annual premium \$19,160) and (b) a single premium immediate annuity on Joe (pays the FLIP an annuity every year – starting immediately and for as long as Joe lives – for \$59,160).

Every year (until Joe dies) the annuity will come into the FLIP and go out as follows:

	Before	After
Income to Jim		
From \$1 million investment	\$40,000	
From annuity		\$40,000
Less – Tax		
40%	16,000	
NOTE below*		9,631
Spendable Income	\$24,000	\$30,369

1. Interest to Joe — \$40,000
2. Pay \$1 million policy premium — 19,160

Total — \$59,160

Three cheers for charity:

• **Cheer #1** — The way the numbers work out in Step #2 above (after buying the policy and the annuity), the \$1 million loan has exactly \$114,972 left over, which is immediately donated to FC.

• **Cheer #2** — Of course, Joe gets a \$114,972 income tax charitable deduction in his 40% tax bracket Joe saves \$45,989 in income tax.

• **Cheer #3** — Every year Joe saves (because of the annuity) income taxes and has more spendable income. Here's how:

*Note: A large portion of the annuity is tax-free, substantially lowering the income tax.

So Joe has \$6,369 (\$30,369 minus \$24,000) more every year to spend.



BY IRVING L. BLACKMAN, CPA
Tax and succession specialist

And finally, someday Joe will go to heaven. No cheers. But more tax savings. When Joe dies the FLIP will collect the \$1 million death benefit and pay off the \$1 million loan in Step #1 above. The transaction will be structured to sidestep the estate tax on \$1 million — estate tax savings \$450,000.

Strategy #3 — Make all your investment income – capital gains, interest and dividends – tax-free: Use private placement life insurance (PPLI)

Sounds almost too good to be true, doesn't it? Should the truth be known, PPLI is simply an investment portfolio in insurance clothing. Usually the investments are stocks and bonds, but can include derivatives, real estate investment trusts, timber and many others.

Stop for a minute and write down two numbers:

run through the basic life insurance concepts that turn life insurance into profitable investment strategies by taking advantage of the tax-law flaws.

• **Concept #1 — The dollar amount you must earn to leave your kids/grandkids \$1 million.** Would you believe \$3 million?

Here's an example of how the numbers (all rounded) are determined. So you earn that \$3 million and are in a 40% tax bracket (35% Federal, plus 5% State). You are bludgeoned with an income tax bill of \$1.2 million. Only \$1.8 million left. When you get hit by the final bus, the 45% estate tax robs \$800,000 more, leaving your heirs that \$1 million. Not a pretty tax picture.

• **Concept #2 — The dollar amount you must invest in a life insurance product to leave \$1 million to your kids/grandkids.** Of course, your investment (the amount of your premiums) varies, depending on your age and health.

Suppose you and your spouse are both 60 years old, and you decide to buy a \$1 million 2nd-to-die policy to be fully paid in 15 years (called “15-year-pay” because premiums stop after 15 years.)

My insurance guru – a genius at finding the lowest premiums with top-rated companies – quoted \$18,149 per year, making the total premium \$272,235 (\$18,149 X 15).

Simply put, your \$272,235 investment will get your heirs \$1 million – all tax-free – from the insurance company.

* Note: As long as you are insurable – no matter what your age – the numbers always work.

• **Concept #3. The tax benefits –**

\$272,235 (investment in the form of premiums) does the work of earning \$3 million (to leave \$1 million to your heirs).

Most clients say “Wow” and smile a lot.

Now, using the basic concepts above, let's take a look at three life insurance strategies that few (very few) professional advisors know about.

Strategy #1 – “Health Guard” combining long-term care and life insurance

Here's a typical example: Mary is 65 years old and wants long-term care (LTC) coverage. But she's healthy now and wonders how smart it is to pay premiums that would be a total waste if she never has a need for LTC.

Enter Health Guard: Mary pays a one-time premium of \$100,000. Here's how the policy works:

(a) She can get the \$100,000 back at any time (prior to a claim).

(b) If she never has a LTC claim, the policy is considered a life insurance policy and will pay a death benefit of \$166,406.

(c) Whenever Mary has a LTC claim, it reduces the death benefit – dollar for dollar – by the amount of the claim. For example, if she has a LTC claim of \$16,406 the death benefit would be reduced to \$150,000.

Health Guard is a smart idea for smart people who are considering LTC.

Strategy #2 – The “Charity Loan Tax Magic”

A front-page article in *The Chronicle of Philanthropy* titled “Sharing the Pain,” bemoans the prediction that contributions for the nation's

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Deal effectively with price objections and still improve profits

(Continued from page 8.)

• **When the customer discusses pricing, it is not always an objection** — When our kids were young, they asked lots of questions like, “Where did my brother come from?” That question could be the beginning of a “birds and bees” talk or a discussion of which hospital we went to. So the first step is to understand whether the customer needs to know the price to finish a quote, whether he is offended by the price or is just throwing something out there hoping that your sales team will drop the price. Again, lead with the system price to start the discussion.

• **When salespeople are really being pressured, they must first attempt to engage in a constructive price conversation with the customer** — When they just drop the price, they lose their credibility and respect. In some situations, a price drop is the only answer, but for some less-skilled salespeople, this is always their answer.

Constructive price conversations

There are several points that you want to communicate and some information that you want to gather in the course of a constructive price conversation:

• **You take the customer’s concern seriously** — First and foremost, the customer needs to perceive that you take his pricing concerns seriously. Even if he tells you that he buys solid gold faucets for ten bucks from a competitor, you must never brush him off or treat his concern casually. “I understand that pricing is real issue in this economy so we work real hard to keep our pricing competitive. Let’s get this figured out.”

• **The company works hard to provide fair competitive pricing to customers** — “Our company intends to provide customers with fair, competitive pricing. We sell a lot of products but when we discover a problem, we try to get it fixed quickly.”

• **The company’s pricing is up to date** — “I’m surprised that our pricing is off, our guys monitor the market and constantly adjust pricing to reflect cost changes and competitive situations.”

• **If the company’s price is wrong, you will work to get it corrected** — The salesperson will work to get pricing problems resolved on the customer’s behalf. “If we find an area where we are not providing you fair pricing, I’ll work with the people

at HQ to get it fixed. ASAP!”

• **For the salesperson to obtain a price change for the customer, he will need information to present to his boss** — The salesperson needs to gather information in order to provide an informed response. While gathering all this information would seem like the third degree, you should insist that your team always asks for 1 and 2 below and then as much additional information as they can obtain.

1. Ask what the customer thinks the price should be. (In a way that doesn’t sound disrespectful, “Where do I need to be to get your order?”)

2. Ask how the customer came to

offer but the customer is hoping he can get you to extend the offer.)

• **Have your responses in your hip pocket** — To respond constructively to any pricing challenge it is helpful to give your team some suggested phrases or lines they can use in the conversation. (When you see sports figures interviewed on TV, you can bet that most of them were told what to say and maybe even rehearsed before hand. Teams and agents know that putting any human in a pressure situation and expecting them to get it right is a crap-shoot.) The key in all cases is to ensure that the customer knows that you want to

While most salespeople survive a price discussion, their final duty, win or lose, is to gather pricing data and send it to HQ. Each pricing challenge is another data point with insight into the pricing concerns of the customer and, maybe, insight into the marketplace and competitors.

that price. “Okay, now I know where I need to be. Out of curiosity, where did that price come from?”

— If last buy from you? When?

— If competitor? What competitor? When?

— If big box? What big box? When?

3. Determine if this is a special deal. “Is that their normal price or is that a promotion or something?”

4. Get hard data if possible. “Do you have a copy of that invoice/flier/quotation/catalog that I can show my management? I don’t want them to think I’m making this up and it will help to get this resolved quickly.”

5. Determine if the quality is similar.

— Is the other product lower quality, different material, U/L approved, imported, lower efficiency, not Energy Star, not Energy Sense, etc. “Are we talking about the exact same brand?”

6. Terms of sale.

7. What quantity is required to get the price? (The customer may be quoting the truckload discount but wants to buy just one at that price.)

— Cash deal, credit card purchase or on account.

— Limited quantity. (The other wholesaler will sell one at the special price and the customer is hoping he can get you to make it his normal everyday price.)

— Limited time offer. (The other wholesaler’s price has expired. The other wholesaler will not extend the

be helpful.

1. “I can get to that price but that is our carton/box/bag price. Can you buy a carton/box/bag?”

2. “Wow that is a great price! I can’t get to that price, but I can sell it to you for \$XX. Would that work for you?” When the customer pulled the competitive price out of his ear in order to get a better price from you, this may work.

3. “I’m sorry, I want to sell this to you but I can’t get close. Would you mind if I call the buyer/sales manager/my manager/president to see if I am missing something? It should only take a minute and I’ll see what we can do for you.” (This has the side benefit of giving the salesperson a resource, sounding board and second opinion in the conversation.)

• **Report back** — In a past life, I got to work around some fighter jet test pilots. These are amazing people in many respects but one of their duties was to provide data for the next test pilot. Ideally, this data is provided in the written report or in conversations. There are stories of these guys having major system failures and knowing, at some point, that they were not going to survive the flight. In the midst of the disaster, they knew it was their duty to continue reporting what had happened, how the situation had been caused, how they had tried to correct the situation and what they were experiencing. The data would not help the doomed pilot but it might help the engineers to fix the problem or provide insights that would allow

the next test pilot to survive. This selfless act saved many lives along the way.

While most salespeople survive a price discussion, their final duty, win or lose, is to gather pricing data and send it to HQ. Each pricing challenge is another data point with insights into the pricing concerns of the customer and, maybe, insight into the marketplace and competitors.

1. Your person has gained insight into the products that this customer uses to compare you against your competition. This should be used to shape your pricing to that customer.

2. If a competitor is mentioned, you may have learned who your competition is for this customer’s business.

Your sales team should feel duty-bound to perform this selfless act to help other salespeople and the company with future pricing issues. In my book, salespeople who won’t make the time to report back are not team players and thus limit their value to the company.

As is always the case, with complex topics, my checklist is long. The good news is, however, that just implementing a handful of these suggestions will make you more money. In this difficult economy, increasing profits by selling more just may not be possible. So working to make a little more on the business that you do have can be time very well spent. ■
For other reprints on pricing, e-mail me at rich@go-spi.com.

Taxes

(Continued from page 158.)

(c) a large (\$5 million or more) paid as a single premium at inception. Yes, \$50 to \$100 million policies can be arranged.

Okay, you lucky readers with a large amount of investable assets, look into PPLI.

The above are just three of over two dozen strategies that can help make you rich and if you are affluent; significantly increase your net worth.

One warning: When working in the area of life insurance and annuities make sure you work with experienced and competent professionals. Always get a second opinion. ■

Irv Blackman, CPA and lawyer, is a retired founding partner of Blackman Kallick Bartelstein, LLP (CPAs) and Chairman Emeritus of the New Century Bank (both in Chicago). Want to consult? Need a second opinion? Contact Irv by phone at 847/674-5295, e-mail blackman@estatetaxsecrets.com or visit his website at www.taxsecretsofthewealthy.com.

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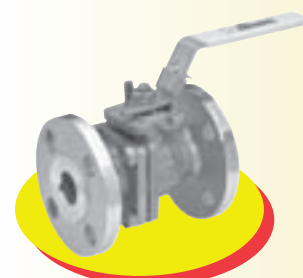
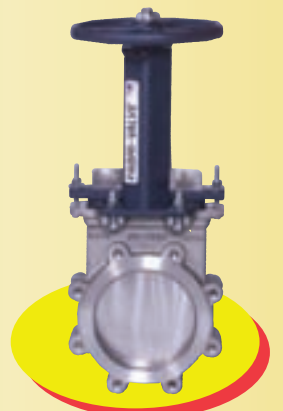
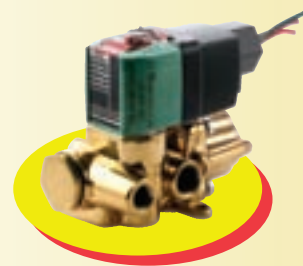
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Service sink

The FS-WM Spec-Line wall mounted service sink has been added to this supplier's already comprehensive product line. Offered in two model sizes, a 23"×19"×10" and a 27"×21"×12", these sinks are constructed of 14 gauge, 304 stainless steel. Stainless steel tubular wall brackets secure the sink to the wall for added support. Sink bowl corners are 3/4" radius. **Advance Tabco.**

www.advancetabco.com

Dual flush toilet

H2Option is a truly siphonic dual flush toilet, with strong push and pull action created by forceful but quiet jetted action under the rim. Using as little as 1.0 gpf on the low setting, it scours the sides of the bowl to remove all paper and waste. Jetted siphonic action adds air-assisted "push" to the water from under the rim of the bowl. **American Standard.**

www.americanstandard-us.com

Versatile gas/air pressure switch

The Versa Plus Series provides accurate, durable, and cost-effective gas and air pressure switches. Select from various mounting configurations. Gas pressure switches monitor gas pressure and break the electrical control circuit when pressure drops below or rises above the desired set point. Pressure settings are adjustable and available in manual or automatic reset operation. Air pressure switches monitor positive, vacuum, or differential air pressure. Integrated contacts make or break the circuit to the desired set point.

A.J. Antunes & Co.

www.ajantunes.com



Pipe thawing machines speed the job

Hot-Shot 320 and 400 pipe thawing machines work in minutes, eliminating the need to tear up floors, break through walls, or dig around pipes in frozen ground. The 320 generates 320 amps to thaw up to 100 ft of 1 1/2" pipe, yet weighs just 30 lbs. The 400 has a dual level output. With 400 amps, it can thaw frozen lines up to 175 ft long in 1 1/2" diameter lines. **General Pipe Cleaners, a division of General Wire Spring Co.**

www.drainbrain.com



Speedfit® slip tee connectors

The Speedfit® Slip Tee Connector breaks into a rigid pipe run without altering the existing pipework. Available in 1/2" and 3/4" copper tube sizes. Easy installation; the tube is pushed

in by hand; the collet locking system holds the tube firmly in place without deforming or restricting the flow. For domestic hot and cold water systems, including pressurized and combination systems with copper pipe, Speedfit Pex Pipe, CPVC and PEX. Require no tools or blowtorches, reducing installation time, and can be disassembled without damage to pipe or fittings. Easy to use in confined spaces. **John Guest USA.**

www.johnguest.com

Brass adapter couplings

Hydrosert Brass Adapter Couplings are non-corrosive and feature a "no stress" design that separates and optimizes both the gripping and sealing areas of the fitting. Rotates on the HDPE pipe without affecting the seal for dependable, leak-proof performance. Comply with applicable requirements of AWWA C901 and C800, NSF listed and pressure-rated to the design pressure of the HDPE pipe to be connected, up to 200 psig. **Elster Perfection.**

www.elster-perfection.com



Pressure balancing valves

The new GS-310 series PLUS™ pressure balance valves feature a compact body design and washerless cartridges while offering fewer or no stops. Compatible with decorative trim kits including Maxwell®, Allerton™, Brienne™, Abigail™, Wicker Park™, Logan Square™, Riverdale™ and will fit the new Waveland™ and Osric™ faucets, which will be available in 2010. Included with a thin wall installation bracket; is available in IPS/Sweat, PEX-b&c, CPVC, or PEX-a connections, and is back-to-back installation feasible. **Gerber Plumbing Fixtures LLC.**

www.gerberonline.com

Solar heating system

S.U.N. Equinox Heating System is a combination hot water storage tank and instantaneous water heater providing 100% of domestic hot water and space heating needs, while plac-



ing special emphasis on water hygiene. Solar ready and has both residential and commercial applications. Capable of producing up to 18 gpm of hot hygienic water with a heat loss of less than 3° per day in residential installs. **Solar Usage Now.**

www.solarusagenow.com



Condensate discharge model

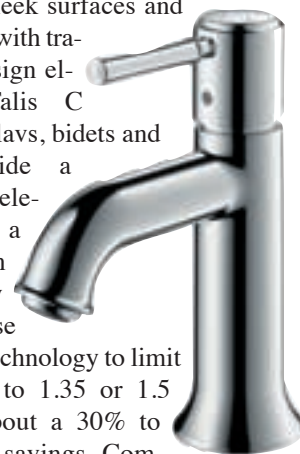
Limpet Condensate Removal System is designed for the growing mini-split market. Aesthetically pleasing and performs reliably (pumps condensate vertically 50 ft and 100 ft horizontally). Installs in minutes; simple to service, saves installation labor. Computerized noise control system ramps up pump speed to minimize noise. Built-in check valves, electronic water sensor, diagnostic sensor and alarm circuit. **EDC International.**

www.edcinternational.com

Water conserving faucets

Blending sleek surfaces and soft curves with traditional design elements, Talis C faucets for lavs, bidets and tubs provide a classic elegance with a modern touch. Lav faucets use EcoRight technology to limit flow rates to 1.35 or 1.5 gpm — about a 30% to 40% water savings. Combine with Raindance C showerheads, handshowers and bodysprays to create a coordinated look. Solid brass construction. Quiclean cleaning system allows mineral deposits to be removed from the aerator with just a flick of the finger. **Hansgrohe.**

www.hansgrohe-usa.com



High efficiency toilet

The Maelstrom HET with Turbo 3 Flush Valve provides powerful 1-flush performance that uses only 1.28 gpf. EPA requires a minimum solids removal of 350 grams for WaterSense certification; the ADA/4688 model achieves 900 grams. Constructed from vitreous china and with 3" glazed trapways for more efficient waste removal, quieter flushing and refilling. **Briggs Industries Inc., a subsidiary of CISA.**

www.briggsplumbing.com





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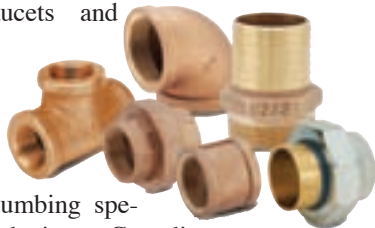
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Pro-Slope™ makes converting a tub to a custom tile shower easier. Made from expanded polystyrene (EPS) and sloped in all directions to a drain, which is required by Code. Replace traditional pre-slopes made from mortar. Light, easy to install, saves installation time and ensures a proper slope. No mixing and screeding mortar. Company recently added a Tub Replacement Kit; includes the pre-sloped EPS and a Positive Weep Protector™, a patented device that keeps weep holes clear. **Noble Company.**

www.noblecompany.com

Lead free brass fittings

This supplier's new lead free product offering includes brass fittings, valves, faucets and

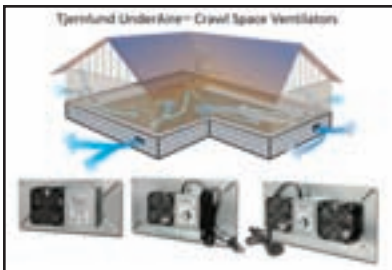


plumbing specialty items. Compliant with the new California Health and Safety Code 116875-116880, as well as Vermont's lead free law. Certified to contain less than .25% weighted average lead content over wetted surfaces. UL and ANSI approved. Fittings include elbows, unions, caps, crosses, couplings, bushings, locknuts, plugs, adapters and flanges. **Matco-Norca.**

www.matco-norca.com

Crawl space ventilation fans

As spring approaches, air within crawl spaces below homes and porches becomes warmer and saturated with ground moisture, and can develop associated problems. Under-



Aire crawl space ventilation fans offer a simple, cost-effective way to mechanically circulate fresh outdoor air within the crawl space. Factory-installed freeze protection thermostats prevent operation below 40°F. **Tjernlund Products Inc.**

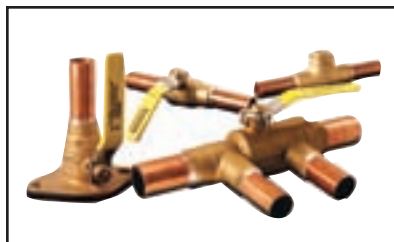
www.tjernlund.com

Condensing boiler adds new sizes to line

The NeoTherm condensing boiler is a fully packaged, space-saving hydronic solution that offers 95% energy efficiency. Three new commercial sizes (600, 750, 850) have been added to the line-up of current residential sizes (80, 105, 150, 210) and commercial sizes (285, 399, 500). These direct vent, sealed combustion boilers modulate with a 5 to 1 turndown. Zero clearance to combustibles and convenient top connections (horizontal or vertical direct vent) make it a good choice for tight installations. **Laars Heating Systems.**

www.laars.com

Pro-Connect conversion



copper sweat fittings. An ideal single stock item for wholesalers and a universal connection solution for the professional. **Webstone.**

www.webstonevalves.com

Upgraded geothermal controls

Advanced controls are available for GeoComfort and Hydron Module brands of geothermal heat pumps. Includes the transition of all remaining residential single-phase models, as well as single- and three-phase commercial models, except dual compressor and 460/575 volt products. **Enertech Manufacturing LLC.**

www.enertechmfg.com



High efficiency toilet models

As a proud WaterSense partner, this supplier continues to expand its environmental efforts with new high-efficiency toilets. They use 25% less water than standard 1.6-gpf toilets. The new 1.28-gpf units are offered as an Orrington 2- or 1-piece HET or Cirtangular 2-piece HET, all available in white or biscuit; and Ziga Zaga 1-piece HET in white. **Danze.**

www.danze.com

Shower trays

This company recently received IAPMO certification to sell shower trays in North America, and offers 43



models in the Superplan, Superplan XXL and Duschplan collections including XXL sizes between 29.5" x 31.5" and 70.9" x 39.4". Steel enamel shower trays are a durable and attractive solution with innovative installation systems and user-friendly options such as easy-clean finish and anti-slip enamel. **Kaldewei.**

www.kaldewei.com



Video inspection system

SeeSnake microReel L100 and L100C inspection system is a complete compact portable drain inspection system for users needing to push cable distances of up to 100 ft in lines from 1 1/2" to 4" dia. For use in lateral lines that exit the building and connect to septic or sewer lines, as well as in roof stacks; features a 100-ft cable and a larger, 25-mm camera head with greater lighting. Durable push cable is stiff enough to reach longer distances, yet flexible enough to allow access through bends in the lines.

RIDGID, a business of Emerson.

www.ridgid.com

Condensing commercial

Featuring a unique multi-leg heat transfer system, SPIDERfire condensing-type commercial water heaters offer a range of Btu inputs from 130,000 to 350,000, all with ultra-high thermal efficiencies from 92% to 95%. Results in a higher recovery rate, particularly during heavy usage. Delivers substantial amounts of hot water to meet the needs of larger commercial applications.

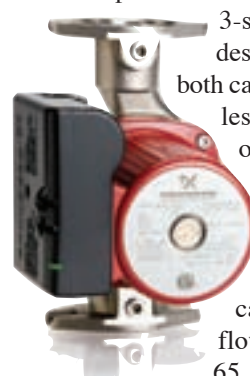


Equipped with a 100-gal storage tank; can operate on either natural gas or LP. **Rheem.**

www.rheem.com

3-speed circulators

Intended for residential and commercial applications, the maintenance-free SuperBruteXL features proven 3-speed wet-rotor design. Available in both cast iron and stainless steel material options. Allows users the ability to adjust pump speed to fit the specific application. Offers a flow range of 0 to 65 gpm and a head range from 0 to 46 ft. It can handle fluid temperatures from 36°F to 195°F with a maximum working pressure of 145 psi.



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See contact information on page 172



Sump pumps

The DuraMAC sump pump line of rugged, durable thermoplastic models with tethered & vertical switches are available in 1/4, 3/10 & 1/3 hp. A 1/5 hp utility model is also available with no switch. All thermoplastic pumps have a 3-year warranty. Cast iron sump pumps are available in 3/10, 1/3 & 1/2 hp models with vertical or tethered switches. All cast iron models have a 5-year warranty. A 1/3 hp EZ package comes pre-packaged with a 1/3 hp cast-iron sump pump mounted on a base, with a check valve and discharge pipe included. **A.Y. McDonald.**

www.aymcdonald.com

Aerators save water and energy

Water-saving faucet aerators are the most affordable component of a water conservation program in commercial and institutional buildings, as well as multi-family housing and residential buildings (www.epa.gov/watersense). Products are WaterSense listed, help save 30% or more and gain LEED points towards building certification. **Neoperl.**

www.neoperl.com

DC-powered A/C system

The SplitCool DC18 DC-powered, high SEER A/C system is ideal for commercial or residential locations where grid power is unavailable, unreliable or requires generators. Battery bank supplies power from an array of photovoltaic panels and installs without ducts, eliminating the majority of installation and materials costs. Unit can be added quickly to an existing structure; allows each room to be conditioned as a separate zone.

Solar Panels Plus Inc.

www.solarpanelsplus.com



Lead free valves for potable water systems

The UltraPure product line meets the challenges mandated by ANSI/NSF 61-8, Annex G and California's AB 1953 for potable water. Complete product offering includes ball, gate, globe and check valves in brass or bronze; covers every application for potable water systems. Fully certified by independent testing agencies. Sizes from 1/4" to 2"; available in pressure classes of 200 lb and 300 lb WOG. Look for the white handle. **Milwaukee Valve Company.**

www.ultrapureleadvalves.com

High efficiency toilets

Elegant 1-piece UltraMax II and 2-piece Drake II High Efficiency Toilets revolutionize water-efficient, gravity-fed flushing systems with their 1.28-gpf Double Cyclone Flush Engine, which consumes 20% less water than the traditional 1.6 gpf. The flushing technology optimizes water efficiency, performance and bowl cleansing action. Meet the requirements of EPA's WaterSense labeling program as well as select water utility rebate programs. **TOTO.**

www.totousa.com



Solar pumping station



Solar technology combines everything for a closed-loop water heating system into a single, pre-engineered package. 5 easy connections: 2 for the solar collector(s), 2 for the storage tank's heat exchanger, and 1 for the expansion tank. Solar pumping station includes an integral variable speed solar control pump, isolation ball valves, air elimination, flow meter and safety group. Continually adjusts pump speed to maximize solar collector output; increases system performance by 20%. **Taco.**

www.tacopumps.net

Extended release corrosion control

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www.proproducts.com



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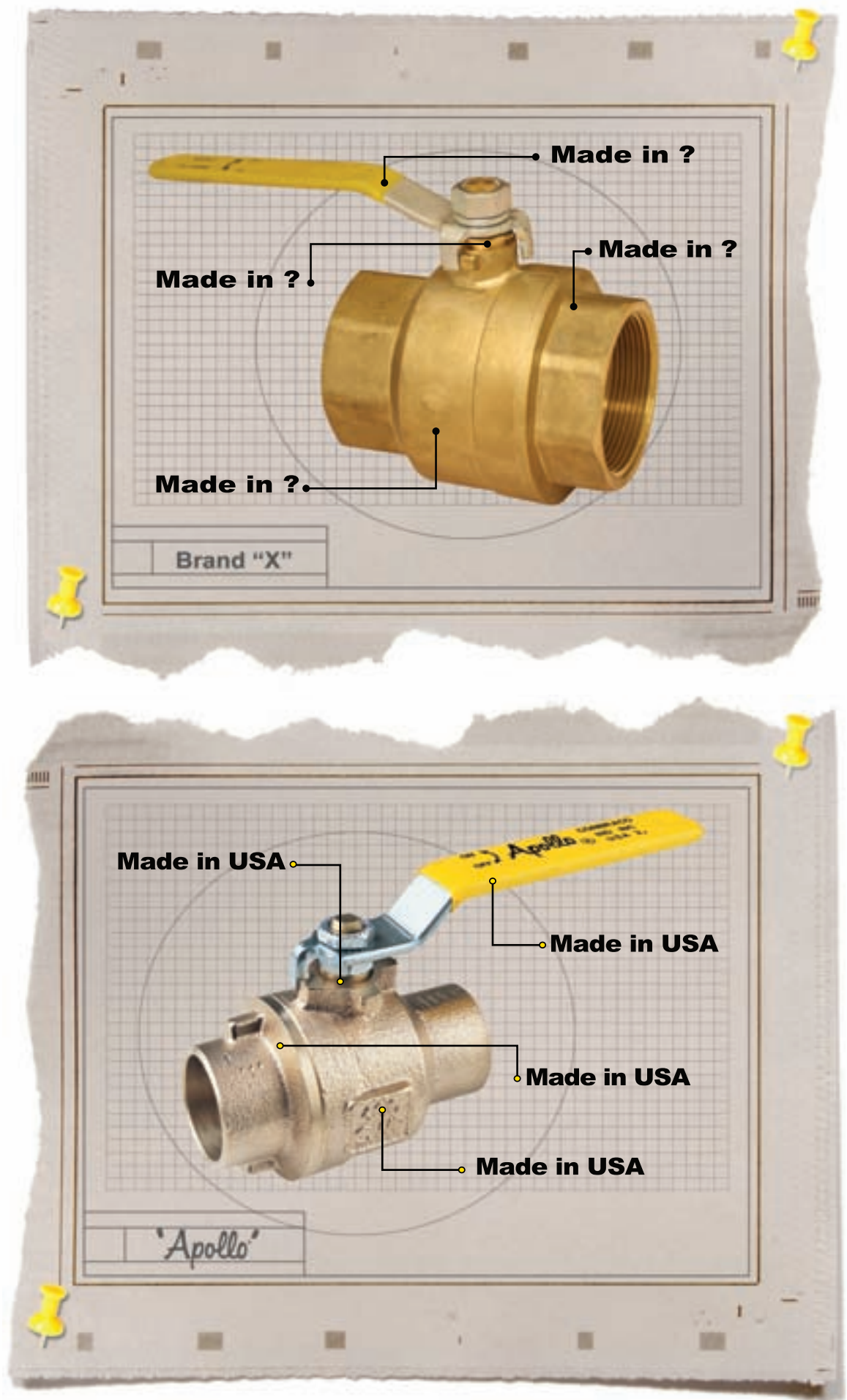
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Northbrook, IL 60062

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Please send resumé with salary history to:

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TMB Publications, Inc.

Tom M. Brown Jr., President

Approaching business
with a clear focus

BY TOM M. BROWN JR.
Publisher

Some 40 years ago and fresh out of college, I was an enthusiastic member of a sales training class working for McGraw Hill, the country's largest business publisher. In those years, McGraw Hill owned over 60 titles and was not only seen as the largest, but also the leading, company of its kind. Among its titles were *Business*

Week, *Architectural Record*, *Aviation Week*, *Engineering News Record*, *Industrial Distribution*, *American Machinist* and obviously many more.

McGraw Hill's main competitors were other large, multi-magazine publishers such as Cahners, Chilton, Penton, Industrial Publishing, Fairchild and Technical. All of these organizations fielded many titles and were extremely tough competition out in the advertising sales trenches. The 70s, 80s and 90s were a rather unique time in our country's culture. On the heels of the turbulent 60s, people began to develop a more Me-centered attitude — one that focused on success, materialism and that old cliché of bigger is better. Those thoughts transcended into the publishing arena as well. Many agencies, advertisers and readers believed that being part of a larger publisher equated to a higher-quality publication, and perhaps was something of a status symbol. In fact, the smaller and

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medium-sized companies were sometimes an afterthought — and most were under the impression that to gain ground, they needed to add to their titles. While one can't deny that these large firms indeed had more resources and employees at their disposal, that didn't automatically mean they were the best publication for their respective markets.

Recently, while reading the magazine publishers' trade journal *B to B*, I was surprised by the following statement: *Small is definitely big these days.*

The article outlined the problems that big publishers are facing in these difficult economic times. Specifically, it reminded me that McGraw Hill sold its daunted *Business Week* to Bloomberg for just over \$5 million and some debt, *Industrial Distribution* is closing, and that *American Machinist* (one of the oldest trade magazines, in business since 1877) will no longer be printed. Also, many of the previously named publishers have merged together, forming even larger publishing juggernaut with different names.

Further shocking news came at press time with the announcement that Penton Media has filed for Chap-

ter 11 bankruptcy. This is very surprising to us at TMB because Penton publishes some titles that are directly or indirectly close to our three publications — *PHC News*, *Plumbing Engineer* and *The Wholesaler*.

While these facts by themselves would seem to portend gloom and doom for publishers, I don't buy into that notion. During 2009, *American Machinist* ran a total of 193 advertising pages while their primary competitor, *Modern Machine Shop*, sold 968 pages. *Modern Machine Shop* is published by the Kline family, which owns Gardner publications were described by the *B to B* articles as entrepreneurial by nature and having a strong and true sense of who their reader is and who their advertiser is targeting.

Sound familiar? At TMB, we call it niche publishing and we believe in it wholeheartedly. We deliberately chose to stay within the PHCP/Industrial PVF niche, serving the complete vertical market. By doing so, we can focus all of our attention on building relationships within that market, knowing — and meeting — the needs of our readers, and serving our advertisers by getting our publications into the hands of the key decision makers

they want to reach.

Every day, we strive to provide our readers — contractors, engineers and wholesalers — with the best possible editorial package, put together by seasoned editors who are dedicated to the market we serve. In addition, our columnists and contributing authors are recognized experts in their fields who have built stellar reputations for their knowledge, integrity and the value they bring to our readers.

Such outstanding editorial content has built a proven, strong readership for our advertisers, which along with our total circulation numbers and the quality of our qualified subscribers, ensures outstanding reach and market coverage.

In addition, beyond our traditional printed pages, over the last few years, TMB has begun engaging in other mediums in which to address our readers. We have done this to ensure our continued appeal to readers and advertisers of all generations, who have varied preferences in how they like to receive news and information. Of course, we still believe very strongly in the value of the printed page and will continue to keep that as our focus, but we realized that with so many new mediums

of communication available, it was critical to embrace them. Among the ways we are reaching our readers and advertisers are through regular, sponsored e-newsletters that contain short articles of a breaking news nature; our On the Road series of video interviews conducted by our editors at trade shows, conventions and other special events around the country; the Between Us video blogs regularly posted by our editors; Wholesaler Radio, our weekly radio/podcast that features interviews with our columnists, industry experts and leading executives; daily news updates on our website; and, of course, our digital edition.

At the end of the day, we are extremely pleased with the decisions we've made in how to direct our company and its focus. We believe it has put us in a position to best serve our readers and advertisers, to weather the storms of economic change and to position ourselves for a stronger future. And as always, our entire team remains focused on and dedicated to the market we serve. ■

Tom M. Brown Jr. is publisher of THE WHOLESALER. He can be reached at 847-564-1127.

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