



Find us on Facebook & Twitter
twitter.com/wholesalermag
facebook.com/WholesalerMag

THE A TMB Publication

JULY 2012
VOL 67, NO. 7

THE WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



Key members of the management team of the Shale-Inland PVF Group in Houston sat down recently for an interview with Mary Jo Martin to talk about their recent acquisition by new investors. From left are Mike Cox, Paul Rangel, Larry Feld, Bill Talley, Jeff Legrand, Mike Stanwood, Steve Armer and Brad Smith. This group has one of the most unique stories in PVF distribution. Read more on page 16.

Superior Supply & Steel opens Fitting Div.

HOUSTON — Superior Supply & Steel, a private company with headquarters in Sulphur, La., continues 30 years of growth by opening a new fitting business. Located in Houston, the Fitting Division will sell carbon, stainless and alloy products, including flanges, fittings, pipe, butt weld fittings, pressure fittings, pipe nipples, swage nipples, o-lets, studs, gaskets and tubing. Inventory product sizes range from 1/8" up to 36"+.

(Turn to Houston site... page 111.)

Nexus Valve opens facility

FISHERS, IND. — With construction complete on their new facility, Nexus Valve Inc., a manufacturer of manual and automatic flow control valves and other hydronic components for the HVAC industry, has moved its headquarters and distribution operations to Fishers, Ind.

(Turn to Valves, page 111.)

Showcasing premium seats

Bemis launches program for plumbing showrooms

SHEBOYGAN FALLS, WIS. — Bemis Manufacturing Company announced a new plumbing showroom program that show-

cases premium seats and provides in-house training for associates in order to increase the showroom's sales, profits and customer satisfaction.

Participating showrooms can select from two options and receive two in-



Scan with your smart phone or visit online at qr.qg.com/9W7iRR to renew your subscription to *The Wholesaler!*

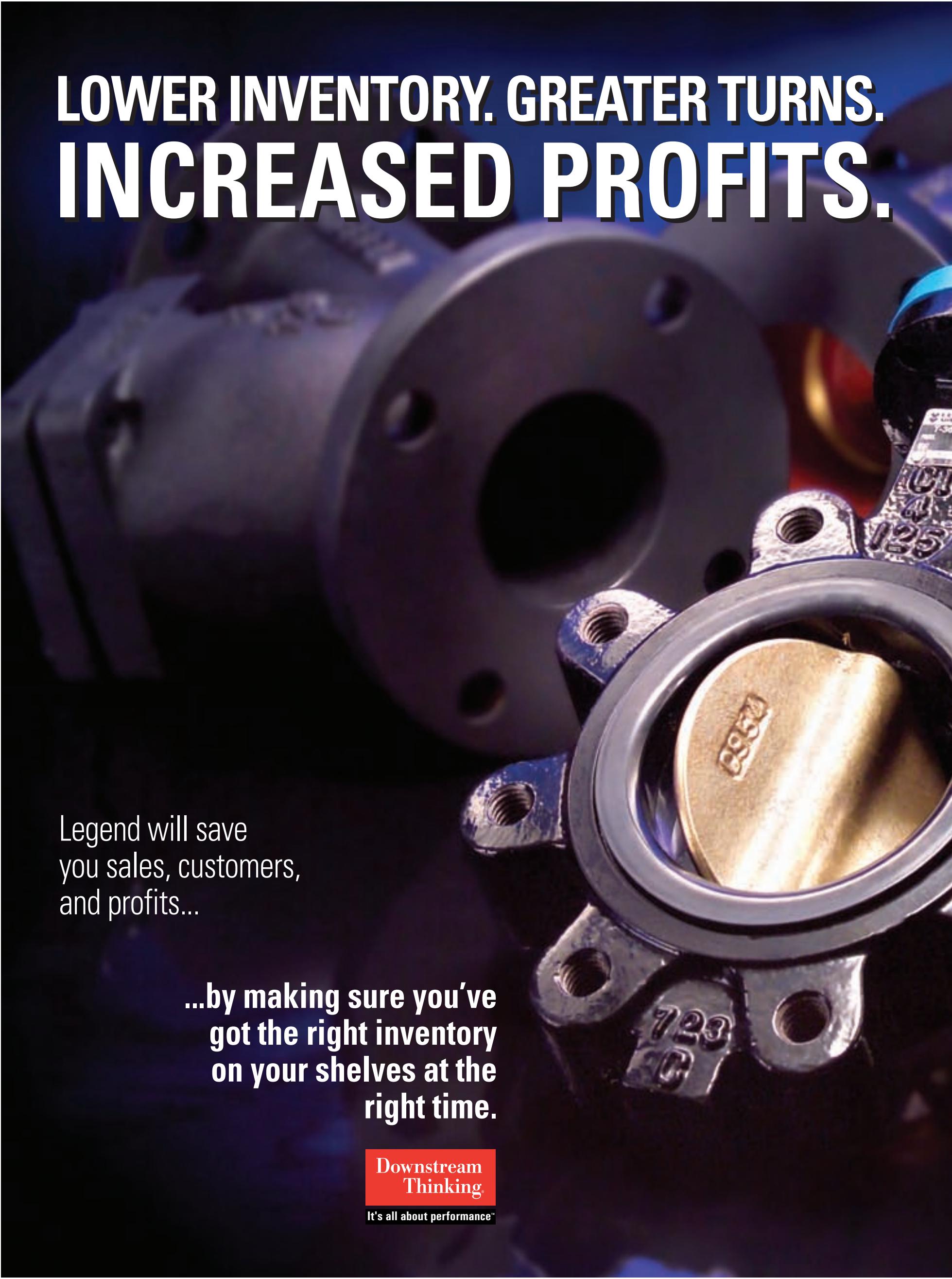
house training sessions per year for their associates to familiarize them with the features and benefits of the Bemis or Church seats on display. The options are:

- Order a fully stocked seven-seat display tower that holds Bemis or Church premium seats, selected from the categories in the showroom program, or
- Display six toilet seats on bowls on the showroom floor, choosing from the seats in the showroom program.

(Turn to ... Special, pg. 111.)



LOWER INVENTORY. GREATER TURNS. INCREASED PROFITS.



Legend will save
you sales, customers,
and profits...

**...by making sure you've
got the right inventory
on your shelves at the
right time.**

Downstream
Thinking

It's all about performance™



Want to find out how Legend can help you lower
your inventory costs and increase your profits?

Call 1-800-752-2082 and say: Prove It!



PLUMBING • INDUSTRIAL • COMMERCIAL • HYDRONICS

300 N. Opdyke Road
Auburn Hills
Michigan, 48326

1-800-752-2082
www.legendvalve.com

© Copyright Legend Valve & Fitting, Inc., 2012

See contact information on page 122

Allied Chrome moves into new Houston area facility



HOUSTON — Allied Chrome has officially moved into the new state-of-the-art Allied Group facility, conveniently located in Missouri City, Texas in Fort Bend County. The new building measures approximately 152,000 square feet and is situated on 31 acres of land in Lakeview Business Park.

All chrome-moly material is being shipped and is available for will-call from the new Allied Group location at 14623 Fairway Pines Drive, Missouri City, TX 77489. The Sales Office is located at 7200 Mykawa Road, Houston, TX 77033, phone 800-969-5565.

Allied Chrome's president, Bob Qualey, is excited about the new facility: "The new warehouse has far exceeded our expectations. Relocating to the new facility was a seamless process — and all the credit goes to our staff. We could

not be more proud of our Fort Bend staff for a job well done. I think our customers will be just as pleased with the increased capabilities and expanded inventory we now have."

With the move to Fort Bend County, Allied Chrome now has the capacity to modify fittings and flanges in house with the new TRI-LAD machine shop. These increased capabilities, coupled with extensive inventory in the new location, positions Allied Chrome to become one of the single best sources for fast delivery chrome-moly products in the industry.

Allied Chrome is a full-line master distributor of chrome fittings and flanges, serving the power and process industry. Allied Chrome's fitting inventory includes 1/2" to 24" in grades 11, 22, 5, 9, and 91.

Visit www.allied-grp.com.

APR Supply announces marketing initiatives

LEBANON, PA. — Two new APR Supply Company marketing initiatives are geared to solidify a new branding awareness campaign and to continue on a progressive, forward-thinking path to better serve customers. Both campaigns are geared to help brand awareness and top-of-mind awareness.

APR's new logo incorporates a slight gradient fill and leans slightly to the right. This new logo comes in gradient, CMYK, RGB, 2-color, b&w and 1-color configurations. Style sheets outlining this detail are available upon request and at www.aprsupply.com/promotions/new-logo.

Developed internally using talented employees, APR's new sound branding clip purposefully aims to enhance recognition with its customers. The clip is available for listening by visiting www.aprsupply.com and clicking on the link on the home page.



excellence in customer service that our customers have expected from us since 1922."

APR Supply is a third-generation family owned HVAC and plumbing wholesale distribution business. Headquartered in Lebanon, Pa., the company has 24 branches serving Eastern Pennsylvania.

Visit www.aprsupply.com.

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

MRC signs EFA with Shell

HOUSTON — MRC Global has signed a five-year global Enterprise Framework Agreement with Shell for the distribution of valves and automation



services. The global EFA covers Shell's upstream, midstream and downstream project and MRO requirements in North America, Europe, Asia, Australia, the Middle East and Africa. The agreement also covers carbon steel and alloy pipe, fittings and flanges in Canada.

Under this agreement, Shell expects that MRC will be the single-source provider for valves and the central distributor for the other products to Shell's business units in the specified areas. The agreement builds

upon a long-standing relationship between MRC and Shell in the U.S., Europe and Asia, where MRC has served as Shell's primary distributor of valves for the past 15 years.

"We are pleased that Shell continues to place their confidence in MRC to supply their operations with these important products," said MRC chairman, president and CEO Andrew Lane. "Based on activity projections, this five-year agreement represents the largest distribution contract that we have entered into with a global customer. By providing a 'one-stop' distribution platform for these products, we will assist Shell in driving standardization of their PVF materials requirements throughout the organization."

The EFA has a term of five years with an option to extend for another five years.

Visit www.mrcpvf.com.

Ferguson receives NKBA President's Award

NEWPORT NEWS, VA. — The National Kitchen & Bath Association named Ferguson the winner of the 2011 NKBA President's Award. The company was recognized by NKBA immediate past president David Alderman, CMKBD, at the State of the Industry Address held in Chicago during the NKBA's 2012 Kitchen & Bath Industry Show.



"This award means a great deal to Ferguson," said Sam Rose, director of showrooms. "We strive everyday to be an extension of builders, remodelers, designers and contractors businesses while helping homeowners build their dream. Our mission is closely aligned with the NKBA. We feel truly honored they chose us to receive their highest industry award."

The award was created in 2009 to recognize companies that are committed to helping the industry and the association. Ferguson's showrooms throughout U.S. support the NKBA through membership, hosting events and volunteerism.

Visit www.nkba.org.

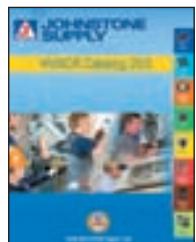
New Johnstone catalog available

PORTRLAND, ORE. — Johnstone Supply Inc.'s newest edition of the Johnstone catalog boasts multiple design and layout improvements to speed product searches and information lookup and reinforces its status as the most comprehensive catalog in the industry with the addition of more than 1,200 new items. Johnstone has reduced the publication's size and weight for better portability and handling while on the job.

Improvements to the catalog were

based on in-depth customer feedback and actual field research with contractors across the country. Sent to customers and stores nationwide in early April, the new Johnstone Big Book is receiving some of the strongest response and acclaim for any edition since the original print catalog first debuted in 1953.

Visit www.JohnstoneSupply.com.



Your source for quality stainless steel products.

Sanitary Fittings,
Tubing & Valves

Instrumentation
Fittings & Tubing

Weld Fittings

Nipples

Pipe & Tubing

Flanges

3000# Forged Fittings

Sharpe® Stainless valves

150# Fittings

Bar Stock Fittings

***The SCI Quality
Plus System means
our stainless steel
is 100% traceable,
because we are
100% responsible.***



SMITH-COOPER®
INTERNATIONAL

800-766-0076

www.smithcooper.com

See contact information on page 122



The Water Softener Alternative
Available Exclusively From
Wholesale Distributors

Aqua-Rex is a long established proven technology widely used in the UK for many years selling in the USA only through Plumbing Supply Houses. Standard sizes from 1" to 6". It comes with a 5 year warranty, a no hassle money back guarantee and a six month inventory buy back offer to stockists.

Aqua-Rex keeps scale in suspension so it doesn't stick to surfaces. It cleans out old scale from existing systems in just a few weeks.

This is technology that plumbers can trust to solve their customer's hard water problems, and at a sensible price!



NO SERVICING – NO MAINTENANCE – NO REPLACEMENT CARTRIDGES
FIT IT AND FORGET IT

Check out www.aqua-rex.com
Aqua-Rex LLC, 3301 Spring Mountain Rd. Ste 18, Las Vegas NV 89102
or call 1-877 640 2170

See contact information on page 122

IN THIS ISSUE

JULY
2012

THE WHOLESALE

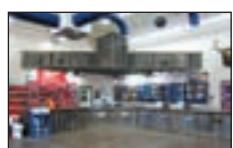


The Front Page

Key members of the management team of the Shale-Inland PVF Group in Houston sat down for an interview with Mary Jo Martin to talk about their recent acquisition by new investors. After five decades and six owners, Shale-Inland is stronger than ever under the leadership of president Mike Stanwood and the management team.

In the News

Kudos for Ferguson from NKBA	4
Speakman improves phone presence	12
A.O. Smith awards employees for safety	14
Shale-Inland PVF Group going strong	16
Mountainland Supply appreciates customers	28
Philly, InSinkErator partner in disposer project.....	30
ASA on The Hill	36
Our 40th annual Top 100 Wholesalers	40
Honor for California Faucets	89
PSDA Convention in pictures	92
Bradford White wows reps at national meeting	96
New ownership, strategies for Morrison Supply....	104
PVF Roundtable in pictures	112
Product review	114, 116

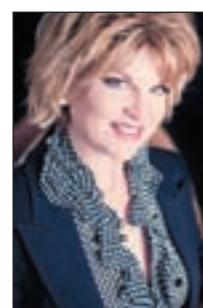


Rep extravaganza

Bradford White



Mary Jo Martin attended Bradford White's National Sales Meeting, which drew rave reviews from reps. Company president Bob Carnevale electrified the crowd with a history of the company, Jay Leno made an appearance with a stand-up routine, and the "Rat Pack" entertained the guests



Columns

RICH SCHMITT: Are you doing "moron" pricing?	8
PETER SCHOR: How do you face change?	12
MORRIS BESCHLOSS: "Back to the U.S.A"	33

Next Month

Our annual Listing of Manufacturers' Representatives!

• Over 27 million fittings in stock
• 99.35% order fill rate
• More than 7,000 SKUs
• Same day shipping available
• 99.96% shipping accuracy
• No standard pack requirements
• 84,000 sq. foot centrally located distribution center
• Over 17,000 orders processed last year
• Family-owned and operated since 1951

Call 1-800-821-5672

AMC

www.andersonmetals.com
info@andersonmetals.com

See contact information on page 122

WARREN VALVE

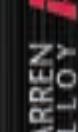
is turning heads

with its new website.

WWW.WARRENVALVE.COM

- New Products
- Technical data
- Valve drawings
- Weights, Torques, CV Values
- Detailed material grade information

Warren Valves are available
exclusively through the Allied Group:



Houston, TX: HQ
Edmonton, Canada
Toronto, Canada
800.989.5565
877.312.7757

888.442.6661

800.969.9250
877.873.4349

800.626.9438
877.873.4349

800.801.2115
877.873.4349

888.653.8031
877.873.4349

Mobile, AL
Salt Lake City, UT
Mobile, AL
Denver, CO
Dayton, NJ
Cincinnati, OH
Lakeland, FL
Atlanta, GA
Mira Loma, CA
800.969.9250
877.873.4349
800.626.9438
800.801.2115
877.873.4349
888.653.8031
877.873.4349

More on pricing

Not to be confused with “moron pricing” a common practice broadly implemented by some, if not many, in our industry. That’s a whole different column. Every couple years, we feel obligated to remind wholesalers that they, probably, need to do more thorough and thoughtful price management. It is easy to get caught-up in the hustle and bustle of wholesaling, forgetting that much of the effort and energy is squandered when products are mispriced. Mispriced in the sense that a high poor price can leave the customer feeling used and abused and a low poor price can fail to make adequate profits for the wholesaler. Many wholesalers have evolved their pricing to that pent-worst (or whatever the opposite of pent-ultimate is) position where their customers feel victimized while at the same time the wholesaler’s profits are crappy.

Some things to ruminant upon as you sit by the pool

1. Fair and competitive pricing is always the objective. By fair I

- You probably don’t ‘get’ gross margin
- They’ll lie to you
- Markup is NOT gross margin
- Don’t override your pricing manager!

don’t mean average or mediocre pricing, I mean acceptable to both parties. As we look at actual transactional data from wholesalers, we often see pricing that is overridden by the wholesaler’s team below what is fair to the wholesaler and, more important, below what might have been acceptable to the customer.

2. Your team doesn’t understand gross margin and I have the data to prove it.* About 30 years ago, we developed a 5-question gross margin (GM) test. We have tested thousands of industry people and find that less than 5% (of the people we have tested) are able to answer all 5 questions correctly. This is not a fair sampling since we, typically, only test people who are permitted some level of pricing responsibility within their company. If we included all people in the industry, I would expect the number to be much worse. We allow use of a calculator but it does not help. It simply enables their flawed understanding to be calculated with greater decimal precision. For a copy of the test and answers, e-mail rich@go-spi.com

They are not alone — Many accountants, accounting professors, CFOs, consultants, CEOs do not understand GM. As we find in a democracy, being in the majority does not always mean you are right. The key is to correct the situation as quickly as possible and to remove pricing authority from those who still cannot use it properly. For a reprint of my

column discussing gross margin calculation, e-mail rich@go-spi.com.

3. This misunderstanding of GM costs you bottom line profits.

a. GM is not the same as markup (MU) on cost. In 1997, a passenger jet ran out of fuel mid-flight. With the same kind of skill as Sully Sullenberger, the pilots glided to an abandoned military airport and landed the jet with only minor injuries to the passengers. The investigation revealed that the fueling process involved a unit conversion error. Their flawed fuel calculation reaffirmed that pounds per liter are not the same as kg per liter. They took off thinking they had plenty of fuel when they actually had much less than was required to reach their destination. That confusion created what, I think, is still the world’s heaviest glider on record.

b. MU is easier to calculate. Most

The president and IT person selectively implemented a modest 0% to 5% cost increase [depending upon the product] in their computer without telling anyone. Low and behold, nobody seemed to notice or care . . . except the president whose company became more profitable.

people with pricing authority in our industry are confused about the difference between GM and MU. Sadly since MU is easier to calculate, many people prefer it to GM calculation. It is still wrong.

c. GM is the fuel for your company. Your fuel gauge (profit %s, expenses %s and breakeven point %) is measured as a percentage of sales, as is GM%. MU %s are not and they are wrong in the wrong direction! In other words, MUs always read high giving your team a false sense of security. To use the fuel gauge example, when your people use MU, the gauge shows 25%, but your profit tank only has 20% of GM. The only place GM% and MU% are equal is at zero. When your people confuse GM and MU, they might sincerely think they are providing plenty of “fuel” for the business when, in fact, the company is on a course to become a glider.

4. Lies that people will tell you. I will only elaborate upon the last two lies since they are implicated in many of your pricing problems)

a. The check is in the mail. Receivables problems for sure.

b. Of course I’ll respect you in the morning

c. I did but I never inhaled

d. Getting reelected is secondary to serving my constituents

e. Your price is too high. If you are in the industry and come into any sort of casual contact with contractors, you have heard this popular refrain. Why? It almost always works and almost never has a nega-



BY RICH SCHMITT
Management specialist

tive consequence.

Some contractors dress it up a little with some kissin’ and huggin’ while others just try to bully you but they all are after one thing. (As I think about it, I had this conversation with daughter Jen some years ago but we were talking about boys and a concession of virtue not price.) As I said to Jen and I

Your Web Storefront. Your Way.



Most ERP web storefront solutions leave you looking like everyone else. We're Different.

We develop thoughtful web storefronts **Your Way.** Because we believe that's the way it should be.

... And it works with Your ERP...



Schmitt
PROFITOOLS INC.

visit go-spi.com
314.872.9199



The perfect industrial fit.

Matco-Norca's Commercial / Industrial products are made to industry specifications in order to meet all your requirements. Our extensive inventory makes us your most reliable source, and our longstanding global partnerships ensure consistent quality and availability. You'll find we're the perfect fit for high volume, high pressure industrial applications. Call Matco-Norca to learn how we can fit into **your** business.

Matco-Norca Commercial / Industrial Sales Team 6100 Preston Road, Suite 250, Frisco, TX 75034
TEL: 877-362-5122 • FAX: 469-362-8100 • www.matco-norca.com/wff

MATCO-NORCA
Global sourcing. National compliance. Local service.

Epicor introduces Customer Profit Analyzer application

LAS VEGAS — Epicor Software Corporation has introduced the Epicor® Customer Profit Analyzer, a business intelligence solution that reveals a distributor's most profitable (and least profitable) customers. Based on an equation that considers a combination of factors, Epicor Customer Profit Analyzer allows a distributor to easily understand the gap between customers' transactional "gross margin" and the company's net profit.

"Understanding which customers are the most and least profitable — and why — can result in significant net profit growth for any business," said Kevin Roach, executive vice president and general manager, ERP Americas for Epicor. "In contrast to traditional activity-based costing systems, which are often prohibitively complex and too costly to implement,

Customer Profit Analyzer provides a simple tool for distributors looking to segment and analyze their customer base to drive adjustments in their business strategy."



Using data available in a distributor's Epicor enterprise resource planning (ERP) solution, Customer Profit Analyzer answers such critical questions as:

- Can you identify your top 10 most profitable customers? If so, what are you doing to protect those customers from ever leaving your company?
- Do you currently know how many of your customers are unprofitable?
- Do you know which group of customers is the biggest drain on your

business, and what you need to do to fix the issue of eroding margins?

Customer Profit Analyzer provides all of this information in an intuitive dashboard view, while also indicating which customers' performance is trending up or down the fastest. The application creates a virtual P&L for each customer, tying cost to customer activity. This level of business intelligence allows corrective action to be taken before a downward trend becomes a major issue.

The Customer Profit Analyzer dashboard instantly reveals the top and bottom customers by profitability and trending action, along with a letter grade for each. Each distribution business has the ability to select which factors have a material impact on the customer rating, including sales, gross profit percent, number of order lines, outstanding days past due, average invoice value, credit status, etc., and the "weight" that each factor should hold. The application will then categorize each customer

Decisions about business relationships will no longer be made by "gut feel"...

accordingly, based on the data in the ERP system. All customers are evaluated by the same set of rules, providing a foundation for determining how to maximize the relationship with each customer going forward.

"By referring to the letter grade automatically assigned to each customer, sales reps should better understand the 'rules of engagement' when it comes to discounting or other customer requests. Decisions about business relationships will no longer be made by 'gut feel', but rather will be based on factual data," said Roach.

Customer Profit Analyzer is available as an on-premise or hosted solution with Epicor Prophet 21® and Eclipse™ ERP systems. For more information, call 800/776-7438 and speak with an Epicor solutions specialist or e-mail info@epicor.com.



TN. **800.338.5642**
 GA. **800.242.6184**
www.nationalinstr.com
nisco@nationalinstr.com



Products

The #1 Trerice distributor in the Nation for 26 years.

Pressure
 & all accessories

Temperature
 & all accessories

Controls

Steam
 Specialties



- NIST calibration and certification
- Glycerine and Silicone fills
- Same day shipping on stock items
- No minimum order
- Gauge and seal assemblies
- Ask about free freight

See contact information on page 118

TAKE CLOGGED DRAINS BY STORM



Typhoon™ gives you big cleaning power.

General's Typhoon™ trailer jet blows away blockages in big lines and long runs. 12 gallons of water storm down the drain at a powerful 2500 psi to blast lines clear of grease, sediment, ice, and debris.



Patented high performance nozzles increase cleaning power without increasing water flow or pressure.

Guide hose easily into line with retractable guide arm. Clear grease, sand, and ice in 4" to 12" lines.



- Durable 690 cc Honda engine powers the 2500 psi, 12 gpm pump with Vibra-pulse®.
- Secure 200 gallon holding tank carries enough water to handle remote applications where water is limited.
- 400 ft. capacity jet hose reel with electric rewind and variable speed controller.
- Key engine controls, including hour meter, mounted in lockable tool box with slide action doors.
- Easily maneuverable, heavy-duty trailer with splash guard to protect pump and engine from road debris.
- Standard safety equipment: Electric brakes, safety strobe light, rear fold down stabilizer jacks, retractable guide arm, and anti-freeze system.
- Patented, high performance nozzles for significantly increase thrust, pulling power, and cleaning power without increasing water flow or pressure.

General
PIPE CLEANERS
www.drainbrain.com
MADE IN USA

For more information, contact the Drain Brains® at 800-245-6200 or 412-771-6300 or visit www.drainbrain.com/jets.

The toughest tools down the line.™

© General Wire Spring 2012



Scan QR code to view Typhoon video.

Speakman adds live call agents

NEW CASTLE, DEL. — Speakman Company has added two live call agents to their team. The company has taken this initiative to guarantee that any customer calling between the hours of 8 a.m. and 5 p.m. EST will now be greeted by a live voice. The

SPEAKMAN®

Absolutely the best.

new members of the Speakman team, Jason Nally and Kelly Hamilton, have been brought in to provide positive energy and a more satisfying and personable experience to each customer who calls the company's main assistance line.

Speakman has been a leading name in the showerhead and hospitality industry for more than 90 years, having been recognized many times over for the performance and durability of their products. Understanding the need to effectively communicate in-

formation has been a corporate focus for Speakman, who continually strives to excel in their customers' satisfaction and to be resourceful to their agents. By implementing live call agents, the company guarantees that each customer call is met with the best service possible each and every time, thus raising the overall level of customer satisfaction.

In 2011, Speakman introduced more than 30 new showerheads to the

marketplace and, most recently, launched coordinating faucet collections. Their corporate goal is to expand their presence within the hospitality market and convert to consumer purchases through the retail and Internet markets. It is the hope of Speakman that the excellent service they provide to their customers will assist the company in effectively meeting these goals.

Visit www.speakmancompany.com.

Gerber launches campaign in honor of 80th anniversary



WOODRIDGE, ILL. — Gerber Plumbing Fixtures is pleased to announce the launch of Drive 80!, a nationwide campaign celebrating Gerber's 80th anniversary.

"We are thrilled to recognize our 80th anniversary with a series of fun events where we will be giving away lots of prizes and gifts including faucets, knee pads, coffee mugs, T-shirts, to name a few," said Alyson Angotti, marketing manager for Gerber. "The new Chevy Avalanche truck will be an exciting in-

centive and I can't wait to meet the final winner."

Gerber's sales force will host a series of events educating customers and industry professionals on the company's latest brass product offering. Moreover, all qualified event attendees will be entered into a raffle for a chance to win a fully loaded

"The new Chevy Avalanche truck will be an exciting incentive and I can't wait to meet the final winner."

2012 Chevy Avalanche truck, worth more than \$40,000 (details below). Gerber fittingly chose the truck in honor of their award-winning Avalanche toilet.

The first Drive 80! events were held on June 5th by Armour Sales at Robertson Supply Company in Rexburg, Idaho, and by Eklof Sales at Weinstein Supply in Lancaster, Pa., and on June 6th two more events were held by Triumph at Robertson Supply Co. in Cranberry, Pa., and by Armour Sales at Robertson Supply Co. in Idaho Falls, Idaho. For a nationwide event list, visit Gerber's Facebook page and for additional information on Drive 80! visit www.gerberonline.com.

Webb Kentrol/Sevco to rep Endress+Hauser in Upstate New York

BEDFORD, MASS. — Webb Kentrol/Sevco, the process control valve and instrumentation division of F.W. Webb Company, has been selected by Endress+Hauser Inc. to be their exclusive representative and authorized service provider in Upstate New York.

Webb Kentrol/Sevco has successfully represented Endress+Hauser across New England since 2008. This appointment marks a significant partnership expansion between the two companies.

"I am proud to have the Webb Kentrol/Sevco team on our side and excited about the opportunities ahead of us," said Fred Cappelli, Endress+Hauser's northeast regional sales manager. "We are confident that the Kentrol/Sevco team will grow the Upstate New York territory by leveraging their knowledge and experience with us in New England."

"We are delighted with the appointment," said Daryl Schoellkopf, Webb Kentrol/Sevco's general manager. "Endress+Hauser is outstanding in their field, and representing them allows us to provide our customers with a total solutions capability, from process control valves to instrumentation, throughout the Upstate New York region."

THE NEW

PULL STOP BOX™

FROM **LSP**
PRODUCTS GROUP

The new Pull Stop Box™ takes the hassle out of angle stop installation!

Saves Money
One Pull Stop Box™ replaces a stub out, mounting bracket, valve and escutcheon.

Installs Quickly
Make a standard pipe fitting connection and fasten the box to the wall.

Visually Appealing
There are no ugly stub outs or angle stops protruding from the wall.

Reduced Liability
The valve is installed prior to the system test, eliminating leaky compression valves.

Easy to Use
The simple, intuitive push/pull action on the Pull Stop Box™ starts and stops the flow of water easily.

Versatile
The Pull Stop Box™ can be mounted in any direction and even share the same stud side-by-side with another Pull Stop Box™.

For more information, visit www.PullStopBox.com or call Customer Service at (800) 854-3215.

5 YEAR LIMITED WARRANTY

Certified to NSF/ANSI 61

See contact information on page 122



United Pipe & Steel Corp.
The Industry Leader in Pipe Products Distribution

DEPENDABILITY IS EVERYTHING...

**WE ALWAYS DELIVER
A WINNING COMBO!
WE STOCK A FULL LINE OF PIPE PRODUCTS!**

We'll help you...

- Become more competitive on volatile commodity products
- Turn and earn
- Simplify your purchasing

Servicing wholesalers only, in 42 states from distribution centers in:
Ipswich, MA • Easton, PA • Elyria, OH • Burlington, NC
Franklin, IN • Loves Park, IL • Corsicana, TX • Topeka, KS

Mix and match these product categories to meet our low minimum for FFA:

PLASTICS

- CPVC
- Sched 40 PVC
- Sched 80 PVC
- S&D
- SDR
- ABS

STEEL PIPE

- Domestic Steel Pipe
- Canadian Steel Pipe

COPPER

- Copper Tube
- Copper Linesets
- Coated Copper Coils

ELECTRICAL

- PVC Conduit
- Metal Conduit
- Aluminum Conduit
- Threaded Rod
- Strut

**CALL US OR VISIT OUR WEBSITE TO FIND OUT MORE:
1.800.777.7473 or www.united-pipe.com**

fax 1.978.356.5553 United Pipe & Steel Corp. Corporate Headquarters • 83 Turnpike Road, Ipswich, MA 01938

JMF

one trusted vendor.
one single source.



18 Categories, 12,000 Sku's.

We offer unbeatable quality,
selection and pricing.

Consolidate to reduce inventory,
increase turns and improve fill rates.

**Attention Agencies:
JMF is now recruiting!**

Join a winning proposition as an
authorized JMF representative.

See our ad in the classified section of
this publication or visit our website now.

Select territories available!



(800)397-3739

JMF COMPANY.COM

14. **INDUSTRY NEWS**

•THE WHOLESALER®—JULY 2012

A. O. Smith employees recognized for consistent approach to safety

MILWAUKEE — Consistency is a virtue for most businesses, especially when it comes to quality and customer service. The employees of A. O. Smith's Florence, Ky., plant were recognized for a different form of consistency recently — maintaining a consistently safe workplace. As a result, the 45 Florence employees received the 2011 Lloyd B. Smith President's Safety Award, the company's highest award in the field of workplace safety.

The 50,000-square-foot Florence plant manufactures glass frit, used in the production of porcelain enamel coatings for residential and commercial water heaters. It also produces a wide range of specialty glasses and coatings for appliances, sanitary ware and bathroom fixtures.

The recipient of the President's Safety Award is based on statistical evidence of improvement over a one-year period as well as offering a comprehensive facility-wide safety program focused on the goal of accident prevention. A total of 13 A. O. Smith plants worldwide were evaluated in determining this year's recipient.

The three statistical categories are:

- Lost workday case incidence rate. This measure relates to the most serious work-related injuries or illnesses that result in one or more lost work days.
- Recordable case incidence rate. Recordable

"We don't have any major new safety programs, but we can point to literally a dozen smaller ongoing safety programs, over two dozen project initiatives, over three dozen employee-led safety equipment improvements and hundreds of employee safety inspections," Glenn Pfendt, Florence general manager, pointed out.

The plant has conducted regular safety inspec-

"When we began the STOP program, it was just for supervisors. However, we expanded it to include all employees. It drives home the message that safety is everyone's responsibility."

— Bob Angel, manufacturing manager

tions for more than 15 years, based on the Safety Training and Observation Program™ originally developed by DuPont Corporation. "When we began the STOP program, it was just for supervisors. However, we expanded it to include all employees," Bob Angel, manufacturing manager, explained. "It drives home the message that safety is everyone's responsibility."

The plant also incorporated safety projects into the continuous improvement initiative it has sponsored for the last 10 years. In 2011, employees submitted ideas that resulted in more than 20 continuous improvement projects. Florence also



Receiving the Presidents Safety Award were (front row from left): Bobbie Cull, Mike Sierocki, Chuck Haubner, Mike Harry, Jim Hornback, Greg Cardwell and Bob Angel of the Florence, Ky., plant. Presenting the award were (back row from left), Herb Pirkey, director—safety, health, and the environment, Ajita Rajendra, president and chief operating officer, Mark Petrarca, senior vice president—human resources and public affairs, and Glenn Pfendt, general manager of the Florence plant.

incidents are significant work-related injuries or illnesses beyond first aid as defined by the U. S. Occupational Safety and Health Administration (OSHA).

- Lost workday incidence rate. This category measures a facility's total number of lost work days and provides a measure of accident severity.

The Florence plant reported no lost-time accidents or recordable incidents in 2011 and has experienced just two recordable incidents in the last two years.

offered OSHA-certified safety training to a group of 10 employees last year and is considering offering the program again in 2012.

Another key to Florence's success is the level of employee participation, with more than 90% of employees involved in safety-related activities. The plant has a uniquely structured safety committee with rotating membership that allows any employee to participate. This ensures a fresh flow of new ideas as well as employee buy-in.

Visit www.AOSmith.com.

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

A FORCE TO RECKON WITH



**FORCE Valves from
C&C Industries are the
valves to reckon with—
providing powerful
solutions for your project.**

- Multiple industry design and test standards performed
- Certified quality that meets or exceeds industry standards*
- High quality products with a proven track record for successful performance
- Over 25 years of manufacturing expertise utilizing state-of-the-art equipment
- Competitive edge pricing
- Same day service for quotations and shipments

*(API6D / API6FA / API607 / NACE MR-0175 / CE-PED)

C&C Industries operates through world-class manufacturers' representatives and distributors.

Or contact C&C directly.

10350 Clay Road, Suite 250, Houston, Texas | 877-996-9911 | jbrown@candcvalve.com | www.candcvalve.com

C&C
INDUSTRIES

16. *PUF Powerhouse*

Shale-Inland's PVF Group Five decades, six owners, and still standing firm

BY MARY JO MARTIN
Editorial director

The acquisition of the IPVF Group of HD Supply by a trio of investors, finalized in March, was one of the biggest — and most talked-about — transactions in the PVF industry in recent memory. This organization, now known as the Shale-Inland PVF Group, has such a unique story, and I recently spent time in Houston with key members of its management team to talk about where they've been and what this latest acquisition will mean for their future. Their faith in each other, and in this new group of owners, is so strong that more than 30 managers and high-level employees have invested their personal money into the new venture.

While many companies that go through acquisitions are dismantled and infused with new leadership and management, president Mike Stanwood has the unique distinction of holding the same position for the past 37 years through five ownership changes — and under his watch, the

spent three years working very labor-intensive jobs in construction and manufacturing. While in college, he went to work for the postal service. Along the way, he worked hard, watched and learned. And dreamed. He had a passion to get into the business world, build something and share it with others.

One day, he ran across a friend he had grown up with who mentioned that his uncle needed some help in his business. It was a great opportunity to help turn the company in a more focused direction. Stanwood was eager to dig in, learn the business and turn things around.

Stanwood credits the late Sam Brown with giving him the opportunity to grow and develop a business career at Southwest Stainless & Alloy. The two grew extraordinarily close, and Brown became like a father to Stanwood — who had lost his father at a very young age — in addition to a business partner. While Stanwood was, by nature, the more conservative of the two, Brown helped him learn to take some risks



Key members of the management team are (from left): Brad Smith, Steve Armer, Jeff Legrand, Bill Talley, Mike Stanwood, Larry Feld, Mike Cox and Paul Rangel. This core group has remained united through numerous acquisitions, and are highly regarded by the new owners.

the sidebar on excerpts from my conversations with other key members of the team, as well as Shale-Inland CEO Craig Bouchard — and even a few of their competitors.

MJM: *We have a lot of ground to cover today, but let's go back and start at the beginning. Talk about how*

turers were very loyal to their stocking distributors. But as we grew, manufacturers started to come around. The first big line we got was Armco Steel, thanks to Bob McKeon, who showed a lot of faith in us. After that, the lines began to come one by one.

Where we excelled and earned our customers' business was our service.



lean things were in those early days of building the business?

Stanwood: I remember calling on customers and being terrified that they would actually want to come by and see our place. Of course, like any

We had to out-service companies that had been established for years, and so we were there for them 24 hours a day, seven days a week, sourcing whatever they needed when they needed it. From those early years



company has never experienced a quarter "in the red." In fact, his skills were so respected that during the years he was part of the Hughes Supply and HD Supply organizations, Stanwood was named President of the Year three times.

Perhaps his biggest accomplishment, however, has been building a team of managers who have stuck together through it all, and whose loyalty is palpable. As Stanwood describes, "We're all each others' wingmen."

As a boy from very humble beginnings, Stanwood learned early on the value of hard work. As a teenager, he

in growing the company.

With no formal business education, Stanwood learned from experience as he went along, and watched closely those he admired. Combining that with his natural gifts of persistence, tenacity, leadership and the ability to look at the big picture, Stanwood worked with Brown to rebuild Southwest Stainless and really put them on the map. A man of strong faith, he also has built a reputation of treating people fairly and with compassion, and doing business with integrity.

Following is my interview with Stanwood, and be sure to check out

good outside salesman, I had really built up the company and our inventory to our customers, and in reality we had a little 8,000-square-foot building and very little inventory on hand. Let's just say that some of the pictures in our catalogs weren't exactly taken in our location. But anything our customers said they wanted, I told them we had.

You have to remember that at the time, there weren't as many imports so competition for lines was much more difficult. We were a very small company with limited resources so it was tough to get lines. Domestic manufac-

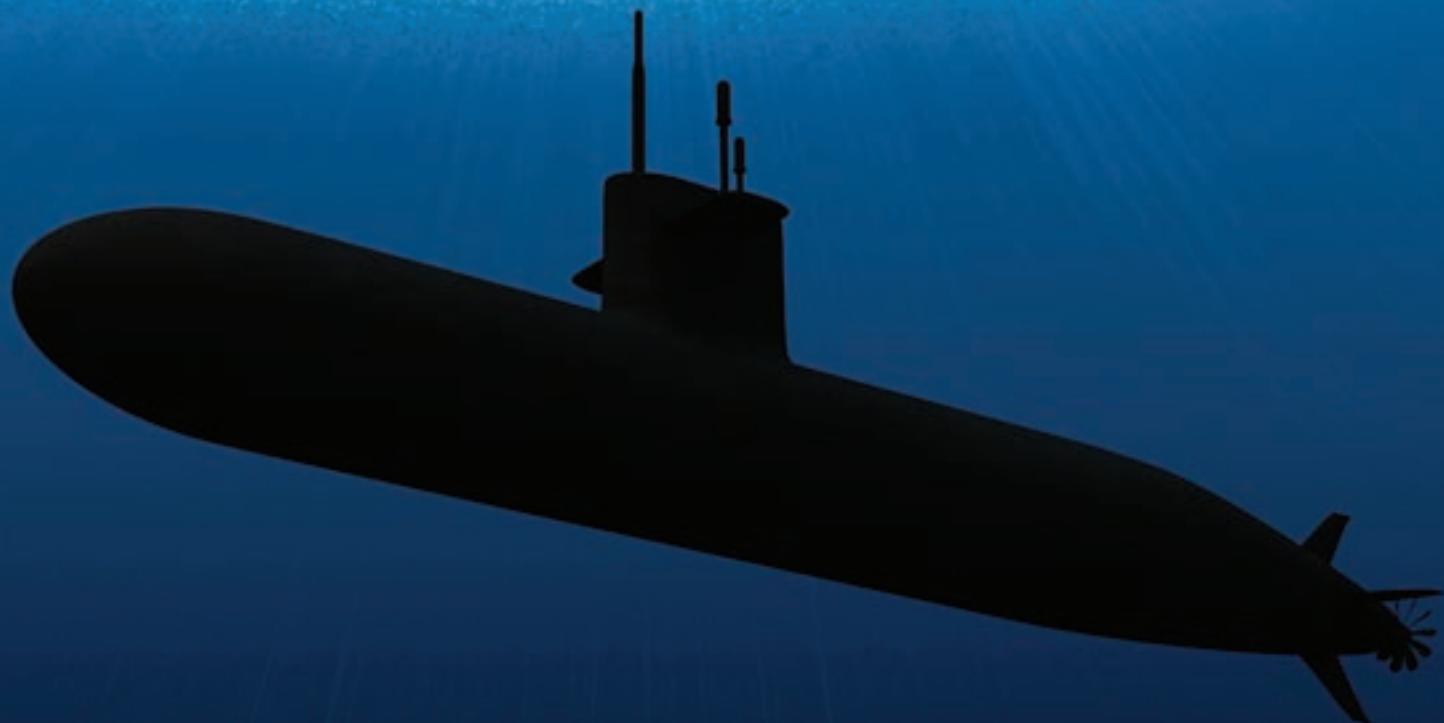
until today, we have grown about 80 times over, through both acquisitions and product offering. Today, the Group employs 1,200 employees at 47 locations in the U.S. and Canada. Our depth and breadth of inventory really sets us apart. No one else really has all that on the ground.

MJM: *I know you must have countless interesting "behind the scenes" stories with a personal perspective from your years in business — especially from those early years.*

Stanwood: You might find this hard to believe, but coming from our

(Turn to Shale-... page 18.)

CELEBRATING 60 YEARS OF TRADITION AND EXCELLENCE



High Performance NICKEL ALLOYS For Hostile Environments

**ALLOYS: 200/201, 400, 600, 625,
800H/HP, 825, C-276, Alloy 20**

**We stock round bar to match our pipe alloys.
We also have manufacturing and machining
capabilities.**

*The world leader in stocking and distributing
nickel alloy piping products since 1952.*

Let us be ... "Your nickel alloy source."

www.jjmfg.com

Houston, TX

T: 800.231.4253
F: 713.943.8719

Hampton, GA

T: 800.456.5422
F: 770.946.3519



(Continued from page 16.) very small roots, when we were acquired by Hughes — one of the largest distributors in the country — it was a whole different world. I remember not too long after we were acquired, they invited us to attend an event at their headquarters in Orlando to get to know some of their key personnel. A guy came up to us and said he was from HR, and our group looked at each other and honestly thought he meant Heating & Refrig-

eration. We really hadn't been part of the corporate world until then!

MJM: Your story is such a unique one. Five decades in business, five ownership changes. Talk about what each acquisition has meant to your company?

Stanwood: This could take a while!

- Sam and I sold Southwest Stainless in 1988 to the Jemison Group because we had gotten to a growth rate that our financial position couldn't fund. We saw so much potential, but

we were cash strapped to continue diversifying the business geographically and product wise.

They were a private equity company owned by an established family in Birmingham, Ala., that wanted to diversify their holdings. It just clicked. They gave us the resources and opportunity to prove that our strategy was a winning one. In the eight years we were with them the company grew eightfold. During that time, we bought two businesses — H&H Machine in Houston and Coastline Products in New Jersey.

- In 1996, we were acquired by Hughes Supply

Shale-Inland PVF Group's story a compelling saga

What the management team had to say

- Vice president **Jeff Legrand** started in this industry in 1981 with another company in St. Louis. Southwest Stainless was one of his vendors. Stanwood approached Legrand in late 1988 with an opportunity for him to be involved in expanding Southwest Stainless.

"My initial role was to establish our presence outside the Gulf Coast, so I started by opening our branch in St. Louis," Legrand recalled. "Throughout the 1990s, we were in constant growth mode, expanding into new territories and acquiring new companies. We were in the forefront of the industry and became known as leaders in the market. It was a very exciting time to be a part of that."

He moved to Houston in January 2001, and since then has worked very closely with Stanwood in managing the businesses in the group. As Stanwood describes, "Jeff has been a huge asset to me and made an immediate impact. He went 0 to 60 in a short period of time. He's very organized and methodical. I envision what we need to do and Jeff keeps us in the center of the road."

One of Legrand's key areas of responsibility is centralized purchasing — done from a stocking standpoint and project standpoint — that is crucial to the company's bottom line. "Our smart purchasing is one of the major keys to our success," he said. "You have to have a really good understanding of the market, as price fluctuations and lead times can have a huge impact on our business. We pay a lot of attention to purchasing and trends and we communicate with our suppliers constantly. Our purchasing is not dictated by our computer system; rather it gives us guidance. Mike and I have 60 years of combined experience to make purchasing decisions. At any given time, we have about \$280 million in total inventory on hand."

Legrand has been with the company through four acquisitions, and said that while this last one has been the toughest, he also believes it offers great opportunities. "I'm very excited about the future," he noted. "We now have an ownership team behind us that wants to grow the company as much as we do and help take us to the next level. I believe this is going to open up potential for cross selling; our Metals Inc. division has the biggest opportunity to grow with this. We will need to work together to identify potential targets and make a concentrated effort on selling those products through existing branches and infrastructure in order to maximize our growth."

He also credits Stanwood for his leadership and management style. "His guidance and direction have been the reason that we have a very loyal team," Legrand explained. "He sets the tone of giving each other respect, and for working together to accomplish our goals. One of the most important lessons he has taught me is to go out and find the best people, put them in a position they will succeed at, give them the confidence and tools to do

their jobs, and then trust in them."

- **Larry Feld** started Sunbelt Supply while still in law school. The company was selling a lot of material to ship chandlers in the early 1980s, and was told they were having a difficult time obtaining flanged bronze valves. That led to the decision to refocus the company on valves. In the mid-1990s, they added valve actuation as a service to customers, and are now a single source for manual and automated valves.

"We learned early on to hire very good people and keep them motivated," Feld remarked. "Over the years, in addition to being known for our knowledgeable staff, we've become a major stocking distributor for valve and actuation lines, commodity valves and specialty valves. We have over \$90 million in gate, globe, check, butterfly and plug valves and actuators in inventory, in materials ranging from commodity carbon, bronze and iron to chrome and high nickel alloys, in sizes ranging from 1/2 to 36 inches."

Sunbelt now has 293 employees at six locations in Texas, three in Louisiana, and one each in California, Virginia, Ohio, Illinois and Edmonton, Alberta. They also are part of a joint venture in Michigan.

In 1996, they were acquired by Hughes Supply. "We thought that a lot of our customers would be interested in larger suppliers and that it would be easier for us to grow with Hughes," Feld said. "It allowed us to spend more of our time focusing on customers and less time with the bankers, accountants, etc., that took too much of our time as business owners. Over the years, our owners have pretty much let us continue to operate the business as we see fit, because they trusted Mike's judgment, and we focused on trying to make our numbers and grow the business."

- **Paul Rangel** got his start with Grant Supply before joining Sunbelt in 1984 when there were just six employees. "At the time, we were basically a marine supply house doing just a couple million in sales a year," he said. "We were small and wore a lot of hats. We had a lot of room to grow, and I really steered us toward the industrial business. We found that there was a need for a quality valve distributor. We've built a great team and strong vendor relationships that are a great asset to our customers."

After starting in sales, he got involved in customer and business development, and then in managing employees and branches. He is now vice president. "There has been a lot of consolidation among customers," Rangel said. "They are looking for suppliers to service multiple locations, so we have opened new branches to meet those needs. Over the years, we have remained very focused on our core competencies, rather than trying to be a 'me, too' company."

- **Bill Talley** heads up J&J. He got his start in 1973 through a friend who owned Mach Corp., working part-



and became the foundation for their PVF business. They had been strong in other market segments, but really wanted to get into industrial PVF. That was when we started really doing ac-
(Turn to Changing... page 20.)



President Mike Stanwood and vice president Jeff Legrand complement each other very well. As Stanwood describes, "I envision what we need to do and Jeff keeps us in the center of the road."

time during college. Over the years the years, got to know Stanwood through sales calls. He then moved onto J&J — a specialty distributor of nickel alloys — which was acquired by Hughes in 1997 and became part of the PVF Group.

"Through all the acquisitions, I've never given serious thought to looking in another direction," he said. "I like working for Mike. I love J&J and the people. It all comes down to respect for one another — from the very top of the leadership to every employee. I believe in our Group and how we do business."

"Our new ownership is clearly a better fit for us; the folks we're with now are steel people, and that's very encouraging to all of our employees. What's inherent with this latest acquisition is that they learn our product, and we learn theirs so we can capitalize on the synergies."

- The Metals Inc. business is led by VP/GM **Lee Land**, whose background in the industry goes back to 1980, and who has been working for Stanwood since 1991, when he opened the Group's Dallas branch. They now have four locations — Dallas, Houston, Mobile and Tulsa.

While still involved in PVF, Metals Inc. also handles sheet, plate bar and structural items mostly in stainless steel. They also do sawing and plasma cutting, shearing and gauring.

"Through all the changes and acquisitions, I've stayed with the group because of Mike and his leadership," he said. "He is the glue that keeps us together. He entrusts only a few, but when you earn his trust he will always be there to back you. It gives us a feeling of ownership and I feel very fortunate to be a part of it."

He believes the latest acquisition will be particularly beneficial for Metals Inc.: "These guys are more associated with the type of products that I sell, so I think this will open up more opportunities for us to buy product better, do some cross-selling and be more competitive. They also have a lot of equipment that I currently don't, which will help us create more business opportunities. It will be a continuing task to combine all the different synergies together, but once that is completed, there is really no stopping us. We will have created something the industry hasn't seen before."

QUALITY AND INNOVATION.

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.

Because every customer has different needs, we have both standard and custom fittings and flanges. To learn more about our products and solutions give us a call. We'd be happy to explore how Core Pipe Products can leverage the versatility of its four major brands to precisely fit your needs.



CORE PIPE®

Piping Solutions That Fit.®

PICOR®

TUBE LINE®
STAINLESS

TUBE TEC®

BRITE LINE®

Changing dynamics bring Group new opportunities



(Continued from page 18.)

quisitions, which got us into different areas of the market, as far as true product diversification. Under Hughes, we acquired Sunbelt Supply, J&J, Metals Inc., Stainless Tubular Products and Allied Metals.

The companies we bought were the leaders in their business. I looked at my job as one of keeping them in the center lane and keeping corporate out of the individual businesses as much as possible. You have to treat each business individually to allow them to maximize their potential and participation in the group.

• We were sold in 2006 to Home Depot. It turned out to be very short-lived; we were with them for just a little over a year. But they brought a very large balance sheet, which afforded us the opportunity to continue to grow.

• In 2007, they sold their supply division to a new group of investors and renamed the group HD Supply. The biggest revenue year in our history was in 2007-2008 and then the financial debacle hit. During this time, we acquired Polar Piping in Edmonton. Last year, HD Supply decided to sell us because we were not in the core group of companies that they were trying to expand and grow — although we were one of the most

The impressive pipe yard full of stainless steel at the Shale-Inland PVF Group's Houston headquarters.



successful ones they had. CEO Joe DeAngelo understood our business because he had bought commodities while working many years at GE. Unfortunately, the sponsors weren't as well versed in our business.

• In March, our acquisition by a trio of new investors — Towerbrook, Shale-Inland and the Stephens Group, as well as the Group's management — was finalized. The new

owners have a vast amount of market savvy, and with their financial expertise, they bring a strong vehicle for us

with which to grow the company. I communicated this to our people as a very positive transition, and one that I believe in. I report to Craig Bouchard, the CEO of Shale-Inland, and based on his history and success in the steel industry, we are confident he will help us grow our business.

MJM: How has the transition been going so far, and what is next on the agenda?

Stanwood: This is very unusual because it was a smaller company merging with a bigger company. Everything down to the last detail had to be addressed — from credit cards

for outside salespeople to insurance cards, to e-mail addresses to looking at synergies.

Our goal is that within the first 200 days, we want to get the business to its peak performance as if the transaction never happened. We can accomplish this by utilizing and combining the strengths of each organization.

We need to get our arms around what we have and maximize the profitability of each group. We will be looking at bolt-on acquisitions that will strengthen our position in the market geographically and with product diversity.

MJM: Often, acquisitions lead to significant changes among the management team. But through it all, you have remained at the helm of this business. To what do you attribute that, and how gratifying is that to you?

Stanwood: I believe the reason I have always been asked to stay on is



Sunbelt offers valve actuation for customers.

directly related to how successful our group has been, thanks to our dedicated employees. As each company bought us, they were very clear about the value they placed on the management team and that they wanted to

(Turn to Transition... page 24.)

What key team members had to say

• **Steve Armer** grew up in the business, working for his dad at IMSCO. They had done business with Southwest Stainless for years, and Armer would often come by to pick up material. Stanwood offered him a great opportunity 21 years ago, starting a branch called Southwest Carbon and Alloy. Over the years he has taken on evolving roles. Now a sales director, Armer says the only two bosses he's ever had have been his dad and Mike Stanwood.

"I really admire the way he runs this company," Armer said. "We're not big on titles around here. He's always been one of us. You have to enjoy what you do and the people you work with. We have a great team here. No one knows how we do what we do, and that's the way we like it."

"Through the acquisition process — and I've been through four of them with this group — we always had confidence that the team would stay together regardless of what the outcome would be. We have that much trust in each other, and we read each other very well. We also lean on Mike a lot; this company revolves around him."

• Sales director **Brad Smith**, a former college and pro football player who spent six months trying to get an interview at Southwest Stainless, started in the warehouse in 1997 and was motivated to build a career there. Although Smith swears that he did a six-month apprenticeship in the warehouse in 90° Houston humidity, Stanwood laughs when he says it was actually just six weeks. But Smith's motivation and enthusiasm sold Stanwood, who pulled him out of the warehouse and moved him into expediting/inside sales.

"I learned the business from Mike, and have really stayed here all these years because of him," Smith said. "He rewards those who work hard and has done a great job keeping our team together. We've worked well together over the last 15 years making each order count. And there is still something to learn, each and every order."

"The biggest challenge over the years has been that the dynamics of our business have changed dramatically. And during the next 10 they will change even more. You have to be flexible and adapt to these changes, because we have strong competition. We've always been the leader in our industry, and we want to continually set the bar higher. We're very excited about the

new opportunities with our new ownership."

• A 25-year veteran, **Mike Cox** worked for several other industrial companies, had called on Stanwood at Southwest Stainless and was well aware of the company's solid reputation. He has held a number of positions with the group, including inside sales, office manager, operations manager and branch manager.

"It's been exciting to watch the company grow, change and evolve," he said. "We've been so consistent and we've got a core of people who have been together through good and bad times. Even though we are a big company, we still do a lot of things as a smaller company; one of our strengths is our ability to react quickly to situations."

"None of our owners have ever been involved in this business, thanks to Mike, but they've seen what set us apart in the market. That's our people."

• **Pat Chilton** was one of the first women to take on management roles in the world of industrial pipe, valves and fittings. She started as a secretary in 1972 for a company in Mobile, Ala., and soon moved up to sales. Over the years she did business with Southwest Stainless and joined the company in 1987. One of her first assignments was to open a branch near Baton Rouge. Later she was sent to North Carolina to open a branch there, and then assigned to Atlanta for nine years.

"Mike's timing has always been impeccable," she said. "He's a hands-on person in knowing how the company should run. He's done it all with the buying and selling. Mike has always believed that if you have it you'll sell it."

• **Debbie Keller**, who has been with the company since 1998, is one of the core leaders of the inside sales group. Originally from New Jersey, Southwest Stainless was one of her customers.

"I knew it was a solid company and when I was looking at a forever career home, this was one of the options and it really fit," she said. "It's difficult to get good people in this business, but I had worked with Mike when he was a buyer, and I trusted him. He hasn't led me wrong yet."

• **Sherry Berkley** started as the receptionist 1995 and became Stanwood's assistant a few years later. He describes her as a "very good ambassador for our company," and she describes her pride in the culture that Stanwood has built within the Group.

"It is truly a family here," she said. "Mike is such a down-to-earth person. He doesn't walk around here like he's superior; he walks around like he's one of us. This company has done so many things for employees and families in crisis that other companies would not do. If someone is in trouble, we all pull together to support them and help them through their crisis. Mike makes decisions based on the right thing to do; he knows what it's like to struggle because he's been there. He fights for us and that has built an incredible trust among all of the employees." ●

NEW

FLOW-AIDE

BIODEGRADABLE DESCALER and DESCALER KIT



**Oil-free 500 GPH pump
with a 25' power cord.**



**Compact 3.5 gallon
bucket with tear tab lid**



**5' hoses with male/
female connections
extend drain line 10'**

**Flow-Aide Descaler Kit for
Tankless Water Heaters**



Flow-Aide is non-corrosive, safe to handle and biodegradable with a BOD value of 16 mg/l. This normally allows the solution to be water-flushed down sewers and through septic systems. Check local ordinances and regulations prior to disposal.



Point-of-Purchase Display Measures:
Height: 30" (76 cm) x Width: 25" (71 cm) x Depth: 14" (36 cm)

FLOW-AIDE

NSF

BIODEGRADABLE DESCALER

Is Excellent for Cleaning:

- Heat Exchangers
- Water Heaters
- Evaporators
- Boilers
- Condensers
- Humidifiers
- Potable Water Lines
- Thermal Solar Panels
- Rust, Lime, and Scale

www.flow-aide.com

1-800-321-8358

WHITLAM
PLUMB-PRO
The Industry Standard for Over 100 Years

Copyright © J.C. Whitlam Manufacturing Company 2012. All rights reserved.



Weldbend products are only sold through distribution.



OVER **60** YEARS OF
QUALITY PRODUCTS

A NAME YOU TRUST FOR QUALITY AND TRACEABILITY

Weldbend has been a recognized leader for domestically manufactured carbon steel butt-weld fittings and flanges adhering to strict ASME specifications, made from only the highest quality steel. Weldbend maintains a large inventory of both fittings and flanges, complete with full traceability, in A234-WPB, A105, MSS SP-75 WPHY-52 and MSS SP-44 F52.

Weldbend offers products ranging from $\frac{1}{2}$ inch through 60 inches, both in fittings and in flanges; of various classes and schedules. Weldbend offers flanges in classes 150, 300, 600, 900, 1500 and 2500; available with RTJ facing. We also offer a range of both fittings and flanges in schedules Std, XS, S80, S160 and XXS. Other schedules available upon request.

Call Weldbend today for a quote on your next specified job!

6600 South Harlem Avenue Argo, Illinois 60501-1930 TEL (708) 594-1700 FAX (708) 458-0106

www.weldbend.com

 We support the
American Worker.



ISO 9001:2008 CERTIFIED and has
been continually ISO certified since 1993.



WELD230-12 July Wholesaler

Management team bullish on PVF Group's future

(Continued from page 20.)

keep the team in tact. When you buy a company in this business, you're truly buying the team. Anyone can buy a product. It's the people that make businesses successful.

It amazes me to look at some of the people who have come up through the company and see what they've matured into. The gratification I feel is very much like a father seeing their children grow up. You always want the best for them. That's the reason I stay. The people in this company are my family. I feel a loyalty to them and can't walk away.

MJM: Who has been the biggest mentor in your career that helped you formulate your leadership style and business philosophy?

Stanwood: Jim Davis, the CEO, and Corbin Day, chairman, of Jemison Group, were probably the most influential mentors I've had. They set a very good example as leaders and how they treated people. They are men of values and principles, great bosses and solid leaders who led by example. That's what I strive to be. I was fortunate that in addition to our business relationship, they also became great friends.

(Turn to Strong business... page 26.)

What their new ownership has to say

Craig Bouchard is the founder and CEO of Shale-Inland LLC, and has a well-chronicled history in the steel business. In 2004, Craig and his brother James co-founded Esmark Inc., and over the next six years, the company acquired nine steel companies, including the celebrated hostile takeover of Wheeling Pittsburgh Corp. Bouchard wrote about his experiences in a book called "America for Sale."

Bouchard founded Shale-Inland with a strategy of wanting to provide transportation of metal to the food, water, energy and information businesses. When he saw the prospectus on the IPVF Group that HD Supply was selling, he believed it was a perfect match for his strategy. "I immediately saw that they were in the energy and water business — the key areas we were missing — and had a focus on stainless steel," he said. "I made a bid and told them what I would pay for the Group, even though I didn't have the money yet."

So Bouchard started calling on Wall Street firms to bring in the additional private equity funds needed for the acquisition. He chose Towerbrook as the lead investor and also brought in the Stephens Group as well. Ultimately, however, what Bouchard is most pas-

sionate about with this acquisition is the management team that was in place.

"We don't buy companies and put our own managers in," he said. "Good, solid management is the hardest component to find. This team at the PVF Group is so experienced. They know exactly what they are doing. These guys are the best at their business."

After just a few months, Bouchard is extremely optimistic for the future of the PVF Group. "Revenues are up close to 30% in first quarter for each company. We are off to a great start. We've also got some new initiatives in the works. We're investing in a facility in Saudi Arabia through Sunbelt that has recently been approved at our board meeting. We've also got plans to build a massive new facility in Houston that will consolidate the eight current locations into one. It should be complete in about 18 months.

"We'll continue to grow organically and make acquisitions. The energy market is so strong and we want to continue investing in the PVF Group with Mike and his team. This industry is so interesting and we're in the thick of things. The good strategists who have capital with solid balance sheets will have a great time in this industry in the next 5 to 10 years." ●

A complete line of High Quality brass plumbing products at a competitive price.

CENTURY BRASS MFG.

is pleased to announce our new product offerings which include Brass Nipples, Bronze Cast fittings, Steel Braided Dishwasher, Ice Maker, Lavatory, Toilet and Washing Machine Hoses.



Headquarters • 721 Broadway Ave, Suite 3 Holbrook, New York 11741 Email: terry@centurysalesmfg.com

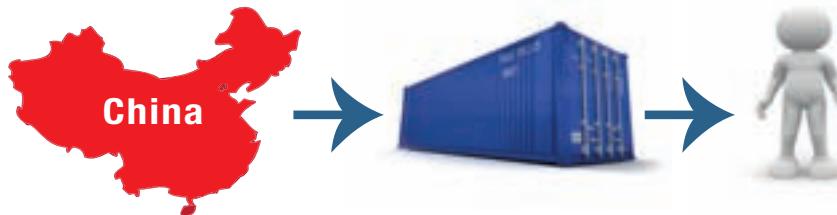
Branch Locations: • Los Angeles, California, Houston, Texas

See contact information on page 122

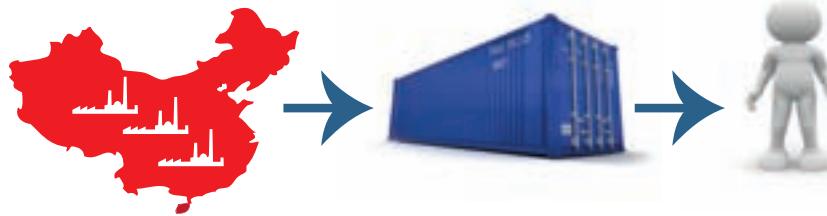
IT'S TIME TO UPGRADE YOUR SUPPLY CHAIN!

From China To Your Dock Without The Middleman!

1. **CONTAINERS (FCL)**
From China Factory direct to your dock (North/Central/South America)
Turn time: 60-90 days



2. **MIX CONTAINERS VARIOUS GOODS / VARIOUS MANUFACTURERS (FCL)**
From Factory or from our inventory (China) direct to your dock (North/Central/South America)
Turn time: 30-90 days



3. **PALLETS (> 3 cubic M)** Shipped immediately from China (in-stock inventory) to Your dock. YES, we maintain inventory in China!
Turn time: 1 week to 40 days, air or sea freight option.



4. **CARTONS OR PALLETS** from our US. Warehouses to Your dock. Same day shipping to your dock with 99% fill rates.
Turn time: 1-7 days



NOT YOUR FATHER'S SUPPLY CHAIN!

AFD Faster, better **Lean 21st Century distribution!** Western management, Western quality control, Western insured, but with the China price! Distribution, sourcing, OEM product development services, private label program, and consulting services available.



ASIA FACTORY DIRECT
www.AsiaFactoryDirect.com
sales@asiafactorydirect.com

305-400-4462

AFD Worldwide Distribution Locations:
USA / China / Hong Kong /
Dominican Republic / Serving North,
Central, & South America and the Caribbean.

STOCKING REP & SALES REP OPPORTUNITIES
AVAILABLE IN CERTAIN LOCATIONS.
PLEASE CONTACT US FOR INFO.



See contact information on page 122

Strong business sense, values forge strong firm

(Continued from page 00.)

I've always believed that you should treat people right, fairly and with compassion. No matter who our owners were, I've tried very hard to represent the best interest of our people and our companies. Our people really are the "secret sauce" behind our success.

MJM: As you look back on your long and very successful career, what is it that you are most proud of?

Stanwood: I'm very proud that we've been able to keep most of our key management together through five transactions, keep them focused and reward them better than most in the industry.

And as I look forward, we are hoping to bring even greater efficiencies to the business and continue rewarding our people. I believe we'll grow at a controlled pace and continue to be a major factor in this business. ■

Visit www.shale-inland.com.

What their competitors have to say

In talking with the team, one of the things that becomes evident is that they have a healthy respect for — and in many cases, a solid friendship with — their competitors. According to **Jeff Legrand**, part of that is fostered by the fact that it's a very small community of players in the market and that many have held positions with vendors and customers along the way. "We all have a lot of respect for each other, and in many cases we have built a healthy trust and friendship. It allows us the opportunities to do some things together socially that you might not do in other industries." "Young boys playing sports admire the accomplishments of those that excel at the professional level. Similarly, young professionals admire those that are accomplished in a chosen profession. Talented veterans often times mentor an up and comer internally. In the case of competitors a different dynamic exist. This dynamic can best be characterized as respect.

"Many bitter rivals in the field of play — think of Magic Johnson and Larry Bird — had great respect for their opponents in different venues. People in similar situations have an understanding and appreciation for the burdens born by others. They are in a unique position to develop admiration and respect. They develop a keen understanding of the other as a person as well as a rival.

"Mike Stanwood was and is the role model for any young person entering the stainless steel market. He has transitioned his organization through many ownership changes, maintained his core team, and been an innovator in the industry. He inspires confidence and loyalty as evidenced by the dedication of people like Jeff Legrand, Steve Armer, Brad Smith and many more. I am privileged to know him as a fierce competitor and a very good friend."

— **Bill Bootz, CEO, Team Alloys**

"I've known Mike Stanwood for 30 years and over the past decade it has developed into a personal friendship. For a long time we competed against each other; now we buy and sell from each other. The way he has built and grown the company is a model that everyone has tried to emulate. He's the best when it comes to stainless steel."

"It's been very evident to me what a great respect he has for his employees. Mike is always concerned about finding ways to help his team grow and develop and prosper. He's long past the need to work; I believe he does it because he cares so much about the future of his people. And beyond business, I have a great deal of respect for Mike as a man. He has an incredible love of animals, and I've seen him rescue countless strays in the streets and get them vet care and new homes. It all goes to the type of person he is."

— **Ken Rowley, senior vice president, Shaw Fabrication**



Manufactured by  and ATT Inox.

JOSAM

Engineered Plumbing Drainage Products

JOSAM FEATURES:

- Product Packaging and Tagging with Product Numbers and Specific Product Designations.
- Ability to Comply with Buy America, PA Steel Act and 100% Domestic Content Requirements on cast iron products
- Full range of Push-Fit Stainless steel pipe, fittings, drains and trench drains
- Full line of sloped or non-sloped SMC/GRP trench drains
- Complete Siphonic Roof Drainage System
- Product stocked in all major markets

For more information on Josam Company's full range of product please visit our website at www.JOSAM.com, contact Josam directly at 1800-36-JOSAM or contact your local Josam representative.





See contact information on page 122

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

NewAge

Just the name makes you confident.

NewAge Products

- NH Pipe and Fittings are manufactured to exceed the requirements of ASTM A-888 and CISPI 301
- SV Pipe and Fittings are manufactured to exceed the requirements of ASTM A-74
- All pipe is honed on the interior to ensure the highest level of flow characteristics
- Quality control done at all of our foundries & distribution facilities
- Packaging per contractor requirements or BIM take off for a job
- All pipe is 100% hydro tested
- Up to 90 % virgin pig iron
- All products are warehoused indoors
- Pipe coating is sprayed rather than dipped
- All products are UPC certified - IAPMO File #4818 & #6336
- Conforms to national standards
- Foundries ISO 9001:2000 certified to ensure traceability
- Audited and certified by accredited independent agency



NAC
NewAge Casting
Welcome to the New Age.

Welcome to the **NewAge**.

Quality you can count on.

Toll Free: 1.866.791.7055 • www.NewAgeCasting.com

NewAge Service

- Free Job Site Delivery
- 3-Day Turnaround Time
- **Packaged & Labeled per Customer Specifications**

See contact information on page 122

NewAge Casting
4032 Westhollow Pkwy.
Suite 108
Houston, TX. 77082
Phone: 281-606-1990
Fax: 281-606-1993
Email: info@NewAgeCasting.com



Mountainland Supply celebrates Customer Appreciation Day

OREM, UTAH — Mountainland Supply LLC held their annual Customer Appreciation Day at their Orem, Utah, location on May 2. Despite worries earlier in the week that the weather would not cooperate, it ended up being a picture perfect warm day as over 530 customers and

vendors met to share new products and ideas, strengthen business ties and enjoy a great lunch.

Under the big white tent customers and vendors mingled to witness displays and have their "dance cards" signed; once a customer had his card completely signed it was put in a



drum with hundreds of others. After lunch a drawing was held where company president and CEO Brent Anderson, gave away prizes valued at over a thousand dollars: camping gear, cordless tools, sporting goods, a

Little Giant ladder, gift cards, an Xbox Kinect system and a 32" flat screen TV were among the prizes.

Mountainland Supply LLC stands by their belief that their customers are their greatest asset, evidenced by the large showing of support at Customer Appreciation Day. As Anderson stated, "The customer for us is every-

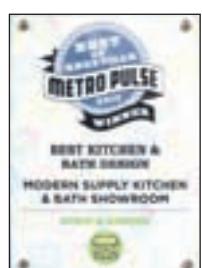


thing. Everything that we do, everything that we process, every delivery we make, every item we stock, everything that we do, is for the benefit of our customer."

Visit www.mountainlandsupply.com.

Modern Supply voted Knoxville's Best Kitchen and Bath Design

KNOXVILLE, TENN. — Modern Supply Company has been voted the Best in Kitchen and Bath Design by Metro Pulse magazine's Best of Knoxville 2012 reader poll. Metro Pulse covers all aspects of Knoxville, Tenn. life: news, issues, culture, entertainment and people.



"It's an honor to have been voted the Best in the Kitchen and Bath Design category," stated Pace Robinson, Modern Supply CEO. "This award is based on votes from Metro Pulse readers, our typical consumer, which makes it very special. We appreciate their confidence and support."

Metro Pulse launched the Best of Knoxville poll in 1994. This is the first year for the home and health categories.

Visit www.modernsupplyshowroom.com.



Dad Teaches The Plumbing Chemical Business To His Enthused Daughter

Black Swan President Jeff Lichten's daughter, Francine, recently joined the company. She represents the fourth generation of the Lichten family at Black Swan. She's excited about learning the fun and interesting business her great grandfather started back in 1928.

It's a little overwhelming to learn over 240 products, but she's catching on quick. Francine has now learned that great products, excellent pricing and flexible freight terms make for an outstanding program.

Give Francine a call and introduce yourself. She wants to give you an extra 5% discount on your next order if you buy at least one new product and you place your order before August 1, 2012.

But you'd better call fast, before her dad finds out about it.



work with us, we'll work with you. give us a call:

800.252.5796

www.blackswanmfg.com

See contact information on page 122

THERE IS A REASON EVERYBODY IS COMING TO US.

We are committed to using the highest quality materials, produced at the worlds finest manufacturing facilities. With an unparalleled level of service, quick turn-around on orders and a 99% fill rate, we help our customers succeed.

QUALITY

SELECTION

SERVICE



Be Smart, Go with the *Flow*.



EVERFLOWTM

Toll Free: 877.941.7800

Tel: 908.436.1100 • Fax: 908.436.1162

www.everflowsupplies.com

See contact information on page 122

City of Philadelphia, InSinkErator announce partnership

PHILADELPHIA — Mayor Michael A. Nutter and the Philadelphia Streets Department announced the launch of a new program called “Clean Kitchen, Green Community,” a pilot initiative aimed to assess how food waste disposers can help the city work toward its goal of becoming the greenest city in America.

In addition to city-wide publicity about the benefits of using a food waste disposer, residents along trash collection routes in Point Breeze and West Oak Lane will participate in a targeted installation and education campaign to see how much food waste can be diverted from landfills just by using a disposer.

The city is partnering with InSinkErator, a leading manufacturer of food waste disposers, and community

groups OARC (Ogontz Avenue Revitalization Corporation) in West Oak Lane and Diversified Community Services in Point Breeze on the publicity and installation campaigns.

“Philadelphia is committed to becoming the greenest city in America, and this partnership with InSinkErator is an example of how the private and public sectors can work together to improve the city’s sustainability efforts and residents’ quality of life,” said Mayor Nutter. “We hope this pilot program will point us toward saving tax dollars and a better environment.”

The targeted installation campaign will directly test the reduction in waste from households when a disposer is installed and effectively used. The City and InSinkErator are partnering with OARC and Diversified Community

Services to provide 100 homeowners in each neighborhood with a free food waste disposer and installation by a local, licensed plumber and to educate residents about how to use it effectively. The City will test the volume and composition of waste generated by those areas, before, during and after the pilot, evaluating reductions and changes that result from the targeted installation campaign.

“At the City of Philadelphia Streets Department, we continue to look for innovative and creative ways to help make our city greener, cleaner and more sustainable,” said Streets Commissioner Clarena I.W. Tolson. “The Clean Kitchen, Green Community pilot program will help us analyze how food waste disposers can divert more waste from landfill, save the city and taxpayers money. We also expect that food waste disposers will be an effective complement to residents’ recycling efforts as a disposer can make it easier for residents to recycle paper, bottles and cans.”

An American family of four generates an average of 17 pounds of food waste per week. Food waste constitutes roughly 10% of waste from homes in Philadelphia which goes directly into landfills. Every ton diverted from landfill saves the city \$68 in tip fees. Therefore, the city expects that food waste disposers can help save the city money while not adding to homeowners’ utility costs. Food waste disposers use less than one percent of a household’s total water consumption and cost less than 50 cents per year in electricity to operate.

Food scraps can also be turned into renewable energy and fertilizer products after being processed by Philadelphia’s wastewater treatment plants. When food scraps are put down the disposer, they’re transported through underground sewer lines to advanced wastewater treat-

ment plants. There, the methane generated from the anaerobic digestion of food waste can be converted into heat and electricity to power the plant; the solids that remain are processed into fertilizer pellets suitable for use on regional farms. Putting food waste down the disposer also prevents the local trucking of



heavy, soggy trash and keeps it from ending up in landfills, where organic waste decomposes and produces methane, a greenhouse gas 21 times more potent than carbon dioxide.

“Food waste disposers take food waste out of trash trucks and puts it into a wastewater system designed to convert the waste to beneficial biogas energy and fertilizer,” remarked Water Commissioner Howard Neukrug. “This approach is sustainable and allows us to reduce household waste, create energy and recycle the waste into biosolids pellets for beneficial farming uses.”

Through the pilot program, the city will also look at how food waste disposers can help keep Point Breeze and West Oak Lane homes and neighborhoods clean. Food waste disposers can help reduce kitchen odors created by spoiled food sitting in trash cans and keep trash from accumulating quickly. Rodents such as mice and rats and bugs are attracted to the smell of food; disposers can help reduce the amount of pests in homes and in neighborhoods.

“InSinkErator is very excited to partner with the City of Philadelphia to help achieve Mayor Nutter’s Greenworks goals,” said InSinkErator president Tim Ferry. “We know disposers help make the kitchens and neighborhoods of Philadelphia cleaner and now they can help the City become ‘greener.’”

Visit www.philadelphiastreets.com/ckgc-overview.aspx.

Donated products help area vocational schools

FLORENCE, KY. — Wiseway Supply donated a total of \$50,000 worth of electrical products to the J.D. Patton Vocational School and the Cincinnati IEC for use in their schools for apprentices making electrical work their career choice. The donated electrical products will allow the students at those vocational schools to receive first-hand experience with wiring, lighting fixtures, devices, panel boards and more without the overhead cost being borne

by the schools.

“We are a local company that realizes these students are the ‘faces’ of tomorrow, and we need to help facilitate their career choice. We want to invest in our community, the people and our future,” said Wiseway president John Cain. “We are truly fortunate for all the support we have received from our community for the last 40 years and feel this is our opportunity to give support in return.”

Visit www.WisewaySupply.com.

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

sloan
performance

also comes in
white

A full line of vitreous fixtures engineered and built exclusively for commercial use

Maximum performance at any flush volume

The perfect partner to our industry leading flushometers and faucets

From the leader of energy- and water-efficient commercial restroom solutions

A full line of vitreous fixtures engineered and built exclusively for commercial use

Maximum performance at any flush volume

The perfect partner to our industry leading flushometers and faucets

From the leader of energy- and water-efficient commercial restroom solutions



Scan with
Smart Phone
for more
information

www.sloanvalve.com



SLOAN

See contact information on page 122



ENERGY METALS INC.

Specialty Stainless & Nickel Alloy

A GRADE ABOVE THE REST

MASTER DISTRIBUTOR OF SPECIALTY STAINLESS AND
HIGH NICKEL ALLOY

STOCKING

ALLOY 20

DUPLEX 2205

SUPER DUPLEX 2507

317L

310S/ 310H

321/321H

347/347H

304/304H

ALLOY 200

ALLOY 400

ALLOY 600

ALLOY 625

ALLOY 800H

ALLOY 825

ALLOY C276

**1/8"- 24" SEAMLESS AND WELDED
ONLY APPROVED MANUFACTURERS**

PIPE.FITTINGS.FLANGES.PRESSURE FITTINGS.STUB ENDS

See contact information on page 122



**The Conference
is Coming!**

September 19-22, 2012
Boston, MA

REGISTER ONLINE
www.aimr.net



Where Rep Professionals Come To Succeed

In The Plumbing, HVAC/R, Kitchen and Bath, Waterworks and Related Industries

Services Provided by AIM/R Members:

- Sales and Marketing
- Product Support
- Product Knowledge
- Multiple Product Solutions
- Customer Knowledge and History
- Market Knowledge
- Specification Assistance
- Competitive Knowledge

The Association of Independent Manufacturers' Representatives, Inc. is dedicated to promoting the Professional Rep function through:

- Education
- Networking
- Communication
- Leadership
- Ethical Practices

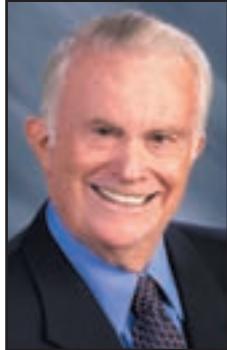
A Value Proposition 24/7/365

to join e-mail: info@aimr.net

For information call 866-729-0975 or visit www.aimr.net

See contact information on page 122

‘Back to U.S. manufacturing’ trend shows irreversible aspects



BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

Although it can still be described as a trickle, as the U.S. manufacturing sector struggles to regain its footing, the trend is based on enough economic reality to be able to declare it as irreversible.

The bulk of the “outward bound” displacement wave occurred between 1997 and 2010, during which time U.S. manufacturing jobs decreased

There are both positive and negative reasons for the current “insourcing” trend, including:
Anticipation of China’s wage cost increases... Product quality...
Ease of doing business, including need of smaller inventories and better interaction with suppliers...
Proximity to customers.

by six million from approximately 18 million to 12 million. Although technological productivity and the “great recession” played their part in this demise, the U.S. annual trade deficit attributed to manufactured goods ballooned from \$125 billion in the

- Suppliers rethinking earlier choices to send manufacturing offshore
- Economic growth slowing to a crawl
- Employers watching political situation
- Fracking under fire
- U.S. economic strength still the envy of world

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

mid-90s to a maximum of \$456 billion just 10 years later. This includes shipments by U.S. companies that set up manufacturing facilities overseas.

There are both positive and negative reasons for the current “insourcing” trend, as revealed in a recent Boston consulting group manufacturing survey. Following are the reasons, according to survey participants, and the percentage of the respondents participating:

- The anticipation of China’s wage cost increases, expected to average 15% to 20% per annum for the intermediate future, is cited as the main reason (57%).
- Product quality, heightened by the concerns following the July 2010 deep sea drilling disaster (41%).
- Ease of doing business, including need of smaller inventories and better interaction with suppliers (29%).
- Proximity to customers (28%).

In my anecdotal surveys with 200 manufacturers, distributors, contractors and end users over several months, cited were quality, “just-in-time” inventory and anticipated shrinking of overseas margins, appearing in that order.

The unfortunate, but real, stagnation of U.S. wages and benefits, due to seemingly chronic unemployment, are considered a long-term factor. At the same time, the rapid development of middle classes and a more sophisticated labor force backed by unions in developing nations seem inevitable, according to increasing growth trends.

Last, but not least, is expanding concern with growing civic instability worldwide, and the belief that, comparatively speaking, “made in the U.S.A.” still offers the best overall value with the fewest headaches.

Key statistics point to sluggish economy, stagnant employment

After a hopeful six-month period straddling the end of 2011, the hopes for a strengthening economy have rapidly faded. Such influential statistics as the Conference Board’s index of leading economic indicators, a disappointing downturn in new home (Turn to *World leaders...* page 34.)

30% Growth +
No Additional Staff =
What Could
You Do?



Leading
Technology
+
Exceptional
Service

Increase your efficiency, productivity, and bottom line. See why PHCP and HVAC/R distributors choose DDI System.



877-599-4334
www.ddisys.com
sales@ddisys.com

See contact information on page 122

World leaders still see U.S. as 'stable, secure'

(Continued from page 32.)
 construction and rising jobless claims and building permits point to a flat economy at best for the five months leading to the general election.

With the critical shortcomings at the centerpiece of the national political debate, this turn of events will likely benefit the Romney campaign, no matter what formula the Labor Department uses to spin the employment picture. In actuality, labor participation performance and the more than 20-plus million without jobs, will indicate an unemployment rate in the middle or low teens when those leaving the potential job-seeking reserve are considered in the equation. At the end of the first quarter, those that departed numbered well over 1.5 million potential members of the total U.S. workforce.

While attending and participating in the three-day activities of the quarter-annual PVF Roundtable, a major segment of the dynamic energy sector that has become the spearhead of whatever the post-recession recovery has been able to achieve, I had the opportunity to speak to an assemblage of the close to 300 manufacturers, distributors, exporters, engineers, purchasing agents and marketing executives, etc. in attendance. The summary of my discussions with many of these attendees focused on the fol-

Of greatest urgency was the availability of trusted and reliable brand names of outstanding quality, rejecting imports that were not backed by an American manufacturer who would stand by their products. Such import quality defects, they fear, would lead to a breakdown for which they could be held responsible by an end user.

lowing conclusions:

- The political uncertainty of the forthcoming elections was the major concern that kept those I spoke to from incurring optimism about their businesses' fortune momentum.
- All felt that the oppressive regulations forced on them by the EPA, as well as the massive regulatory attendant paperwork, results in an unacceptable cost of doing business that they are increasingly made to assume.
- They were unanimous in stating their refusal to hire additional personnel, except in cases of replacement or through attrition. Some even expressed fear that an Obama second term would result in a freeze in termination of existing employment.
- Fear of prohibitive new taxes, es-

pecially since most of them file Subchapter S income tax returns, has forced them to refrain from any planned expansion at this time.

- Distributors all made the point that "just-in-time" inventories were limited to the business level they enjoyed currently, without maintaining any reserve for expansion. Their reliance on out-of-stock customer service would be satisfied by master distributors or manufacturers that have components or finished goods available on an overnight basis.

- Of greatest urgency was the availability of trusted and reliable brand names of outstanding quality, rejecting imports that were not backed by an American manufacturer who would stand by their products. Such import quality defects, they fear, would lead to a breakdown for which they could be held responsible by an end user. This staunch demand has benefits for those distributors that are increasingly switching back to products manufactured wholly or assembled in the U.S.A., with the purveyor taking full responsibility.

EPA war on "fracking" accelerates pace

The Obama administration's war against hydraulic fracking (the revolutionary oil/gas extraction process), with the Environmental Protection Agency as the president's Praetorian

croachment on government properties are being considered.

The latest administration broadside follows on the heels of the mid-April announcement of a government-controlled Super Committee that would be imposed on all aspects and elements of current, as well as future, hydraulic fracturing processes in the 50 states.

My previously-written concerns about this potential administration fracking takeover fell on deaf ears when I made contact with leading energy-related agencies, such as the American Petroleum Institute and the Citizens for Affordable Energy group. In a clever tactical maneuver, the White House had invited the relevant agency heads to the signing of the presidential executive order forming the new fracking Super Committee. The president explained his action as a "simplification procedure," unifying all previous regulatory pronouncements issued by the EPA concerning all aspects of fracking. The energy-related agencies obviously "bought" this reasoning.

This acceptance clears the way for universal implementation, with the assertion of support by various energy-related organizations. This bold takeover attempt could have led to an outcry against this thinly-veiled attempt at total control of current and future fracking development efforts. This would have allowed the American free enterprise system to further open the gates of U.S. energy independence and the highly lucrative liquid natural gas export potential to close the trade deficit.

Whether this shrewdly-crafted takeover by the Obama administration proves successful depends on the outcome of the upcoming November 6 general election.

Euro/dollar relationship influenced by comparable underlying strength perception

While the once dominant Euro has come under the severe pressure of weakening undertow by a substantial number of the Eurozone's participants in its 18-member partnership, the dollar continues to show greater relative strength.

Many of my contacts continue to wonder how the dollar, recently topping a strong 81 index against a basket of foreign currencies, can perform so well, especially in light of the mounting internal problems facing the U.S. economy. The answer lies in the relative strength related to the liquidity inflow into dollar-denominated investments versus the Euro, pound,

sterling, yen and the government-regulated Chinese yuan.

Although most American businesses, practicing professionals, industrialists and consumers are very well aware of the U.S. and its ever-mounting problems, including the upcoming general election, the accelerating debt ceiling, deficit control, increasing interest rates and automatic tax increases before the end of the year, the world at large still views the U.S. as the most stable and

World leaders point to the U.S. Treasury's dollar market size and dependability, which are not matched anywhere else in the world in terms of scope, principal repayment and debt service.

secure among the world's leaders. When the decision makers in countries such as China, Japan and some of the cash-heavy international wealth funds are questioned about their U.S. focus they reply by pointing to the U.S. Treasury's dollar market size and dependability, which are not matched anywhere else in the world in terms of scope, principal repayment and debt service.

The Euro, on the other hand, has never seen such turbulence since appearing on the scene in 1990 when it took \$1.17 to purchase one Euro. Even at the worst of times for the Euro since then, or the best of times for the dollar, the greenback has never reached parity with the Euro or necessitated much more than \$1.60 to equate the Eurozone's currency.

As is well known by global observers, weighing heavily on the Euro's future strength are the increasing economic weaknesses of Greece, Spain, Portugal and, possibly, Italy and even some smaller economies comprising the current "zone's" membership.

Also hanging heavily over the Eurozone's general financial system is the sustainability of Greece's ability to maintain its Eurozone membership. Even the breakup of the Eurozone's 18-member nations is now considered a possibility. The consequences emanating therefrom is a nightmarish turn of events that could yet confront the Eurozone if a new Greek government is forced to renege on its austerity obligations after upcoming new elections. ■

Morris R. Beschloss, a 55-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst emeritus for THE WHOLESALER.

FORGED STEEL

1/2 - 4
2000# / 3000# / 6000#
SW. THREADED & ALL OUTLETS



FITTINGS

1/2 - 48
STD. XH / SCH / 20 / 40 / 60 /
80 / 100 / 120 / 160 / XXH



FLANGES

1/2 - 48
150# / 2500#
S.O. WN. BLIND / REDUCING
THREADED / LJ



www.valfit.com

FIND OUT WHY VAL-FIT IS THE MOST TRUSTED MASTER DISTRIBUTOR
IN THE COUNTRY. OUR CUSTOMERS DESCRIBE US AS:
ETHICAL, STRAIGHT FORWARD, SINCERE, HONEST, AND FRIENDLY

ATLANTA

1578 Litton Dr.
Stone Mountain, GA 30083
866.212.7550 • 678.775.4660
salesatl@valfit.com

LOS ANGELES

8360 Wilcox Ave
Cudahy, CA 90201
800.826.3636 • 323.562.3440
salesla@valfit.com

HOUSTON

9051 Spikewood Dr.
Houston, TX 77078
877.836.6678 • 281.661.8401
saleshou@valfit.com

ASA members visit Capitol Hill

ITASCA, ILL. — On May 15-16, ASA conducted its annual Legislative Fly-In in Washington, D.C. Delegates had the opportunity to personally visit with elected officials from within their own districts in the House and Senate, and they discussed a variety of issues that concern them as small business owners and manufacturing and distribution executives.

Topics for discussion included the possibility of what could happen when December 31 hits and nearly \$4 trillion in tax provisions are set to expire. Provisions as critical as the existing individual tax rates, rates on dividends, capital gains and the AMT patch, to name just a few, are set to revert back to higher levels, which will send shockwaves through our economy. ASA members fought for a preservation of the highly valued LIFO accounting method, along with ensuring that Subchapter S companies are not lost in the discussions.

Delegates were well-briefed on the state of the housing economy from National Association of Home Builders chief economist David Crowe, and they also heard from seasoned veterans from the National Association of Wholesaler-Distributors, who spoke about the important subjects of tax and healthcare reform.

In addition, delegates heard an en-

tertaining and informative dinner presentation from political reporter David Wasserman of the Cook Political Report. Wasserman talked about President Obama's having electoral

ing taking effect and races featuring two incumbents, both from the same party or opposing parties? Wasserman believes it will be the latter.

Delegates visited with committee



Tuesday's panelists from NAHB and NAWD.

dominance in counties where a Whole Foods is located but faring poorly in counties that are home to a Cracker Barrel.

Wasserman also discussed how the upcoming House and Senate elections are shaping up. Are we in store for yet another wave with massive changeover such as we've seen in 2006 and 2010, or could there more likely be a whirlpool, with redistrict-

chairmen, senior party leadership and distinguished members of the House and Senate. This year's Legislative Fly-In builds on the work that ASA has accomplished to cultivate relationships and build influence on Capitol Hill. In addition, ASA has begun laying the groundwork for Network ASA 2013, which will be held in our nation's capital.

Visit www.asa.net.



Tim Milford of Milford Supply (left) with Senator Roy Blunt of Missouri.



Congressman Charles Boustany (R-La.) addresses ASA members.

Best Plumbing Specialties celebrates 50th anniversary



Bob Fowler, receiver of the Rookie of the Year Award, and Brian Deveney.

MYERSVILLE, MD. — Best Plumbing Specialties Inc., one of the largest independently owned plumbing specialty wholesalers in the country, celebrated 50 years in business this June.

The company held its annual sales meeting at the Sheraton/Westin BWI hotels in Baltimore on April 21. Vendors invited to showcase their products and educate sales reps were Sloan, Chicago Faucets, Eemax, Watts, Neoperl, Merit Brass, General Wire and Utility.

After the meeting, the 50th anniversary celebration began with a cocktail party, dinner and dancing with all employees and their significant others. Awards were presented to sales reps for years spent with the company and to top selling sales reps, including Ed Swiecki for his 40 years as a sales rep and Bob Fowler, named Rookie of the Year. William J. Breen Sr., founder of Best Plumbing in 1962, was also in attendance at the celebration.

Best Plumbing Specialties Inc.'s

warehouse and office is based in Myersville, Md. Best Plumbing specializes in finding those hard-to-find plumbing specialty parts for government and healthcare organizations, universities and educational institutions, property management and facilities, and much more. Best Plumbing Specialties is a GSA Contract Holder, EPA WaterSense Partner, and U.S. Green Building Council Member. For more information visit www.bestplumbingonline.com.



William J. Breen Sr., founder, and Neil Biegel, recipient of the William J. Breen Founders Award.



Best Plumbing Specialties Inc. founder William J. Breen Sr. (seated) with his extended family.

VitrA

New Pure Ideas

VitrA is proud to introduce its first waterless, cartridge free, splash free urinal

Committed to developing sustainable, innovative products for unique bathroom experiences through Luxury Engineering, VitrA is proud to introduce its newest ground breaking product-- the WaterSmart™ Urinal. A waterless urinal that does not need water to work, but is not damaged by it. That throws out the old cartridge design and uses a new kind of seal, that opens and closes automatically through magnetic polar sensors, cutting off odors. A seal that does not use gels, doesn't need replacing and can be used with standard cleaners and water.

The VitrA WaterSmart™ Urinal can be ordered as a truly water free product, or may be ordered in a second version that features a uniquely customized flush setting. This flush setting features a battery operated control that can be set to release a single pint of water at whatever frequency you decide: after every use, every other hour, every 12 hours, or even just once a day; this allows the owner to control the water flow based on their desired cleaning preference and the frequency of use.

VitrA's new WaterSmart™ Urinals are cost saving, hygienic, environmentally friendly, and designed to make users lives healthier and easier.



WaterSmart™



The advantage of



The only place in PVF master distribution where you can get stainless, carbon, chrome, low-temp, duplex, alum and, coming very soon, all that material on **ONE** purchase order. If you aren't taking advantage of all The

Houston, TX
GSS 713.980.5089
FFF 713.695.5400
GPS 713.980.5089

Richmond, VA
804.228-8901
Indianapolis, IN
317.898.0331

Los Angeles, CA
310.525.1865
Atlanta, GA
770.305.7002

The Global Group of Companies

GLOBAL
FORGINGS, FLANGES
AND FITTINGS, LLC

FF FORGINGS, FLANGES
AND FITTINGS, LLC

GPS
GLOBAL PIPE SUPPLY

ship steel. We sell pieces of mind!



aluminum, hi-yield and nickel alloys from **ONE** shipping point, on **ONE** truck, with **ONE** bill of lading. The Global Group of Companies has to offer, you're wasting time and money. Get the advantage of **ONE**, today!!

www.OneStopPVF.com



See contact information on page 122

THE WHOLESALER®

40th Annual *Wholesaling 100*

Our 40th Annual Survey... Sales volume sees respectable gain

For 40 consecutive years, *The Wholesaler* has conducted its Wholesaling 100 survey among wholesaler/distributors throughout the U.S. and Canada. We've seen economic booms and busts, have witnessed several waves of acquisitions that have changed the distribution landscape — as well as the impact that new technologies, both from an efficiency and a marketing point of view, are having on the supply chain.

Besides ranking the largest U.S. and Canadian wholesalers of plumbing; industrial PVF; and HVAC products, the survey provides detailed information on each of these companies that readers and advertisers alike will find valuable.

The data is presented in a number of ways for easy accessibility: Alphabetical, numerical (both overall and by the three product categories) and with detailed listings. The largest 100 wholesalers among all three products lines are presented in detailed listings, along with breakdowns of the top 50 in each category; any wholesalers not included in the "100" list are given a detailed profile under these individual categories.

Among the comprehensive information provided about each company includes:

- Their vendors
- Markets served
- Purchasing decision makers
- Sales breakdowns among product categories
- Top lines carried

- Whether they engage in master distrib
- Management teams
- Contact information.

This year, we added several new line items that we think you will find useful:

- Facebook page information
- Twitter account
- If they engage in centralized purchasing
- Do they participate in VMI.

Total sales volume among the top 100 wholesalers in 2010 was nearly \$51 billion — a nice gain over the \$47 billion recorded the previous year. And, as in recent years, the top 10 still accounted for roughly \$32 billion in sales.

Several newcomers appear on the list this year: Shale-Inland PVF Group (formerly the IPVF Group of HD Supply), PACE Supply, Bakersfield Pipe & Supply, O'Connor Co., City Pipe & Supply, Rampart Supply and General Plumbing.

While the economic recovery is slower than most would ideally like, this survey indicates that wholesalers' business conditions are improving. Going back several years, the top 100 wholesalers reported sales volume was up 4% in 2008; dropped an ugly 18% in 2009; saw a slight 1% gain in 2010; and this year, recorded an encouraging 8.5% increase.

As always, our sincere thanks to all those who took the time to participate. The integrity and value of this survey is based on your responses. ●



Honeywell products and controls.

What you need, when you need it ...

Support & Selection

Over the phone or online by the best staff in the industry.



Inventory

100,000+ units of 2,000 SKUs in stock with real-time online inventory.



Ordering

Online via our web portal, over the Phone or by Fax.



The most popular Honeywell controls including zone valves, thermostats and aquastats **ALWAYS in stock. "Mix & Match" program available for quantity discounts.**

ASAP Shipping

Same day shipping.
Next day ground to
NY/NJ/PA/CT/RI/MD/DE



Drop Ship

Discreet drop shipping direct to your customer.



Free Freight

Orders over \$2000 ship free.



...from the source that can do it all.

Thousands of Honeywell products in stock along with 50 other manufacturers

See contact information on page 122



Master Distributor of Controls to the Wholesaler Only

Phone: (631) 789-5100 | Fax: (631) 789-3885 | Toll Free 1-800-872-3300
www.controlsupplycorp.com

40th Annual
TOP 100 Wholesalers: Ranking

Rank	Company	City	State	Rank	Company	City	State
1	Ferguson Enterprises, Inc.	Newport News	VA	51	Koch Air LLC*	Evansville	IN
2	HD Supply	Atlanta	GA	52	Consolidated Supply Co.	Portland	OR
3	MRC Global Inc	Houston	TX	53	Century Holdings	Houston	TX
4	Watsco Inc.	Miami	FL	54	IRR Supply Centers Inc.	No. Tonawanda	NY
5	Wilson, A Schlumberger Company	Houston	TX	55	Northeastern Supply Inc.	Baltimore	MD
6	National Oilwell Varco Distribution Services	Houston	TX	56	Aces A/C Supply Inc.	Houston	TX
7	WinWholesale, Inc.	Dayton	OH	57	Hirsch Pipe & Supply Co., Inc	Van Nuys	CA
8	Interline Brands*	Jacksonville	FL	58	Johnson Supply & Equipment Corp.*	Houston	TX
9	Emco Ltd.*	London	ON	59	American Refrigeration Supplies, Inc.	Phoenix	AZ
10	Johnstone Supply, Inc.	Portland	OR	60	Davis & Warshaw, Inc.	Maspeth	NY
11	Hajoca Corporation*	Ardmore	PA	61	Auer Steel & Heating Supply Co.	Milwaukee	WI
12	Wolseley Canada, Inc.	Burlington	ON	62	ED'S Supply Co. Inc.*	Nashville	TN
13	Shale Inland PVF Group	Houston	TX	63	United Pipe & Supply Co., Inc.*	Portland	OR
14	F. W. Webb Company	Bedford	MA	64	Connor Co.	Peoria	IL
15	R.E. Michel Company, Inc.	Glen Burnie	MD	65	Express Pipe & Supply Co., Inc.	Santa Monica	CA
16	Groupe Deschenes, Inc.	Montreal	QC	66	Cregger Co. Inc.	Columbia	SC
17	Morrison Supply Company	Fort Worth	TX	67	Wolff Bros. Supply Inc.	Medina	OH
18	Consolidated Pipe and Supply Co. Inc.*	Birmingham	AL	68	General Plumbing Supply	Edison	NJ
19	Kelly Pipe Co	Santa Fe Springs	CA	69	O'Connor Company*	Lenexa	KS
20	Russell Sigler, Inc.*	Tolleson	AZ	70	Plumb Supply Company	Des Moines	IA
21	Industrial Piping Specialists Inc	Tulsa	OK	71	Robertson Heating Supply Co.	Alliance	OH
22	Coburn Supply Co., Inc.	Beaumont	TX	72	Central Supply Co., Inc.	Indianapolis	IN
23	Mingledorff's Inc.	Norcross	GA	73	J.H. Larson Company	Minneapolis	MN
24	Southern Pipe & Supply*	Meridian	MS	74	The Behler-Young Company	Grand Rapids	MI
25	Locke Supply Co	Oklahoma City	OK	75	The Portland Group	No. Billerica	MA
26	Keller Supply Company	Seattle	WA	76	Deacon Industrial*	King of Prussia	PA
27	Preferred Pump	Fort Worth	TX	77	Puget Sound Pipe & Supply Co.	Kent	WA
28	Chicago Tube and Iron Company	Romeoville	IL	78	Colonial Commercial Corp.	Hawthorne	NJ
29	US Air Conditioning Distributors, LLC	City of Industry	CA	79	Robert James Sales Inc.	Buffalo	NY
30	N.B. Handy Company	Lynchburg	VA	80	City Pipe & Supply	Odessa	TX
31	Famous Supply Company	Akron	OH	81	Munch's Supply Co.	New Lenox	IL
32	First Supply, LLC	Madison	WI	82	Crawford Supply Co.	Morton Grove	IL
33	Bartle & Gibson Co.	Edmonton	AB	83	Rampart Supply*	Colorado Springs	CO
34	Temperature Equipment Corp.	Lansing	IL	84	All-Tex Pipe & Supply, Inc.	Dallas	TX
35	Edgen Group	Baton Rouge	LA	85	Refrigeration Sales Corp.	Valley View	OH
36	Thos. Somerville Company	Upper Marlboro	MD	86	Redlon & Johnson*	Portland	ME
37	Columbia Pipe & Supply Co.	Chicago	IL	87	APR Supply Co.	Lebanon	PA
38	Palmer-Donavin Mfg. Co.	Columbus	OH	88	Aaron and Company, Inc.	Piscataway	NJ
39	G.W. Berkheimer Co., Inc.	Portage	IN	89	Young Supply Company	Chesterfield Twp	MI
40	Slakey Brothers, Inc	Sacramento	CA	90	Pacific Plumbing Supply Co., LLC	Seattle	WA
41	Pace Supply Company*	Rohnert Park	CA	91	SW Anderson Sales Corp.	Farmingdale	NY
42	Bakerfield Pipe & Supply*	Bakersfield	CA	92	Farnsworth Wholesale Company	Gilbert	AZ
43	Sid Harvey Industries, Inc.	Garden City	NY	93	Eastern Industrial Supplies, Inc.	Greenville	SC
44	Standard Plumbing Supply Co.	Sandy	UT	94	Smardan-Hatcher Co.*	Gardena	CA
45	Goodin Company	Minneapolis	MN	95	Temperature Systems Inc	Madison	WI
46	Granite Group Wholesalers LLC	Concord	NH	96	Security Plumbing and Heating Supply	Selkirk	NY
47	Peirce-Phelps Inc.	Philadelphia	PA	97	TSC Distribution Group*	Waterbury	CT
48	Trumbull Industries, Inc.	Warren	OH	98	Harry Cooper Supply Company*	Springfield	MO
49	Etna Supply	Grand Rapids	MI	99	Hinkle Metals & Supply Co.	Birmingham	AL
50	The Macomb Group	Sterling Heights	MI	100	Lute Supply, Inc.	Portsmouth	OH

* Editors' Estimate

The Stainless Tubular Pros



Serving the Petrochemical, Oil & Gas, Power Generation, and Ship Building Industries

MC Tubular Products, Inc. is a master distributor offering a complete inventory of Seamless Pipe, Welded Pipe, Flanges, Seamless Butt Weld Fittings, Welded Butt Weld Fittings, 3M and 6M Pressure Fittings. Additional grades, products, and sizes are available in mill quantities and mill deliveries upon request.

304/304L and 316/316L stainless steel piping products in 1/2" NPS thru 12" NPS sourced from the USA, EU, China, Vietnam, Thailand, Taiwan, S. Korea, and India.

All products are manufactured to ASTM/ASME, NACE, PED, and corrosion tested (A 262 Practice E).

MC Tubular Products, Inc.

**5201 Polk
Building #1
Houston, TX. 77023**

SALES

BRYAN CAMPBELL
Email: bcampbell@mctp.com
Phone: (281)588-6580

MONICA GALLEGOS
Email: mgallegos@mctp.com
Phone: (281)588-6555

REX SHOEMAKER
Email: rshoemaker@mctp.com
Phone: (281)588-6546



See contact information on page 122



COMPANY	2008	2009	2010	2011	2012	Page
A Aaron and Co. Inc.	89	92	87	86	88	74
Aces A/C Supply Inc.	74	74	65	62	56	62
All-Tex Pipe & Supply	96	89	82	85	84	72
American						
Refrigeration Supplies Inc.	56	57	59	61	59	62
APR Supply Co.					87	72
Auer Steel & Heating Supply Co.	58	58	58	50	61	64
B Bakersfield Pipe & Supply					42	58
Bartle & Gibson Co.	34	33	33	29	33	54
C Central Supply Co. Inc.	69	61	73	67	72	68
Century Holdings	62	59	57	51	53	62
Chicago Tube and Iron Co.	25	22	27	32	28	52
City Pipe & Supply					80	70
Coburn Supply Co. Inc.	23	24	21	21	22	50
Colonial Commercial Corp	78	78	70	71	7	70
Columbia Pipe & Supply Co.	30	29	35	34	37	56
Connor Co.	60	60	60	63	64	66
Consolidated Pipe & Supply Co.*	18	16	18	18	18	48
Consolidated Supply Co.	41	46	52	52	52	60
Crawford Supply Co.	61	69	68	73	82	72
Cregger Co. Inc.					66	66
D Davis & Warshaw Inc.	51	45	49	57	60	64
Deacon Industrial	-	81	79	75	76	70
E Eastern Industrial Supplies, Inc.	-	-	88	92	93	74
ED'S Supply Co. Inc.	77	77	72	59	62	64
EDGEN GROUP	12	10	13	14	35	54
EMCO Ltd.*	10	8	8	8	9	46
Etna Supply	-	-	-	45	48	60
Express Pipe & Supply Co. Inc.	63	64	64	64	65	66
F F.W. Webb Co.	13	13	14	13	14	48
Famous Supply Co.	31	27	29	32	31	54
Farnsworth Wholesale Co.	83	95	95	94	92	74
Ferguson Enterprises, Inc.	1	1	1	1	1	46
First Supply LLC	28	28	30	30	32	54
G G.W. Berkheimer Co., Inc.	36	40	41	37	39	58
General Plumbing Supply					68	66
Goodin Co.	48	43	44	43	45	58
Granite Group Wholesalers LLC	47	44	42	47	46	60
Groupe Deschenes Inc.	16	18	17	15	16	48
Gustave A. Larson Co.	37	36	36	35		54
H Hajoca Corp.*	7	9	11	11	11	48
Harry Cooper Supply Co.	82	82	91	88	98	78
HD Supply	3	2	2	2	2	46
Hinkle Metals & Supply Co.				90	99	78
Hirsch Pipe & Supply	53	56	53	55	57	62
I Industrial Piping Specialists	42	32	34	31	21	50
Interline Brands*	11	11	12	12	8	46
IRR Supply Centers Inc.	66	63	54	54	54	62
J J.H. Larson	65	73	80	56	73	70
Johnson Supply & Equipment Corp.	67	62	61	58	58	62
Johnstone Supply	8	12	10	9	10	46
K Keller Supply Co.	19	21	23	25	26	52

COMPANY	2008	2009	2010	2011	2012	Page
Kelly Pipe Co.	21	17	19	19	19	48
Koch Air LLC *	49	49	48	41	51	60
L Locke Supply Co.	22	23	22	24	25	52
Lute Supply, Inc.					93	100
M MRC	3	3	3	3	3	46
Mingledorff's Inc.	27	25	27	22	23	52
Morrison Supply Co.	14	14	16	17	17	48
Munch's Supply Co.						81
N N.B. Handy Co.	20	20	26	28	30	52
National Oilwell Varco	-	6	5	6	6	46
Northeastern Supply	-	55	51	53	55	62
O O'Connor*	-	-	-	-	-	69
P Pace Supply Company	-	-	-	-	-	41
Pacific Plumbing Supply					79	90
Palmer Donavin Mfg. Co.	-	38	31	38	38	58
Peirce-Phelps Inc.	50	47	43	40	47	60
Plumb Supply Company	76	70	63	65	70	66
Preferred Pump	-		24	26	27	52
Puget Sound Pipe & Supply Co.	97	87	83	77	77	70
R R.E. Michel Co. Inc.	15	15	15	16	15	48
Rampart Supply*						83
Redlon & Johnson*	64	66	62	78	86	72
Refrigeration Sales Corp.	86	83		76	85	72
Robert James Sales Inc.	57	71	78	72	79	70
Robertson Heating Supply Co.	72	72	67	66	71	68
Russell Sigler Inc.*	35	35	40	20	20	50
Security Plumbing and Heating Supply	-	98	93	95	96	74
S Shale Inland PVF Group	-	-	-	-	-	48
Sid Harvey Industries Inc.	52	51	47	46	43	58
Slakey Brothers Inc.	24	30	37	43	40	58
Smardan-Hatcher Co.	75	75	75	82	94	76
Southern Pipe & Supply*	26	26	19	22	24	52
Standard Plumbing	45	48	44	42	44	58
SW Anderson Sales Corp					80	91
T Temperature Equipment Corp.	-	-	-	-	-	34
Temperature Systems Inc.	90	91	88	83	95	76
The Behler-Young Co.	71	76	74	69	74	70
The Macomb Group	59	50	55	49	50	60
The Portland Group	70	65	76	73	75	70
Thos. Somerville Co.	32	31	38	36	36	56
TSC Distribution Group	99	96	84	87	97	78
Trumbull Industries	55	54	56	48	48	60
U United Pipe & Supply Co. Inc.*	29	39	46	60	63	64
US Air Conditioning Distribution Inc.	17	19	25	27	29	52
W Watsco Inc.	6	7	4	4	4	46
Wilson, A Schlumberger Company	5	4	5	5	5	46
WinWholesale Inc.	4	5	7	7	7	46
Wolff Brothers Supply	68	68	71	68	67	66
Wolseley Canada, Inc.			9	10	12	48
Y Young Supply Co.	88	84	85	81	89	74

*Editor's Estimate

THIS YEAR IS ALL ABOUT GIVING BACK.



Noritz America is celebrating its 10-year anniversary by giving back to the contractors!



PROCard Members: Register Now!

Register your units every month and you'll be automatically entered in a monthly drawing! Monthly winners are also eligible for our quarterly prize AND one grand prize, which will be drawn in December 2012!

See contact information on page 122

NO PURCHASE NECESSARY. Open to authorized Noritz PROCard Members during the promotion who are residents of the United States (excl. Puerto Rico) or Canada (excl. Quebec) and who are legal age of majority under applicable law. Void where prohibited. To enter, install Noritz Tankless Water Heaters and register associated warranties using <http://procard.noritz.com>, before 12/31/12, or send a stamped 3x5 postcard with your name, address, phone number and email address to Noritz, Attn: 10 Year Anniversary Sweepstakes, Limit 100 entries per PROCard member company. 5 winners per month will each receive one of the following: a Noritz NRC83-DVC Tankless Water Heater (service and installation not included); an Amazon Kindle Fire; an Apple iPhone 4S; an Apple iPod Touch; a Bose iPod Sound Dock Series 2; a Olympus Tough TG-610 14-Megapixel Digital Camera; a Sony Playstation 3 160 GB; a Sony 3000W 5.1 Ch 3D/Wi-Fi Home Theater System; a Dewalt 18-Volt 4-Tool Combo Kit; or a TomTom Go Live 2535M GPS. Total ARV of all monthly prizes: \$28,735. One winner per quarter will receive one of the following: a Yamaha TW200 Dual Purpose Motorcycle or a Yamaha Raptor 250 ATV. Total ARV of all quarterly prizes: \$13,875. One grand prize winner will receive a Yamaha Rhino 7000 Side by Side. ARV: \$13,399. All winners receive a Noritz plaque. ARV: \$20. Odds depend on the number of eligible entries received. Subject to Official Rules. See www.noritz.com/10year for details.



NORITZ
(877) 256-6748

1 Ferguson Enterprises, Inc.

**12500 Jefferson Avenue
Newport News, VA 23602-4314**

757-874-7795 Fax: 757-989-2501
www.ferguson.com
Email: christine.dwyer@ferguson.com
Facebook: www.facebook.com/fergusonshowrooms
Twitter: @ferguson_fei
Employees: 17500
Outside Sales: 1340
Inside Sales: 2185
Showrooms: 275
Total Locations: 1300
Locations Opened in 2011: 5
Territory: Serves customers in all 50 states, Puerto Rico, the Caribbean and Mexico
Member of Integrated Supply Group: No
Member of a Buying Group: No

Sales Mix
Industrial PVF: 16%
Industrial M/R/O Suppliers: 7%
Comm./Institutional PVF: 22%
Plumbing: 29%
Municipal Water/Utilities: 13%
Pumps/Private Water Systems: 1%
Hydronic Heating: 1%
HVAC: 9%
Tool & Equipment: 2%

Sales Volume by Market
Residential/Light Commercial: 44%
Other Wholesalers: 1%
Comm./Institutional: 33%
Industrial & Facilities: 22%

Top Plumbing Lines
Kohler, Moen, Bradford White, Delta, A.O. Smith

Top HVAC/R Lines
Trane, Goodman, ICP, Rheem, Rinnai

Top PVF Lines
Mueller, Charlotte, Victaulic, Cerro Flow, Zurn

Officers
Frank Roach-President & CEO
Kevin Murphy, COO
David Keltner-CFO

2 HD Supply

**3100 Cumberland Blvd. Ste 1700
Atlanta, GA 30339**

770-852-9057
hdsupply.com
Email: Quiana.Pinckney@hdsupply.com
Employees: 14,000

Total Locations: 640

Officers
Joe DeAngelo, CEO
Vidya Chauhan, SVP and SBD and Integration
Ronald Domanico, SVP and CFO
Michele Markham, SVP and CIO
Ricardo Nunez, SVP and General Counsel
Meg Newman, SVP and HR, Marketing and Communications
Joe Izganics, SR VP
Steve Margolius, HD Supply Chief Commercial Officer

3 MRC Global Inc

**2 Houston Center 909 Fannin St
Houston, TX 77010**

713-655-1005 Fax: 713-655-0159
www.mrcpvf.com
Email: patrick.graney@mrcpvf.com
Employees: 4400+

Total Locations: 410+
Territory: US, Canada, Australia, Belgium, China, Finland, France, Germany, Indonesia, Italy, Kazakhstan, Netherlands, New Zealand, Singapore, South Korea, Thailand, United Arab Emirates, United Kingdom

Sales Mix
Industrial PVF: 90%
Other: 10%

Officers
Andrew Lane, Chairman, President & CEO
Neil Wagstaff, EVP-Intl Ops

Jim Braun, EVP & CFO

Scott Hutchinson, EVP North America Ops

Dan Churay, EVP Corp Affairs, Gen Counsel & Corp Sec

Gary Ittner, EVP Global Supply Chain Mgt

Rory Issac, EVP Global Bus Dev

Jim Underhill, EVP & COO North America

** Editor's Estimate

4 Watsco Inc

**2665 S Bayshore Drive #901
Miami, FL 33133**

305-714-4100 Fax: 305-858-4492
www.watsco.com
Email: blogan@watsco.com

Employees: 4300
Outside Sales: 800
Inside Sales: 1400
Showrooms: 542
Total Locations: 542

Sales Mix
Refrigeration: 8%
HVAC: 92%

Sales Volume by Market
Residential/Light Commercial: 80%
Comm./Institutional: 20%

Top HVAC/R Lines
Carrier, Rheem, Goodman, Emerson, Manitowoc

Officers
Albert Nahmad - CEO
Barry Logan - SVP
Paul Johnston - VP
Ana Menendez - CFO

5 Wilson, A Schlumberger Company

1302 Conti St.

Houston, TX 77002

713-237-3700 Fax: 713-237-3777

www.iwilson.com
Email: mnieto@iwilson.com
Employees: 2600

Total Locations: 250
Locations Opened in 2011: 12
Locations Opened in 2012: 12

Key Buying Influences: Jim Owsley-President, Material Sourcing
Territory: US, Canada, United Kingdom, Middle East, Australia, Far East

Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 85%

Sales Mix
Industrial PVF: 70%
Industrial M/R/O Suppliers: 30%

Sales Volume by Market
Other Wholesalers: 15%
Industrial & Facilities: 85%

Top PVF Lines
Carbon Pipe, Stainless Pipe, Valves, Fittings, Flanges

Officers
John J. Kennedy, President/CEO
Charlie Tresselt, VP Bus. Dev.
David Gaudenzi, Director Business Development
Jim Owsley, VP Material Sourcing
Greg Cain, Director Material Sourcing
Lynn Perrin, VP Sales/OPS

6 National Oilwell Varco Distribution Services

7909 Parkwood Circle Drive

Houston, TX 77036

713-346-7531

www.nov.com/supplychain

Email: Scott.Smith@nov.com

Outside Sales: 310

Inside Sales: 208

Showrooms: 208

Total Locations: 208

Locations Opened in 2011: 4

Locations Opened in 2012: 3

Key Buying Influences: VP, Global Products Leads, Buyers, Sales Manager, DSC Managers, Sales Reps.

Territory: Canada, US, Mexico, Venezuela, Columbia, Argentina, England, Scotland, Norway, The Netherlands, Russia, Kazakhstan, Saudi Arabia, UAE, India, Thailand, Singapore, Indonesia, Austria

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: No

Engage in Centralized Purchasing: No

Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 55%

Industrial M/R/O Suppliers: 30%

Pumps/Private Water Systems: 5%

Electrical: 5%

Tool & Equipment: 2%

Other: 3%

Sales Volume by Market

Industrial & Facilities: 100%

Top PVF Lines

Pipe, Valves, Fittings, Flanges, Electrical and NOV OEM Products

Officers

Robert Workman, Group President - Distr & Trans Svc
Burk Ellison, President - Distribution Services
Dave Cherechinsky, Sr. VP Finance
Santosh Mathilakath, Sr. VP Mono

7 WinWholesale, Inc.

3110 Kettering Blvd.

Dayton, OH 45439

937-294-5331 Fax: 937-293-9591

www.winwholesale.com

Email: cvmanker@winwholesale.com

Facebook: facebook.com/winwholesale

Twitter: twitter.com/winwholesale

Employees: 4050

Showrooms: 131

Total Locations: 520

Locations Opened in 2011: 5

Key Buying Influences: VP, Vendor Relations

Territory: All States Except, MI, AK, HI, VT, MT, DE

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: No

Engage in Centralized Purchasing: Y

Sales Mix

Industrial PVF: 14%

Plumbing: 52%

Municipal Water/Utilities: 9.6%

Pumps/Private Water Systems: 3.7%

Electrical: 9.3%

HVAC: 10.8%

Top Plumbing Lines

A.O. Smith, Nibco, Charlotte Pipe, Delta Faucet, American Standard

Top HVAC/R Lines

Nordyne, Intl. Comfort Products, Trane, Southwark Metal, Allured Air Enterprises

Top PVF Lines

Victaulic, Nibco, Anvil Intl, Weldbend, Conbraco

Officers

Richard Schwartz, Chairman & CEO

Monte L Salsman, COO

Jack W. Johnston, President

Roland L Gordon, CFO

8 Interline Brands**

801 W. Bay Street

Jacksonville, FL 32204

904-421-1400 Fax: 888-329-1719

www.interlinebrands.com

Sales Mix

Plumbing: 28%

Electrical: 9%

HVAC: 11%

Other: 52%

Officers

Michael Grebe, Chairman

Ken Sweder, President

9 EMCO Ltd.**

1108 Dundas

London, ON N5W 3A7

Canada

519-453-9600 Fax: 519-453-9432

www.emcoltd.com

Officers

Rick Fanthome, President

10 Johnstone Supply, Inc.

11632 N.E. Ainsworth Circle

Portland, OR 97220

503-419-9100 Fax: 503-256-3798

www.johnstonesupply.com

Email: linda.ettestad@johnstonesupply.com

Employees: 3469

Outside Sales: 369

Inside Sales: 800

Showrooms: 369

Total Locations: 369

Locations Opened in 2011: 16

Locations Opened in 2012: 4

Territory: 46 States

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: No

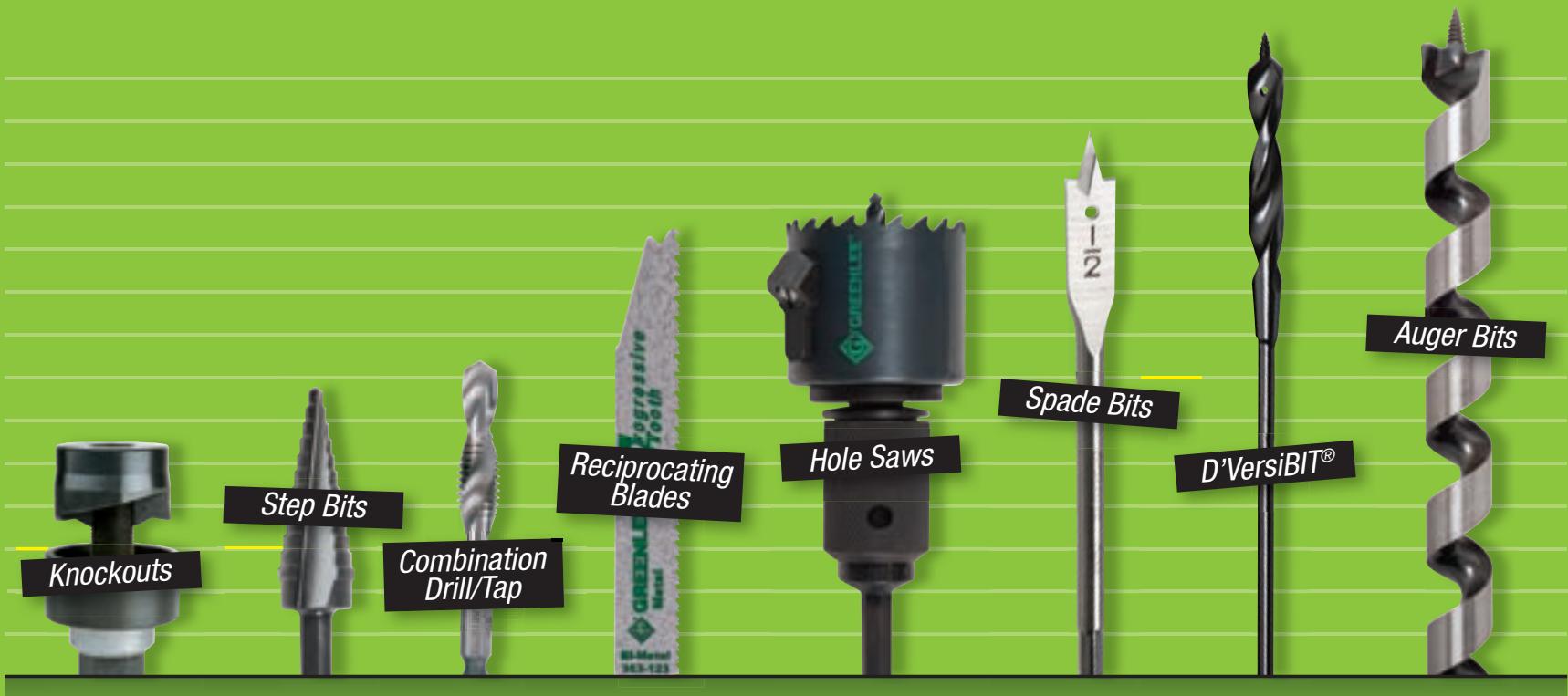
Engage in Centralized Purchasing: No

Vendor Managed Inventory Programs: N

Sales Mix

H/C Controls: 12%

OUR **HOLE** LINE-UP



“Greenlee holemaking products stand head and shoulders above the rest. These products are top quality and consistently last longer than their competition. This helps the bottom line.”



Refrigeration: 23%
 Electrical: 1%
 Hydronic Heating: 4%
 HVAC: 55%
 Tool & Equipment: 5%

Sales Volume by Market

Residential/Light Commercial: 70%
 Comm./Institutional: 20%
 Industrial & Facilities: 10%

Top HVAC/R Lines

Goodman Mfg., UPG/Johnson Controls, Honeywell, Emerson Climate Control, Arkema

Officers

DeWight Wallace, President/CEO
 Kevin Dier, VP Business Development
 Julie Schultz, CFO
 Ray Kernagis, VP Supply Chain
 Mark Askew-Dir- Membership
 Johanna Glode, VP Dev/Corporate Sec
 Laura Schultz, Director of IT
 Andrew Verey, VP Sales & Mktg
 Steve Porter, VP Product Mgmt
 Brian Klaus, Dir Ecommerce

11 Hajoca Corporation**

127 Coulter Avenue
Ardmore, PA 19003

610-649-1430

www.hajoca.com

Sales Mix

Industrial PVF: 15%
 Plumbing: 80%
 HVAC: 5%

12 Wolseley Canada, Inc.

880 Laurentian Drive
Burlington, ON L7N 3V6

Canada

905-335-7373 Fax: 905-331-2652
[Email: patricia.skinner@wolseley.com](mailto:patricia.skinner@wolseley.com)

Employees: 2693

Outside Sales: 280

Inside Sales: 744

Total Locations: 221

Locations Opened in 2012: 6

Territory: Canada

Sales Mix

HVAC: 20%

Officers

Keith Vander Vennet, Senior Vice President, Canada
 Andy Wighton, VP Finance, Canada

13 Shale Inland PVF Group

8505 Monroe Rd
Houston, TX 77061
 713-943-3790
www.shale-inland.com

Email: jeff.legrand@shaleinland.com

Employees: 1200

Outside Sales: 75

Inside Sales: 150

Total Locations: 47

Locations Opened in 2012: 3

Key Buying Influences: Vice President Purchasing;
 Regional Director Purchasing

Territory: All 50 US States, Canada, Mexico, Middle East

Master Distributor: Yes

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: Prime Advantage

Buy Made Thru Buying Group Vendors: 10%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 90%

Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 100%

Industrial M/R/O Suppliers: 100%

Sales Volume by Market

Other Wholesalers: 30%

Industrial & Facilities: 70%

Top PVF Lines

Pipe, Valves, Fittings, Flanges, Plate/sheet

Officers

Craig Bouchard, CEO Shale Inland

Darrell Jean, CFO Chale Inland

Mike Stanwood, Group President Shale Inland PVF Group

Jeff Legrand, Executive Vice President Shale Inland PVF Group

Larry Feld, President, Sunbelt Supply

Keith Medick, CEO Main Steel

Alan Blankshain, CEO, Shale Stamping & Fabricating

Rob Broyles, Executive Vice President Shale Inland Finance

** *Editor's Estimate*

14 F.W. Webb Co.

160 Middlesex Turnpike
Bedford, MA 01730
 781-272-6600 Fax: 781-275-3354
www.fwwebb.com
[Email: ec@fwwebb.com](mailto:ec@fwwebb.com)
 Employees: 1600
 Outside Sales: 140
 Inside Sales: 260
 Showrooms: 35
 Total Locations: 77
 Key Buying Influences: Ed Welch Sr. - VP Purchasing
 Territory: ME, NH, VT, CT, MA, NY, NJ
 Master Distributor: Yes
 Distributes: Valves, Plumbing, Heating, HVAC
 Member of Integrated Supply Group: Yes
 Integrated Supply Group: Supplyforce
 Member of a Buying Group: Yes
 Buying Group: Affiliated Distributors
 Buys Made Thru Buying Group Vendors: 60%
 Engage in Centralized Purchasing: N
 Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 15%
 Comm./Institutional PVF: 10%
 Plumbing: 25%
 Pumps/ Private Water Systems: 5%
 Refrigeration: 5%
 Hydronic Heating: 20%
 HVAC: 20%

Sales Volume by Market

Residential/Light Commercial: 50%
 Comm./Institutional: 25%
 Industrial & Facilities: 25%
 Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

Bradford White, Toto, American Standard, Buderus, Honeywell

Top HVAC/R Lines

York, Peerless, Weil McLain, Buderus, Honeywell

Top PVF Lines

Wheatland, Apollo, Crane, Fabri, Victaulic

Officers

Jeffrey S Pope - President
 Robert A Mucciarione - CFO
 Ernest R Coutermarsh - Sr VP Industrial
 John Bodle - VP Pvf
 John R Provencal - Sr VP Plb & Htg
 John Thomas - VP HVAC
 John D Pope - Owner
 Ed Welch, Sr - Sr VP Purchasing
 Mike Michaud - VP IT
 Alicia Criniti - Director of Marketing
 Brendan Monaghan - Director of Operations
 Ruth Martin - VP HR

15 R.E. Michel Company, Inc.

One R.E. Michel Drive
Glen Burnie, MD 21060
 410-760-4000 Fax: 410-761-3703
www.remichel.com

Email: mike.michel@remichel.com

Employees: 1600

Outside Sales: 207

Inside Sales: 667

Total Locations: 234

Locations Opened in 2011: 9

Locations Opened in 2012: 7

Key Buying Influences: VP of Marketing, Director of Purchasing, VP of Sales

Territory: AL, AZ, CA, CT, DE, FL, GA, IA, IN, KY, LA, MA, MD, MS, NC, NJ, NM, NY, OH, PA, RI, SC, TN, TX, VA, VT, WV

Master Distributor: No

Member of a Buying Group: No

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 85-90%

Vendor Managed Inventory Programs: N

Sales Mix

Plumbing: 6%

H/C Controls: 7%

Refrigeration: 2%

Electrical: 2%

Hydronic Heating: 7%

HVAC: 75%

Other: 1%

Sales Volume by Market

Residential/Light Commercial: 91%

Comm./Institutional: 7%

Industrial & Facilities: 2%

Top Plumbing Lines

Bradford White, Rinnai, Bock, Triangle Tube

Top HVAC/R Lines

Honeywell, Ducane, Armstrong Air, American Standard, Broan

Top PVF Lines

Mueller Industries

Officers

John W. H. Michel, President

Ronald D. Miller, Exec. VP

Glen K. Baker, VP of Sales

John V. Michel, Jr., VP of Marketing

Gene A. Winters, VP of Branch Operations

16 Groupe Deschenes, Inc.

3901 Jarry Street East Suite 250

Montreal, QC H1Z 2G1

Canada

514-253-3110 Fax: 514-253-3666

www.groupedeschenes.com

Email: nboivin@groupedeschenes.com

Employees: 1361

Showrooms: 16

Total Locations: 79

Locations Opened in 2011: 3

Key Buying Influences: VP Procurement

Territory: Pan Canadian

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buy Made Thru Buying Group Vendors: Canaplus

Officers

Martin Deschenes, President/CEO

Guy Tremblay, VP Procurement

John LeBoutillier, Chairman of the Board

Joseph Senese, VP Operations - Ontario & other areas

Jacques Deschenes, Honorary Chairman

Denis Fraser, VP Operations - Quebec

Sylvain Roussel, VP HR

Marc Lapierre, CEF

17 Morrison Supply Company

311 E Vickery Blvd

Worth, TX 76104

817-870-2227 Fax: 817-877-4942

www.morsco.com

Email: mkamp@morsco.com

Outside Sales: 143

Inside Sales: 275

Total Locations: 77

Sales Mix

Comm./Institutional PVF: 5%

Plumbing: 73%

Municipal Water/Utilities: 7%

HVAC: 15%

Sales Volume by Market

Residential/ Light Commercial: 40%

Comm./Institutional: 55%

Industrial & Facilities: 5%

Top Plumbing Lines

Charlotte, Moen, Kohler, Delta, AO Smith

Top HVAC/R Lines

ICP, Hart & Cooley, LG, Honeywell, Owens Corning

Top PVF Lines

Nibco, Textube, Weldbend, Anvil, Cerro

Officers

Chip Hornsby - CEO

Charles Allen, VP/CFO

Mike Roberts - VP

Darrell R Hawkins - President/COO

Bill Luce - VP

Kevin Moore -VP

18 Consolidated Pipe and Supply Co. Inc.**

1205 Hilltop Pkwy

Birmingham, AL 35204

205-323-7261 Fax: 205-458-3907

www.consolidatedpipe.com

Outside Sales: 120

Inside Sales: 130

Total Locations: 16

Sales Mix

Industrial PVF: 25%

Industrial M/R/O Suppliers: 25%

Municipal Water/Utilities: 25%

Other: 25%

Officers

DuraTrac

NEW!

 **Snap-Tite**

Snap-Tite® GF Series are the premium choice for commercial gas applications. Permits for plug-in convenience and easy movement of caster mounted appliances food service applications.



- Certified to ANSI Z21.41 by the Canadian Standards Association (CSA) formerly known as CGA and AGA.
- Equipped with Fusible Link that allows the coupling valve to close and shut off the gas supply in the event of a fire.
- Dust caps and plugs are provided for nipples and couplers to keep dirt and grease from components when not in use.



Introducing the **NEW DURATRAC** Corrugated Copper Water Flex Connectors

"DEFEND" AGAINST SCALE AND CORROSION

- Proudly manufactured in the USA with German scale control technology. ScaleDEFENDER is a point-of-use system installed at the cold water line right before the tankless water heater or standard water heater.
- 5 micron, polyester pleated sediment filter with tested and proven German Siliphos® scale inhibitor down the center allows for higher loading capacity, increased particle removal, lower initial pressure drop and higher flow rates.
- 2-1/2" x 20" system with 3/4" ports (8-10 gpm) or 4-1/2" x 10" system with 1" ports (15-20 gpm)
- Port and gauge threads have lead-free brass inserts for durability and strength to prevent leaking, cracking and mis-threading.
- All housings UV protected.
- System covered with a 5 Year Warranty on housings and 1 Year Warranty on gauges.
- Used for **any** application where scale control is needed.



 USA



Two Trusted Brands Consolidated
For Your Added Convenience

BackStop® has merged with DuraTrac® and now, along with a vast selection of the highest quality gas flex, valves, adapters, and connectors, DuraTrac® carries a full assortment of thermal expansion and storage tanks. Just like all other DuraTrac® products, BackStop® Tanks are certified to meet or exceed exacting industry standards such as IAPMO and NSF.

DuraTrac

www.duratracinc.com

BACKSTOP

www.backstop.net

1-866-678-8214

sales@duratracinc.com

See contact information on page 122

www.kellypipe.com
Email: jholbert@kellypipe.com
Employees: 250
Outside Sales: 30
Inside Sales: 40
Total Locations: 20
Locations Opened in 2011: 2
Locations Opened in 2012: 2
Key Buying Influences: Doug Deline, Director of Purchasing Western Region; Ken Stupar, Director of Purchasing Central/Eastern Region
Territory: Entire United States, Canada, UK, Latin America, Mexico
Master Distributor: Yes
Distributes: Steel Pipe
Member of Integrated Supply Group: Yes
Integrated Supply Group: Affiliated Distributors and Delta Group
Member of a Buying Group: No
Engage in Centralized Purchasing: No
Vendor Managed Inventory Programs: No
Sales Mix
Industrial PVF: 100%
Sales Volume by Market
Other Wholesalers: 90%
Other: 10%
Top PVF Lines
US Steel, CSI, Tmk, Wheatland Tube, Hyundai/Arcelor-Mittal
Officers
Leonard D Gross, President/CEO
John Wolfson, VP
Leo Mann, CFO
Steve Livingston, VP

20 Russell Sigler, Inc.**

9702 W. Tonto St.
Tolleson, AZ 85353

623-388-5100 Fax: 623-388-5200

Email: rosborne@siglers.com
Outside Sales: 199
Inside Sales: 96
Total Locations: 31
Sales Mix
HVAC: 100%
Sales Volume by Market
Residential/Light Commercial: 70%
Comm./Institutional: 5%
Industrial & Facilities: 25%
Top HVAC/R Lines
Carrier, Bryant, Adobe, J&J, Metalfab
Officers
Russell Sigler, Chairman
John Sigler, President
Robert Osborne, Treasurer
Rod Martin, VP Sales (residential)
Don Reeves, VP Sales (commercial)

21 Industrial Piping Specialists Inc

606 N. 145th East Ave.
Tulsa, OK 74116
918-437-9100 Fax: 918-437-9125
www.ipipes.com
Email: pjocipipes.com
Employees: 250
Total Locations: 9
Locations Opened in 2011: 1
Territory: United States- Primarily TX, OK, LA, WY
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: No
Engage in Centralized Purchasing: No
Vendor Managed Inventory Programs: No
Sales Mix

Industrial PVF: 100%
Sales Volume by Market
Industrial & Facilities: 100%
Officers
Ty Westfield, Pres & CEO
Paul Mullins, CFO
Bob Sims, VP Sales
Rick Young, Exec VP

22 Coburn Supply Co., Inc.

P.O. Box 2177
Beaumont, TX 77704
409-838-6363 Fax: 409-838-4159
www.coburns.com
Email: dmalone@coburns.com
Employees: 920
Outside Sales: 110
Inside Sales: 148
Showrooms: 24
Total Locations: 51
Locations Opened in 2011: 3
Key Buying Influences: Buyers, GM, Div/Prod Managers, Branch Managers, Territory: Houston and East Texas, LA, MS, Memphis and Western Tennessee
Member of a Buying Group: Yes
Buying Group: Embassy
Buys Made Thru Buying Group Vendors: 45%
Engage in Centralized Purchasing: Yes
Centralized Purchasing Percentage of Buys: 85%
Vendor Managed Inventory Programs: Yes
Sales Mix
Comm./Institutional PVF: 10%
Plumbing: 38%
Municipal Water/Utilities: 16%
Refrigeration: 3%

>

SANIFLO®

Install a complete bathroom anywhere you need!

3/4" discharge pipe for ease of installation

Pumping distance of up to 15' vertically and/or 150' horizontally

Three inlets to accommodate a toilet, sink and tub/shower



Two service panels for easy accessibility to main components



2-YEAR WARRANTY

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

The only above-the-floor macerator with dual accessibility!



VORACIOUS

With its unique patented V-Slice® cutter technology, the Omnivore® literally devastates anything unfortunate enough to enter into its vicious vortex.



*Over 50,000 units installed
and still hungry.*



Liberty Pumps®

800-543-2550
www.libertypumps.com

U.S. Patent No. 7159806

See contact information on page 122

Copyright © Liberty Pumps, Inc. 2012 All rights reserved.

Electrical: 3%
HVAC: 27%
Tool & Equipment: 1%
Other: 2%

Sales Volume by Market

Residential/Light Commercial: 100%

Top Plumbing Lines

American Standard, State, Delta, Aqua Glass, Lasco

Top HVAC/R Lines

Ruud A/C, Nordyne Prod., Genetron/Honeywell, Atco, Selkirk

Top PVF Lines

Nibco, Charlotte, Cerro, M&H, Wheatland

Officers

Don Maloney, President

A.J. Maloney, Exec. VP

Jim Dinser, VP & GM

Darren Tramel, VP & GM

Larry O'Neal-GM

Danny St. Pierre, SR. VP & GM

Trey Berlin, Sr. VP & GM

Bill Geyser, SR. VP & GM

Pam M. Mouton, VP & CFO

Jim Fuller, VP

23 Mingledorff's Inc.

6675 Jones Mill Court
Norcross, GA 30092

770-446-6311 Fax: 770-239-2200

www.mingledorffs.com

Email: mranstead@mingledorffs.com

Outside Sales: 76

Inside Sales: 119

Showrooms: 35

Total Locations: 35

Locations Opened in 2012: 2

Key Buying Influences: Manager of Inventory

Territory: AL, GA, SC, TN

Master Distributor: No

Member of a Buying Group: Yes

Buying Group: Blue Hawk

Buys Made Thru Buying Group Vendors: 7%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 100%

Vendor Managed Inventory Programs: N

Sales Mix

H/C Controls: 5%

Refrigeration: 1%

HVAC: 94%

Sales Volume by Market

Residential/Light Commercial: 62%

Comm./Institutional: 38%

Plans in Next 2 Years for Lines Carried: Increase

Top HVAC/R Lines

Carrier, Bryant, Payne, Heil, Bard

Officers

Bud Mingledorff, Chairman

David Kesterton, CEO

Matt Ranstead, VP CFO, Secretary

Walter Schwarz, VP

Robert Massey, VP

24 Southern Pipe & Supply**

4330 Hwy 39N P.O. Box 5738

Meridian, MS 39302

601-693-2911 Fax: 601-485-0074

www.southernpipe.com

Email: info@southernpipe.com

Total Locations: 90

Sales Mix

Plumbing: 95%

HVAC: 5%

Officers

Marty Davidson, Chairman

Jay Davidson, President

25 Locke Supply Co

PO Box 26128, 1300 Se 82nd Street
Oklahoma City, OK 73126

405-635-3230 Fax: 405-634-0317

lockesupply.com

Email: jandersen@lockesupply.com

Employees: 780

Outside Sales: 3

Inside Sales: 500

Showrooms: 1

Total Locations: 163

Locations Opened in 2012: 15

Territory: OK, KS, MO, AR, TX

Master Distributor: No

Member of Integrated Supply Group: No

** Editor's Estimate

Member of a Buying Group: No
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 95%
Vendor Managed Inventory Programs: N

Sales Mix

Plumbing: 33%

Electrical: 33%

HVAC: 33%

Officers

Tammi Bryant, CEO

Jack Anderson, CFO

John Orman, VP

Larry Zeller, CIO

Charles Cross, VP

Mike Muzny, VP

26 Keller Supply Company

3209 17th Avenue West

Seattle, WA 98119

206-285-3300 Fax: 206-283-8668

www.kellersupply.com

Email: nkeller@wolfsenet.com

Total Locations: 63

Sales Mix

Industrial PVF: 10%

Plumbing: 80%

HVAC: 10%

Officers

Nick Keller, CEO

Michael Murphy, President

Mick Betsch, VP

Jerry Cullen, VP

Scott Davidson, AVP

Tim Stumpf, AVP

Dave Warner, VP

Bob Brennan, VP Sales

27 Preferred Pump

2201 Scott Avenue

Fort Worth, TX 76103

817-413-2604 Fax: 817-413-2627

Email: rlyne@preferredpump.com

Employees: 412

Outside Sales: 94

Inside Sales: 90

Total Locations: 46

Locations Opened in 2012: 2

Territory: WA, OR, CA, NV, MN, WI, KS, OK, TX, MO, IN, OH, PA, NY, CT, MA, ME, RI, VT, NC, SC, GA

Master Distributor: No

Member of a Buying Group: No

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 40%

Vendor Managed Inventory Programs: No

Sales Mix

Pumps/Private Water Systems: 85%

Other: 15%

Sales Volume by Market

Residential/Light Commercial: 85%

Other: 15%

Plans in Next 2 Years for Lines Carried: Increase

Officers

West Soward - VP Finance

Scott Sizmore - VP Purchasing

Randy Lyne - President

28 Chicago Tube and Iron Company

One Chicago Tube Drive

Romeoville, IL 60446

815-834-2500 Fax: 815-588-3958

www.chicagotube.com

Email: bzelienski@chicagotube.com

Employees: 390

Outside Sales: 25

Inside Sales: 25

Total Locations: 9

Territory: IL, IN, WI, IA, MO, OH, KY, ND, SD

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 80%

Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 40%

Industrial M/R/O Suppliers: 15%

Comm./Institutional PVF: 12%

Plumbing: 15%

Municipal Water/Utilities: 8%

HVAC: 10%

Sales Volume by Market

Residential/Light Commercial: 10%

Other Wholesalers: 15%

Industrial & Facilities: 75%

Top Plumbing Lines

Anvil, Ward, Phoenix, Nibco, Smith-Cooper

Top HVAC/R Lines

Weldbend, Capitol, Apollo, Victaulic, Nibco

Top PVF Lines

Wheatland, Ipsco, Weldbend, Victaulic, Flowserve

Officers

Robert B. Haigh, Chairman/CEO

Donald R. McNeely, President/COO

Michael DiNanno, VP/CFO

Susan Hamilton, VP Admin.

Larry Soehrman, VP Materials Mgmt.

Ron Romanski-VP Engineered Products

Bill Zielinski-VP Marketing

Tom Moran-VP Information Technology

Curt Roe - VP Distribution

29 US Air Conditioning Distributors, LLC

16950 Chestnut Street

City of Industry, CA 91748

626-854-4500 Fax: 626-854-4509

www.us-ac.com

Email: j.scarsi@us-ac.com

Employees: 350

Outside Sales: 125

Inside Sales: 75

Showrooms: 45

Total Locations: 46

Locations Opened in 2011: 1

Locations Opened in 2012: 2

Key Buying Influences: Robert S Smith - Director of Procurement

Territory: CA, NV, ID, AZ, UT

Master Distributor: No

Member of Integrated Supply Group: Yes

Integrated Supply Group: HARDI

Member of a Buying Group: No

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 90%

Vendor Managed Inventory Programs: No

Sales Mix

PRO PERFORMANCE PUSH CONVENIENCE



Complies w/
NSF/ANSI 61
& ASSE 1061

**GET STARTED WITH THE
CONTRACTOR PUSH FITTING KIT**



39-Piece assortment includes
all the fittings and tools for
connecting to Copper, CPVC, or PEX.

FULLY REMOVABLE CONNECTION



Easily recover from
installation &
deburring mishaps.

Webstone

VALVE INNOVATION



Learn more:

www.webstonevalves.com/pro-connect

(800) 225-9529

OVER 99% ORDER ACCURACY · SAME DAY SHIPPING · GUARANTEED FOR LIFE

Geneva Jackson, Controller
Dennis Craven, VP Reg. Mgr.
Joe Tyree, VP Operations
William Christian, VP
Angela Isaacs, VP
Michael Laundry, VP
David Hanny, VP

31 Famous Supply Company

**109 N. Union St.
Akron, OH 44304**
330-762-9621 Fax: 330-762-8722
www.famous-supply.com
Email: mlblauschild@famous-supply.com

Employees: 500+
Showrooms: 10
Total Locations: 27
Locations Opened in 2011: 2

Sales Mix

Industrial PVF: 10%
Plumbing: 45%

HVAC: 45%

Officers

Jay Blauschild, Chairman
Marc Blauschild, President/CEO
John Palermo, VP of Sales
Bryan Huntley, Dir. of Supply Chain
Pete Bastulli - COO
Rich Nihei - CFO
Tanja Kozul, Dir. of Distribution
Kim Popella - Director of HR
Del Landin, Director of National Accounts
Tim Sloan - Director of Operations

32 First Supply, LLC

**6800 Gisholt Drive, PO Box 8124
Madison, WI 53708-8124**

608-222-7799 Fax: 608-223-6621
www.1supply.com
Employees: 475
Showrooms: 13
Total Locations: 28
Locations Opened in 2011: 0
Locations Opened in 2012: 1
Territory: WI, MN, IA, IL, MI, Upper PA
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Affiliated Distributors, The Distribution Group
Engage in Centralized Purchasing: Y
Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 26%
Plumbing: 35%
Municipal Water/Utilities: 9%
Pumps/Private Water Systems: 11%
Hydronic Heating: 8%

HVAC: 11%

Top Plumbing Lines

Kohler Company, AO Smith, Moen Inc., Delta Faucet,
Advance Drainage Systems

Top HVAC/R Lines

Int'l Comfort Products, Uponor, Xylem, Triangle Tube,
Armstrong Air Conditioning

Top PVF Lines

Cambridge Lee, Nibco Inc., US Pipe & Foundry, Charlotte
Pipe & Foundry, Anvil

Officers

Joe Poehling, Chairman & CEO

33 Bartle & Gibson Co.

**13475 Fort Road
Edmonton, AB T5A 1C6
Canada**
780-472-2850 Fax: 780-476-6686
www.bartlegibson.com

Does your company engage in centralized purchasing:
Yes

If so, what percentage of buys? 95%

Do you participate in any Vendor Managed Inventory
Programs? Yes

Key Buying Influences: Scott Larson-President, Mike
Braun-Director of Marketing, Herb Daugherty-Director
of Inventory Control

Territory: East Central - Indiana; North Central - North
Dakota, Minnesota, Wisconsin, Iowa, South
Dakota; Great Plains - Iowa, Nebraska, Missouri.
Great Lakes - Wisconsin & Illinois; Mountain Region -
Colorado, Denver, Idaho, Wyoming, Utah

Sales Volume by Category:

H/C Controls: 5
Refrigeration: 35
Hydronic Heating (res./light comm.) 2

HVAC: 56

Tool & Equipment: 2

Sales Volume by Market:

Residential/Commercial: 55

Comm./Institutional (Inc. High-rise Residential): 45

Top HVAC/R Lines: Trane, Copeland, American Standard,
Dupont, Heatcraft

Officers: Andrew Larson, CEO, Scott Larson, Presi-
dent/COO, Greg Toler, VP Supply Chain, Brad Lamers,
CFP/VP Finance

Email: mllower@bartlegibson.com
Outside Sales: 44
Inside Sales: 109
Showrooms: 11
Total Locations: 31
Territory: Canada
Master Distributor: Yes
Distributes: Plumbing Rough in, fixtures, electrical, lighting
Member of a Buying Group: Yes
Buying Group: Canplus, Affiliated Distributors
Buys Made Thru Buying Group Vendors: 76%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 70%
Vendor Managed Inventory Programs: N

Sales Mix

Industrial PVF: 1%
Comm./Institutional PVF: 2%
Plumbing: 73%
Pumps/Private Water Systems: 1%
Electrical: 17%
Hydronic Heating: 6%

Sales Volume by Market

Residential/Light Commercial: 60%
Comm./Institutional: 38%
Industrial & Facilities: 2%
Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines
American Standard, Crane, Kil, Delta, Moen

Top HVAC/R Lines

Ducane, Honeywell

Top PVF Lines

Red & White, Kitz, Canvil, Mas

Officers

Robert Whitty, President
Martin Lower, Director of Finance

34 Temperature Equipment Corp.

**17725 Volbrecht Road
Lansing, IL 60438**

708-418-0900
www.tecmungo.com

Email: skip.mungo@tecmungo.com

Employees: 300

Outside Sales: 35

Inside Sales: 10

Showrooms: 0

Total Locations: 29

Locations Opened in 2011: 1

Locations Opened in 2012: 2

Key Buying Influences: President, Executive VP,
VP-Residential Sales

Territory: IL, IN, MI, WI, MN, MO, KS

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: Blue Hawk

Buys Made Thru Buying Group Vendors: 5%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 100%

Vendor Managed Inventory Programs: N

Sales Mix

Plumbing: 1%

Refrigeration: 1%

Electrical: 1%

Hydronic Heating: 1%

HVAC: 95%

Tool & Equipment: 1%

Sales Volume by Market

Residential/Light Commercial: 98%

Other Wholesalers: 1%

Industrial & Facilities: 1%

Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

Bradford White, Bell & Gossett

Top HVAC/R Lines

Carrier, Honeywell, Sterling, First Company, Utica

Top PVF Lines

Mueller Streamline, Nibco

Officers

Skip Mungo - President

Dave Yanow - Exec VP

Tim Scott - CEO

Jim Ottoman - VP Residential Sales

Mike Smid - VP Commercial Sales

35 Edgen Group

18444 Highland Road

Baton Rouge, LA 70809

866-334-3648 Fax: 225-756-7953

www.edengroup.com

Email: david.laxton@edengroup.com

Employees: 546

Outside Sales: 194

Inside Sales: 71

Late entry

The listing for Gustav A. Larson arrived after the Top 100 section was finalized. Here is the distributor's full listing, and it falls in the #33 - #35 range.

Gustave A. Larson Company

W 233 N 2869 Roundy Circle West

PO Box 910

Pewaukee, WI 53072

262-542-0200

Fax: 262-542-1400

Email: cathy.stone@galarson.com

Website: www.galarson.com

Facebook: www.facebook.com/GALarsonCo

Twitter: <http://twitter.com/GALarsonCompany>

Number of employees: 365

Outside Sales: 80

Inside Sales: 110

Total Locations: 48

Member of a Buying Group: Yes, Key Wholesaler



Live From The Wholesaler

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!

Visit our video page at
www.thewholesaler.com
for the exclusive
coverage today!

NEW AND IMPROVED

*****TANK COMMANDER™ II*****

Toilet Tank Fill Valve #68-771K

■ **Easy to Install**

- **Adjustable 9-1/2" to 13-1/2" Anti-Siphon**
- **Replaces Most Old Float Style Valves**
- **Faster Fill Than Standard Ballcocks**
- **Integrated Float for Positive Shut Off & Increased Reliability**
- **5 Year Limited Warranty**
- **Patent Pending**



CALL & ORDER TODAY: 1-800-KISSLER

Kissler
2001

770 Central Boulevard ■ Carlstadt, NJ 07072
Phone: 1-800-KISSLER ■ (201) 896-9600
Fax: (201) 896-9190
www.kissler.com ■ www.dominionfaucets.com

Find us on
facebook.



Showrooms: NA
Total Locations: 42
Locations Opened in 2012: TBD
Key Buying Influences: Director of Projects & Product Managers
Territory: Canada, US, Central America, South America, Europe, Middle East, Africa, Asia Pacific, Australia
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: No
Engage in Centralized Purchasing: No
Vendor Managed Inventory Programs: No

Sales Mix

Industrial PVF: 100%

Sales Volume by Market

Industrial & Facilities: 100%

Top PVF Lines

Carbon Pipe, High Yield Plate, Alloy Pipe, High Yield Fittings, Valves

Officers

Dan O'Leary - President/CEO

Craig Kiefer - President, Energy & Infrastructure

David Laxton - EVP, CFO

Robert Dvorak, President, OCTG

36 Thos. Somerville Company**16155 Trade Zone Avenue
Upper Marlboro, MD 20774-8733**

301-390-9575 Fax: 301-390-1108

www.tsomerville.com

Email: pmcgowan@tsomerville.com

Employees: 370

Outside Sales: 38

Inside Sales: 87

Total Locations: 22

Locations Opened in 2011: 1

Locations Opened in 2012: 1

Key Buying Influences: Scott Weir - VP Purchasing

Territory: DC, DE, MD, VA, WV, Central PA
Member of Integrated Supply Group: Yes
Integrated Supply Group: Affiliated Distributors
Member of a Buying Group: Yes
Buying Group: Affiliated Distributors
Buys Made Thru Buying Group Vendors: 53%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 65%
Vendor Managed Inventory Programs: Y

Sales Mix

Comm./Institutional PVF: 17%

Plumbing: 62%

Pumps/Private Water Systems: 3%

Hydronic Heating: 12%

HVAC: 6%

Sales Volume by Market

Residential/Light Commercial: 84%

Other Wholesalers: 1%

Comm./Institutional: 15%

Top Plumbing Lines

Kohler, Gerber, Moen, Delta, Aqueous

Top HVAC/R Lines

Weil McLain, Luxaire, Burnham, HB Smith, AO Smith

Top PVF Lines

Charlotte, Milwaukee, Elkhart, Cerro

Officers

Michael J. McInerney, Chairman

Patrick J. McGowan, President

Scott Weir, VP Purchasing

Dan Kelly, VP Sales South

Pete Misciewz, VP EDP

Doug Riley, VP Sales North

Bruce Livingston, VP Finance

37 Columbia Pipe & Supply Co.**1120 W. Pershing Road
Chicago, IL 60609**

773-927-6600 Fax: 773-927-8415
www.columbiapipe.com
Email: barenberg@columbiapipe.com

Employees: 365

Outside Sales: 48

Inside Sales: 79

Total Locations: 21

Locations Opened in 2011: 2

Key Buying Influences: Dir of Purchasing, Product Manager

Territory: IL, IN, MI, MN, WI

Master Distributor: No

Member of Integrated Supply Group: Yes

Integrated Supply Group: AD- Supply Force

Member of a Buying Group: Yes

Buying Group: AD

Buys Made Thru Buying Group Vendors: 48%

Engage in Centralized Purchasing: Y

Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 28%

Comm./Institutional PVF: 49%

Plumbing: 12%

Hydronic Heating: 5%

HVAC: 6%

Top Plumbing Lines

A O Smith, Elkay, American Standard, Sloan, Chicago Faucet

Top HVAC/R Lines

ICP, Spirax Sarco, Weil McLain, Lochinvar, Gary Metal Mfg.

Top PVF Lines

Wheatland, Mueller, Victaulic, Charlotte, Nibco

Officers

Bill Arenberg, CEO/Chairman

Tim Arenberg, President

T.J. Arenberg, VP Operations

Dan Arenberg, VP Sales

Mike Moore, CFO

v

TRENTON PIPE NIPPLE COMPANY, LLC
www.TRENTONPIPE.COM

Manufacturers
Brass Pipe Nipples ASTM-B687
Stainless Steel Pipe Nipples ASTM-A733
Pressure Gauge Siphons
Brass & Stainless Steel Custom Cut Pipe
Custom Pipe Fabrications

Master Distributors**Brass Pipe ASTM-B43****Bronze Threaded Fittings Leaded ASTM-B62****Bronze Threaded Fittings Low-Lead ASTM-B584****Stainless Steel Threaded Fittings ASTM-B351**

1700 Industrial Park Road, Federalsburg, MD 21632 Phone: 800.257.9559 Fax: 866.706.5260



COMING
SOON!



There are some things you can always depend on...



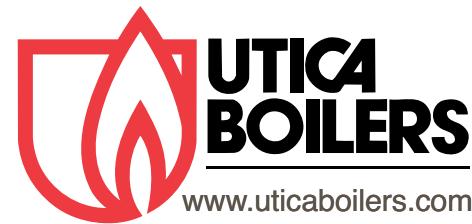
and, at Utica Boilers, we believe a strong family should be one of them.



Contractor
Assistance: **800.325.5479**



See contact information on page 122



38 Palmer-Donavin Mfg. Co.

1200 Steelwood Road
Columbus, OH 43212
 614-486-9657 Fax: 614-486-5037
www.palmerdonavin.com
 Email: matt.thompson@palmerdonavin.com
 Employees: 245
 Outside Sales: 37
 Inside Sales: 32
 Showrooms: 5
 Total Locations: 6
 Key Buying Influences: VP of Purchasing, VP of Sales, General Manager

Territory: OH, IN, KY, PA, MI, WV
 Master Distributor: No
 Member of Integrated Supply Group: No

Member of a Buying Group: Yes
 Buying Group: Bluehawk

Engage in Centralized Purchasing: N
 Vendor Managed Inventory Programs: N

Sales Mix

HVAC: 10%

Other: 90%

Sales Volume by Market

Residential/Light Commercial: 85%

Other Wholesalers: 15%

Plans in Next 2 Years for Lines Carried: Increase

Top HVAC/R Lines

Rheem, Fujitsu, Lukjan, Quietflex, Mueller

Officers

Ron Calhoun, President/CEO

Robyn Pollina, CFO

Robert McCollow, VP Operations

David Zimmerman, VP Sales

Eric Belke, VP Cabinets

39 G.W. Berkheimer Co., Inc.

6000 Southport Road
Portage, IN 46368

219-764-5200 Fax: 219-764-5203
www.gwberkheimer.com

Email: jbeecher@gwberkheimer.com

Employees: 396

Showrooms: 1

Total Locations: 27

Locations Opened in 2011: 1

Locations Opened in 2012: 1

Key Buying Influences: VP

Territory: IL, IN, KY, MI, WI, OH

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: Wit

Buys Made Thru Buying Group Vendors: 19%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 83%

Vendor Managed Inventory Programs: Y

Sales Mix

HVAC: 100%

Sales Volume by Market

Residential/Light Commercial: 94%

Other Wholesalers: 4%

Industrial & Facilities: 2%

Plans in Next 2 Years for Lines Carried: Decrease

Top Plumbing Lines

Gerber

Top HVAC/R Lines

Allied

Officers

Dale Cobble

Brian Cobble

Dean Cobble

Jim Beecher

Ted Heneka

Phil Arnold

Tom Hansch

40 Slakey Brothers, Inc.

PO Box 15647
Sacramento, CA 95852-1647

916-478-2000 Fax: 916-478-2030

Email: accounting@slakey.com

Employees: 290

Outside Sales: 32

Inside Sales: 125

Showrooms: 3

Total Locations: 27

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: Embassy

** Editor's Estimate

Engage in Centralized Purchasing: Y
 Vendor Managed Inventory Programs: Y

Sales Mix

Plumbing: 36%

HVAC: 64%

Top Plumbing Lines

Kohler, Sterling, State Industries, Moen, Noritz

Top HVAC/R Lines

Bryant, Atco, I.C.P., Honeywell, M & G Duravent

Officers

Frank Nisonger, President/CEO

Karen Fonseca, VP/CFO

Del McCann, VP Plumbing Sales & Marketing

Doug Peyret, VP HVAC Sales & Marketing

41 Pace Supply Company

6000 State Farm Drive, Suite 200

Rohnert Park, CA 94928

707-545-7107 Fax: 707-521-4311

www.pacesupply.com

Email: tgreen@pacesupply.com

Employees: 350

Outside Sales: 35

Inside Sales: 78

Showrooms: 1

Total Locations: 10

Locations Opened in 2012: 1

Key Buying Influences: VP Purchasing

Territory: Northern California

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: Affiliated Distributors

Buys Made Thru Buying Group Vendors: 30%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 50%

Vendor Managed Inventory Programs: N

Sales Mix

Comm./Institutional PVF: 5%

Plumbing: 62%

Municipal Water/Utilities: 14%

Pumps/Private Water Systems: 6%

Hydronic Heating: 7%

Tool & Equipment: 18%

Other: 5%

Sales Volume by Market

Residential/Light Commercial: 27%

Comm./Institutional: 70%

Industrial & Facilities: 3%

Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

Kohler, Rheem, State Ind, Cerro, AB&L

Officers

Ted Green, CEO

Kelly Huhley, VP Purchasing

Jim Bresnahan, VP Sales

42 Bakerfield Pipe & Supply**

2903 Patton Way

Bakersfield, CA 93308

661-589-9142

www.bakersfieldpipe.com

43 Sid Harvey Industries, Inc.

605 Locust Street

Garden City, NY 11530

51674592000 Fax: 516-222-9027

www.sidharvey.com

Email: sharvey@sidharvey.com

Employees: 400

Outside Sales: 50

Inside Sales: 238

Total Locations: 80

Locations Opened in 2011: 1

Locations Opened in 2012: 1

Territory: CO, CT, DE, IL, ME, MA, MI, MN, NH, NJ, NY, NC,

PA, RI, VT, WV, WI, WY

Master Distributor: No

Member of a Buying Group: Yes

Buying Group: BlueHawk

Vendor Managed Inventory Programs: Y

Sales Mix

H/C Controls: 15%

Refrigeration: 25%

Electrical: 5%

Hydronic Heating: 15%

HVAC: 35%

Tool & Equipment: 5%

Sales Volume by Market

Residential/Light Commercial: 79%

Other Wholesalers: 1%

Comm./Institutional: 15%

Industrial & Facilities: 5%

Top HVAC/R Lines

Dupont, Emerson/Copeland, Honeywell, ICP International, Comfort Products, Nordyne

Officers

Jack DeCotiis, SVP

Dave Harvey, EVP

Sid Harvey, President

Jim Otto, SVP

John Ryncki, SVP

Russ TumSuden, SVP

Rich Carbonaro, VP

Grace Kling, Controller

44 Standard Plumbing Supply Co.

9310 South 370 West, PO Box 708490

Sandy, UT 84070

801-255-4175 Fax: 801-255-7100

www.standardplumbing.com

Email: rreeese@standardplumbing.com

Employees: 310

Showrooms: 46

Total Locations: 62

Locations Opened in 2011: 2

Locations Opened in 2012: 3

Member of a Buying Group: Yes

Buying Group: Wit

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 95%

Vendor Managed Inventory Programs: N

Sales Mix

Plumbing: 95%

HVAC: 5%

Sales Volume by Market

Residential/Light Commercial: 80%

Comm./Institutional: 20%

Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

Toto, American Standard, Rheem, Moen

Top HVAC/R Lines

Ruud

Officers

Richard N. Reese, President

David Freeman, VP Gen. Mgr.

Blair Tucker, VP Heating Sales

45 Goodin Company

PO Box 9326

Minneapolis, MN 55440

612-588-7811 Fax: 612-297-1183

</div

AMERICA'S TRUE MASTER

TEAM ALLOYS



THE STAINLESS IS COMING!!!
THE STAINLESS IS COMING!!!

WE WENT BLACK...



ONE COMPANY,
ONE CONCEPT

...NOW WE'RE COMING BACK

PEOPLE WHO
CARE



SERVICE YOU CAN
RELY ON



A COMPANY YOU
CAN TRUST



CARBON & STAINLESS
TOGETHER AT LAST!!

STAINLESS SERVICE RETURNS JULY 25, 2012!

"NO CONTRACTORS, NO FABRICATORS, NO END-USERS, NO EXCEPTIONS... NO DOUBTS!"

TRUST & INTEGRITY

TEAM ALLOYS, LLC • 7350 ROUNDHOUSE LANE • HOUSTON, TX 77078
WWW.TEAMALLOYS.COM • (855) TEAM-ATM

46 Granite Group Wholesalers LLC

6 Storrs St.
Concord, NH 03301
 603-224-1901 Fax: 603-224-6821
www.thegranitegroup.com
 Email: bgibbs@thegranitegroup.com
 Outside Sales: 28
 Inside Sales: 75
 Total Locations: 26
 Key Buying Influences: VP, Inventory & Purchasing
 Territory: NH, VT, MA, CT, RI, ME
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Embassy
 Vendor Managed Inventory Programs: N
Sales Mix
 Industrial PVF: 5%
 Comm./Institutional PVF: 10%
 Plumbing: 20%
 Pumps/Private Water Systems: 5%
 Hydronic Heating: 20%
 HVAC: 10%
Sales Volume by Market
 Residential/Light Commercial: 80%
 Comm./Institutional: 15%
 Industrial & Facilities: 5%
 Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
 Kohler, State, Aquatec, Moen, Delta
Top HVAC/R Lines
 Uponor, Buderus, Triangle Tube, Weil McLain, Taco
Top PVF Lines
 Cambridge, Mueller, Tyler, Charlotte, Nibco
Officers
 P. Kevin Condron, Chairman
 William T. Hilfinger, CEO

Joseph W. Goff, Treasurer
 Brian Gibbs, CFO

47 Peirce-Phelps Inc.

2000 North 59th Street
Philadelphia, PA 19131
 215-879-7000 Fax: 215-879-7268
www.peirce.com
 Email: gdn@peirce.com
 Employees: 240
 Outside Sales: 42
 Inside Sales: 16
 Total Locations: 17
 Locations Opened in 2012: 1
 Territory: PA, NJ, DE
 Member of a Buying Group: Yes
 Buying Group: Affiliated Distributors
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 100%
Sales Mix
 H/C Controls: 3%
 Refrigeration: 2%
 HVAC: 95%
Top HVAC/R Lines
 Carrier, Bryant, Payne, Mitsubishi, ICP
Officers
 Brian G. Peirce, CEO
 Dana L. Peirce, VP Residential Sales
 Robin J. Peirce, VP HVAC Sales
 Bruce McConnell, VP Commercial Sales
 Robert Subranni, CFO
 Dennis Egan, VP Home

48 Trumbull Industries, Inc.

400 Dietz Road, PO Box 30
Warren, OH 44482
 330-393-6624 Fax: 330-399-4421
www.trumbull.com
 Email: jlehrman@trumbull.com
 Outside Sales: 40
 Inside Sales: 76
 Showrooms: 7
 Total Locations: 7
 Locations Opened in 2011: 1
 Key Buying Influences: OH, NY, PA
 Master Distributor: Yes
 Member of a Buying Group: Yes
 Buying Group: AD
 Engage in Centralized Purchasing: N
 Vendor Managed Inventory Programs: N
Sales Mix
 Industrial PVF: 12%
 Industrial M/R/O Suppliers: 15%
 Plumbing: 48%
 Municipal Water/Utilities: 24%
 Tool & Equipment: 1%
Sales Volume by Market
 Other Wholesalers: 5%
 Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
 American Std., Jacuzzi, Delta, Moen, AO Smith
Top PVF Lines
 Nibco, Wheatland, Conbraco, Victaulic, Weldbend
Officers
 Murray Miller, President
 Sam M. Miller, VP
 Sam H. Miller, VP
 Ken Miller, Secretary, VP Purchasing
 Julian Lehman, Treasurer, Controller

49 Etna Supply

3175 Union Street
Grand Rapids, MI 49548
 616-514-5208 Fax: 616-514-6208
www.etnasupply.com
 Email: spotgeter@etnasupply.com
 Employees: 295
 Outside Sales: 33
 Inside Sales: 51
 Showrooms: 7
 Total Locations: 16
 Territory: MI, IN, IL, OK, LA
Sales Mix
 Plumbing: 44%
 Municipal Water/Utilities: 46%
 Hydronic Heating: 1%
Sales Volume by Market
 Residential/Light Commercial: 21%

Other Wholesalers: 1%
 Comm./Institutional: 29%
 Industrial & Facilities: 4%
Top Plumbing Lines
 Cerro, Lochinvar, American Standard, Charlotte
Top HVAC/R Lines
 Zurn Quest, Burnham Boilers
Top PVF Lines
 Wheatland Tube, Nibco, Conbraco, Tyler, Watts
Officers
 R. David Potgeter, President
 Russell Visner, CEO
 David L. Potgeter, VP
 Mark Potgeter, VP

50 The Macomb Group

6600 15 Mile Rd
Sterling Heights, MI 48312
 586-274-4100 Fax: 586-274-4125
www.macombgroup.com
 Email: rheck@macombgroup.com
 Employees: 250
 Outside Sales: 38
 Inside Sales: 50
 Showrooms: 0
 Total Locations: 16
 Locations Opened in 2011: 1
 Locations Opened in 2012: 2
 Key Buying Influences: Bill McGivern Jr., Brandon Perilli
 Territory: MI, OH, PA, IL, IN, KY, TN, WV
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: No
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 100%
 Vendor Managed Inventory Programs: N
Sales Mix
 Industrial PVF: 95%
 Plumbing: 5%
Sales Volume by Market
 Residential/Light Commercial: 5%
 Other Wholesalers: 1%
 Comm./Institutional: 20%
 Industrial & Facilities: 74%
 Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
 Tyler, Sloan, Jay R Smith, Mansfield, Delta
Top HVAC/R Lines
 Lochinvar, Modine, Wilo, Apollo, Weldbend
Top PVF Lines
 Victaulic, Wheatland, Nibco, Apollo, Weldbend
Officers
 Keith Schatko, Exec. VP
 David Margolis, CFO
 Bill McGivern, Pres./CEO
 Chuck Raymond, National Sales Mgr.
 Dick Dixon, VP
 Brandon Perilli, Purchasing
 Steve Dixon, VP
 Jim Tucker, VP

51 Koch Air LLC**

PO Box 1167
Evansville, IN 47706-1167
 877-456-2422 Fax: 812-962-5313
www.kochair.com
 Email: jmuehlbauer@kochair.com
 Outside Sales: 49
 Inside Sales: 51
 Total Locations: 7
Sales Mix
 H/C Controls: 2%
 HVAC: 98%
Sales Volume by Market
 Residential/Light Commercial: 63%
 Other Wholesalers: 1%
 Comm./Institutional: 1%
 Industrial & Facilities: 35%
Top HVAC/R Lines
 Carrier, Honeywell, LG, Research Products, Emerson
Officers
 Cindy Mitchell, Treasurer
 James Muehlbauer, President
 Brad Muehlbauer, VP Operations
 David Koch, VP Residential Sales
 Mike Freeman, VP Comm Sales
 Glen Muehlbauer, VP HR

52 Consolidated Supply Co.

P.O. Box 5788
Portland, OR 97228-5788

YOUR ULTIMATE PIPE PARTNER

SEAMLESS • ERW • API • A53 A&B • STRUCTURAL • GAUGE • DSAW • AWWA C 200 • .125" to 54"

The #1 source for pipe distributors.

When it comes down to quality, inventory, on-time delivery, and competitive pricing, look no further than **Kelly Pipe** for all your pipe needs. For more than a century, **Kelly Pipe** has been recognized as an industry leader in master distribution of domestic and imported products with strategic locations spanning the globe.

Call **Kelly Pipe** now to restock your warehouse and set up your partnership with our winning team!



Value Added Services

- Cut to length
- Threading
- Grooving
- Blasting
- Welding
- Lining
- Beveling
- Coating



kellypipe SINCE 1898
THE ULTIMATE SOURCE

www.kellypipe.com

DOMESTIC

HEADQUARTERS
Santa Fe Springs, CA
11680 Bloomfield Ave
(800) 305-3559
Bakersfield, CA
(661) 835-1213
Broussard, LA
(866) 788-7473
Charlotte, NC
(855) 202-7473

Chicago, IL
(866) 431-7473
Denver, CO
(800) 659-7473
Houston, TX
(866) 788-7473
Las Vegas, NV
(702) 251-7473

McClellan, CA
(800) 952-5615
Philadelphia, PA
(866) 431-7473
Phoenix, AZ
(602) 256-2990
Pittsburgh, PA
(866) 431-7473

Salt Lake City, UT
(801) 973-8200
San Diego, CA
(858) 279-6102
Santa Fe Springs, CA
(800) 305-3559
Vancouver, WA
(360) 737-1848

INTERNATIONAL

Bogota, Colombia
011-57-316-464489
Edmonton, AB Canada
(780) 955-5510
London, England UK
011-44-1279-812981
Tijuana, MX
(619) 399-6289

503-684-5904 Fax: 503-620-9833
www.consolidatedsupply.com
 Email: brurob@consolidatedsupply.com
 Employees: 285
 Outside Sales: 30
 Inside Sales: 78
 Showrooms: 11
 Total Locations: 19
 Locations Opened in 2012: 1
 Key Buying Influences: Sr VP of Purchasing
 Territory: OR, WA, ID, HI
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Wit & TDG
 Buys Made Thru Buying Group Vendors: 60%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 80%
 Vendor Managed Inventory Programs: Y
Sales Mix
 Plumbing: 66%
 Municipal Water/Utilities: 28%
 Hydronic Heating: 6%
Sales Volume by Market
 Residential/Light Commercial: 30%
 Comm./Institutional: 35%
 Other: 35%
Top Plumbing Lines
 Bradford White, American Standard, Uponor, Moen, Tyler
Officers
 Karla Neupert Hockley, President
 Jeff Konen, Sr. VP Purchasing
 Bob Bruce, Sr. VP/CFO
 Kevin Neupert, Sr. VP Business Development
 T.J. Bedell, VP of Branches
 Karolyn Neupert, Chairman

53 Century Holdings

**10510 West Sam Houston Pkwy. S.
 Houston, TX 77099**
 281-530-2859 Fax: 281-530-8071
www.centuryac.com
 Email: jvetter@centuryac.com
 Employees: 217
 Outside Sales: 34
 Inside Sales: 80
 Total Locations: 23
 Locations Opened in 2011: 1
 Key Buying Influences: VP of Purchasing,
 Purchasing Manager
 Territory: TX, MO, NE, MN, SD, IA
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Omni & Blue Hawk
 Engage in Centralized Purchasing: Y
 Vendor Managed Inventory Programs: N
Sales Mix
 Plumbing: 2%
 H/C Controls: 5%
 Refrigeration: 2%
 HVAC: 90%
Tool & Equipment: 1%
Sales Volume by Market
 Residential/Light Commercial: 95%
 Other Wholesalers: 5%
 Plans in Next 2 Years for Lines Carried: Decrease
Top Plumbing Lines
 State Water Heaters, Wirsbo, Eljer, Delta Faucet,
 Crestline Plastic
Top HVAC/R Lines
 Rheem, Coleman, Fasco, Aspen, First Company
Officers
 Rick Luke, President
 Bill Hall, VP COO
 Steve Fair, VP Purchasing
 Ken Schreiber, VP IT
 Jim Vetter, CFO

54 IRR Supply Centers Inc.

**908 Niagra Falls Blvd.
 No. Tonawanda, NY 14120**
 716-692-1600 Fax: 716-692-1611
www.irrsupply.com
 Email: mjstetter@irrsupply.com
 Showrooms: 5
 Total Locations: 32
 Locations Opened in 2011: 0
 Locations Opened in 2012: 0
 Key Buying Influences: VP Purchasing
 Territory: Upstate NY, Northern PA
 Master Distributor: No
 Member of a Buying Group: Yes
 Buying Group: Embassy
 Centralized Purchasing Percentage of Buys: 75%
 **Editor's Estimate

Vendor Managed Inventory Programs: N
Sales Mix
 Plumbing: 35%
 H/C Controls: 5%
 Pumps/Private Water Systems: 5%
 Refrigeration: 10%
 Hydronic Heating: 20%
 HVAC: 25%
Sales Volume by Market
 Residential/Light Commercial: 65%
 Comm./Institutional: 25%
 Industrial & Facilities: 10%
Top Plumbing Lines
 AO Smith, Kohler, Delta, Lasco, Bradford White
Top HVAC/R Lines
 ICP, Weil McLain, ECR/ Dunkirk, Mitsubishi, Bohn/Heatcraft
Top PVF Lines
 Nibco, Cerro, Charlotte, Steel Pipe
Officers
 Michael Stetter, Vice Chairman
 Michael Duffy, President

55 Northeastern Supply Inc.

**8323 Pulaski Hwy.
 Baltimore, MD 21237**
 410-574-0010 Fax: 410-574-3315
www.northeastern.com
 Email: scoo@northeastern.com
 Employees: 288
 Outside Sales: 25
 Inside Sales: 35
 Showrooms: 3
 Total Locations: 32
 Locations Opened in 2011: 1
 Locations Opened in 2012: 1
 Territory: MD, DE, VA, PA, WV, DC
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Embassy
 Engage in Centralized Purchasing: Y
 Vendor Managed Inventory Programs: N
Sales Mix
 Comm./Institutional PVF: 1%
 Plumbing: 70%
 Municipal Water/Utilities: 0.5%
 H/C Controls: 1%
 Pumps/Private Water Systems: 3%
 Refrigeration: 0.5%
 Hydronic Heating: 4%
 HVAC: 19%
Tool & Equipment: 1%
Sales Volume by Market
 Residential/Light Commercial: 70%
 Comm./Institutional: 28%
 Industrial & Facilities: 2%
Officers
 Steve Cook, President/CEO
 Steve Coppage, VP Business Dev.
 Tony Goncalves - Dir. Of Supply Chain Management
 Mike Cornbrooks, VP Operations
 Russ Everson, VP Sales - HVAC
 Mike Tagliaferri, VP Sales Commercial
 Alan Cowan, Resi Sales Mgr

56 Aces A/C Supply Inc.

**PO Box 330130
 Houston, TX 77233-0130**
 713-738-3800 Fax: 713-738-3855
[Email: bdavenport@acessupply.com](mailto:bdavenport@acessupply.com)
 Employees: 164
 Outside Sales: 36
 Inside Sales: 54
 Showrooms: 18
 Total Locations: 18
 Locations Opened in 2011: 4
 Locations Opened in 2012: 1
 Key Buying Influences: Product Managers
 Territory: TX OK, LA, AK, TN
Sales Mix
 HVAC: 100%
Sales Volume by Market
 Residential/Light Commercial: 100%
Top HVAC/R Lines
 American Std., Ameristar, Daikin, Climate Master, Mortex
Officers
 Mike Davenport -President, South Div.
 Michelle Shearer Rodriguez - President, North Div.
 David Collins - VP, South Div
 Rock Wedow - VP, North Div
 Rick Wedow - VP, South Div
 Tim Davidson - VP, North Div

57 Hirsch Pipe & Supply Co., Inc.

**15025 Oxnard Street, Suite 200
 Van Nuys, CA 91411**
 818-756-0900 Fax: 818-756-0910
www.hirsch.com
 Email: jrkings@hirsch.com
 Employees: 243
 Outside Sales: 3
 Inside Sales: 48
 Showrooms: 2
 Total Locations: 16
 Locations Opened in 2011: 2
 Locations Opened in 2012: 1
 Key Buying Influences: Fred Laube - Dir of Purchasing
 Territory: USA, Orient, Middle East, Southern CA
 Master Distributor: Yes
 Distributes: Chicago Faucets, Sloan Valve
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: A-D
 Buys Made Thru Buying Group Vendors: 50-55%
 Centralized Purchasing Percentage of Buys: 10%
 Vendor Managed Inventory Programs: N
Sales Mix
 Industrial PVF: 5%
 Industrial M/R/O Suppliers: 5%
 Comm./Institutional PVF: 3%
 Plumbing: 80%
 H/C Controls: 3%

Sales Volume by Market
 Residential/Light Commercial: 90%
 Other Wholesalers: 2%
 Other: 8%
 Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
 Moen, Delta, American Std., American Water Heater, Toto-Kiki
Top PVF Lines
 Nibco, Honeywell, Red & White, Watts, Wilkins
Officers
 William D. Glockner, Jr - President/CEO
 Daniel J. Mariscal, Chairman
 Doug Evans, CFO
 Bob Berumen, Marketing
 Fred Laube, Dir of Purchasing
 Jiro Akasaka, Dir of Branch Operations
 Joseph King, Dir of Finance OPs

58 Johnson Supply & Equipment Corp.**

**10151 Stella Link
 Houston, TX 77025**
 713-830-2300 Fax: 713-661-3684
www.johnsonsupply.com
 Email: info@johnsonsupply.com
Sales Mix
 Refrigeration: 10%
 HVAC: 80%
 Other: 10%
Officers
 Carl I Johnson, Jr., Chairman & CEO
 Richard W. Cook, President & COO
 Darrell J. Simoneaux, VP Logistics
 James B. Cook, Business Development
 Donald K. Wile, VP & CFO

59 American Refrigeration Supplies, Inc.

**2632 E Chambers St
 Phoenix, AZ 85036**
 602-243-2792 Fax: 602-243-2893
www.arsnet.com
 Email: smartin@arsnet.com
 Employees: 200
 Outside Sales: 13
 Inside Sales: 102
 Showrooms: 31
 Total Locations: 31
 Key Buying Influences: Officers, Dir of Sales, Director of
 Purchasing
 Territory: AZ, CA, NM, TX, VA
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Key Wholesaler Group
 Buys Made Thru Buying Group Vendors: 30%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 95%
 Vendor Managed Inventory Programs: N
Sales Mix
 Refrigeration: 60%
 HVAC: 40%



2014 FAST APPROACHING!

ARE
YOU
READY?

- January 2014 National Low Lead Law effective
- Brass and Bronze valves must be NSF61-G certified
- Valves listed as "complies with" NOT acceptable
- Independent third party certification required



RED-WHITE VALVE CORP. OFFERS A FULL LINE OF VALVES
CERTIFIED TO NSF61-G AND NSF61-F



RED-WHITE VALVE CORP.

20600 Regency Lane, Lake Forest, CA 92630

TEL 949.859.1010 FAX 949.859.7200

www.redwhitevalvecorp.com

division of VIR corp.



Sales Volume by Market
Residential/Light Commercial: 90%
Comm./Institutional: 10%
Top HVAC/R Lines
American Standard, Dupont, Mitsubishi, Larkin, Emerson
Officers
Stephen Martin, President
Joe Ward, VP
Paul Sykes, VA Division

60 Davis & Warshaw, Inc.
57-22 49th Street, Box 39
Maspeth, NY 11378
718-937-9500 Fax: 718-786-9771
www.daviswarshaw.com
Email: ffinkel@dwny.com
Employees: 230
Outside Sales: 1
Inside Sales: 31
Showrooms: 7
Total Locations: 9
Key Buying Influences: Andy Atlas - VP, Joe Kelly- PA
Territory: Metro NY
Member of a Buying Group: Yes
Buying Group: Embassy
Buys Made Thru Buying Group Vendors: 60%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 85%
Vendor Managed Inventory Programs: Y
Sales Mix
Industrial PVF: 20%
Comm./Institutional PVF: 11%
Plumbing: 55%
Hydronic Heating: 9%
Tool & Equipment: 4%
Sales Volume by Market
Residential/Light Commercial: 10%

Other Wholesalers: 5%
Comm./Institutional: 40%
Industrial & Facilities: 4%
Top Plumbing Lines
Kohler, Dornbracht, Gerber, Grohe
Top HVAC/R Lines
AO Smith, Weil McLain, Burnham
Top PVF Lines
Wheatland, Anvil, Victaulic, WKM, Hammond
Officers

Frank Finkel-Chairman
David Finkel, President
Joel Sandberg, CFO
Andrew Atlas, EVP Purch.
Alan Colen, VP Sales

61 Auer Steel & Heating Supply Co.

2935 W. Silver Spring Drive
Milwaukee, WI 53209
414-463-1234 Fax: 414-463-6803
www.auersteel.com
Email: dave.leicht@auersteel.com
Employees: 185
Outside Sales: 23
Inside Sales: 55
Total Locations: 6
Key Buying Influences: Director of Purchasing,
Manager of Purchasing
Territory: WI, MN, Upper MI, Eastern ND
Member of a Buying Group: Yes
Buying Group: Affiliated Distributors
Buys Made Thru Buying Group Vendors: 13%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 100%
Sales Mix
Plumbing: 4%
H/C Controls: 4%

Refrigeration: 2%
Hydronic Heating: 7%
HVAC: 79%
Other: 4%
Top HVAC/R Lines
Carrier, Bryant, Mitsubishi, Burnham, Payne
Officers
Don M. Curtes, President
Mike Curtes, VP

62 ED'S Supply Co. Inc.**

711 6th Avenue S

Nashville, TN 37203

615-244-2600 Fax: 615-259-3319

Email: sbyram@edssupply.com

Total Locations: 15

Sales Mix

Refrigeration: 15%

HVAC: 85%

Sales Volume by Market

Residential/Light Commercial: 95%

Industrial & Facilities: 5%

Top HVAC/R Lines

Rheem, Copeland, Honeywell, Sporlan, Mueller

Officers

James S. Byram, President

Lincoln E. Lakoff, Secretary

John L. Hall, VP

63 United Pipe & Supply Co., Inc.**

7600 S.E. Johnson Creek Blvd.

Portland, OR 97206

503-788-8813 Fax: 503-777-5066

www.unitedpipe.com

v



Arrowhead Brass & Plumbing

Reliable • Proven • Trusted • Since 1936



Made in the USA

Double-Arrow™
ASSE 1053



Hot & Cold
Frost Proof Faucets

Commercial and Residential



Easy On/Off
Without Letting
Go of Handle

Only Arrowhead offers both QuickTurn™ and
Multi-Turn US made frost-free hydrants with
built-in Anti-Siphon Arrow-Breaker® technology.



Innovating Rough Brass Plumbing Valves for 76 Years
4900 Alhambra Ave., Los Angeles, CA 90032 • 800.332.4267

QuickTurn™ Hose Bibs

Arrow-Breaker® Technology



The Choice of
Professional Plumbers Worldwide

See contact information on page 122



**CONSIDER SIOUX CHIEF AS YOUR
ROUGH PLUMBING ARMORY.**

TOGETHER, WE WILL **TAKE THE FIELD.**

Supply Drainage Support

www.siouxchief.com

TAKE THE FIELD.



See contact information on page 122

Email: tdotson@unitedpipe.com
 Outside Sales: 42
 Inside Sales: 54
 Total Locations: 17
Sales Mix
 Industrial PVF: 15%
 Comm./Institutional PVF: 25%
 Municipal Water/Utilities: 45%
 Pumps/Private Water Systems: 15%
Sales Volume by Market
 Residential/Light Commercial: 25%
 Other Wholesalers: 2%
 Comm./Institutional: 40%
 Industrial & Facilities: 33%
Top PVF Lines
 JM Eagle, McWane, Wilkins, Romac, Tyler
Officers
 Terry Dotson, President
 Patti Ramsey-COB

64 Connor Co.

2800 NE Adams
Peoria, IL 61603
 309-688-1068 Fax: 309-688-4120
www.connorco.com
 Email: rcurry@connorco.com
 Employees: 235
 Outside Sales: 40
 Inside Sales: 25
 Showrooms: 12
 Total Locations: 24
 Locations Opened in 2012: 1
 Key Buying Influences: VP of Purchasing
 Territory: IL, IA, MO, IN, WI
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Embassy
 Buys Made Thru Buying Group Vendors: 42%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 25%
 Vendor Managed Inventory Programs: N
Sales Mix
 Industrial PVF: 7%
 Comm./Institutional PVF: 2%
 Plumbing: 33%
 Municipal Water/Utilities: 5%
 H/C Controls: 5%
 Hydronic Heating: 10%
 HVAC: 33%
 Other: 5%

Sales Volume by Market
 Residential/Light Commercial: 45%
 Other Wholesalers: 1%
 Comm./Institutional: 30%
 Industrial & Facilities: 24%

Top Plumbing Lines

Oasis, Kohler, AO Smith, Delta, Charlotte Pipe & Foundry

Top HVAC/R Lines

Rheem, ICP, Weil McLain, Snap-Rite, Climatemaster

Top PVF Lines

Nibco, Cerro Flow Product, Anvil, Milwaukee Valve, Wheatland

Officers

Stan Collins, President
 Martha Collins, Secretary
 Susan Collins, Chairwoman of Board
 Dawn Edwards, Dir. Of Employee Relations
 Tim Urban, VP Of Purchasing
 Julie Driscoll, IT Mgr.
 Ryan Curry, CFO

65 Express Pipe & Supply Co., Inc

2644 20th St Ste 102
Santa Monica, CA 90405
 310-204-7238 Fax: 310-204-7288
www.expresspipe.com
 Email: brianshapiro@expresspipe.com
 Employees: 200
 Outside Sales: 6
 Inside Sales: 25
 Showrooms: 2
 Total Locations: 12
 Locations Opened in 2011: 0
 Locations Opened in 2012: 1
 Key Buying Influences: Bill Nuckolls - Purchasing Manager,
 Gred Boiko- President
 Territory: Southern California
 Master Distributor: Yes
 Distributes: Kohler, AO Smith
 Member of a Buying Group: Yes
 Buying Group: Embassy
 Buys Made Thru Buying Group Vendors: 35%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 95%

** Editor's Estimate

Sales Mix
 Industrial PVF: 3%
 Plumbing: 97%
Sales Volume by Market
 Residential/Light Commercial: 98%
 Other Wholesalers: 1%

Industrial & Facilities: 1%

Top Plumbing Lines

Kohler, Sterling, AO Smith, Nibco, Noritz

Top PVF Lines

Nibco, Cerro, Grinnell, Anvil Intl

Officers

Alan Shapiro, CEO
 Laura Houston, Controller
 Bob Riggs, GM
 Greg Boiko, President
 Trish Dougherty, Corporate Secretary

66 Cregger Co. Inc.

P.O. Box 2197
Columbia, SC 29202

803-217-0710 Ext. 10 Fax: 803-217-0720
 Email: morriscregger@creggercompany.com
 Employees: 192
 Outside Sales: 14
 Inside Sales: 32
 Showrooms: 9
 Total Locations: 29
 Locations Opened in 2011: 1
 Locations Opened in 2012: 1
 Key Buying Influences: Vice President of Procurement
 Territory: We are physically located in IL, NC, SC, GA and
 Kentucky. We transacted business in (26) states last
 year.

Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Wit
 Buys Made Thru Buying Group Vendors: 60%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 75%
 Vendor Managed Inventory Programs: N

Sales Mix

Plumbing: 85%

HVAC: 15%

Sales Volume by Market

Residential/Light Commercial: 55%
 Other Wholesalers: 1%
 Comm./Institutional: 40%
 Industrial & Facilities: 4%

Plans in Next 2 Years for Lines Carried: Decrease

Top Plumbing Lines

American Standard, Bath Craft, Inc., Bradford White,
 Sterling, Cleveland Faucets

Top HVAC/R Lines

Goodman Mfg Co, Mars, Dynatemp International,
 Quietflex, Snappy

Top PVF Lines

Charlotte Pipe & Foundry, United Pipe & Steel, Conbraco,
 Nibco, Bow Industrial Corp

Officers

Morris M. Cregger, CEO
 Richard Brookshire, Reg. Manager
 Sheila Cregger, Sec/Treasurer
 Terry Catoe, Controller
 Brendan Donohue, VP of Sales Development
 Vince Guillory, VP of HVAC
 Jon McCall, General Credit Mgr.
 Matthew Cregger, VP of Operations

67 Wolff Bros. Supply Inc.

6078 Wolff Road
Medina, OH 44256

330-725-3451 Fax: 330-723-7992

www.wolffbros.com

Email: hwolff@wolffbros.com

Employees: 254

Outside Sales: 32

Inside Sales: 62

Showrooms: 3

Total Locations: 11

Locations Opened in 2011: 1

Locations Opened in 2012: 0

Territory: Northern Ohio

Master Distributor: No

Member of a Buying Group: Yes

Buying Group: AD

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 100%

Sales Mix

Industrial PVF: 1%

Industrial M/R/O Suppliers: 5%

Comm./Institutional PVF: 4%

Plumbing: 20%

H/C Controls: 1%
 Pumps/Private Water Systems: 1%
 Electrical: 48%
 Hydronic Heating: 1%
 HVAC: 16%
 Tool & Equipment: 3%

Sales Volume by Market

Residential/Light Commercial: 79%

Other Wholesalers: 1%

Comm./Institutional: 10%

Industrial & Facilities: 10%

Plans in Next 2 Years for Lines Carried: Decrease

Top Plumbing Lines

Kohler, Moen, Maax, A O Smith, Mansfield

Top HVAC/R Lines

American Standard, Snappy, H&C, Cambridge Lee, Burnham

Top PVF Lines

Mueller, Ward, Wheatland, VM Mfg., Bristol

Officers

Howard Wolff, President

George Wolff, VP Sales

Ken Wolff, VP Purchasing

Jeff Wolff, VP A/R

Mike Huttinger, VP Wooster Branch Manager

Irene Hill, Secretary/Treasurer

Ted Wolff, VP Operations

68 General Plumbing Supply

980 New Durham Road
Edison, NJ 08817

(732) 248-5650 ext. Fax: 732 248 5654

www.GeneralPlumbingSupply.NET

Email: JustinF@GeneralPlumbingSupply.NET

Facebook: <http://www.facebook.com/GeneralPlumbingSupply>

Twitter: @GenPlumbSupply

Employees: 210

Outside Sales: 4

Inside Sales: 45

Showrooms: 6

Total Locations: 12

Locations Opened in 2011: 2

Locations Opened in 2012: TBD

Key Buying Influences: Purchasing Agent

Territory: NJ and Staten Island, NY

Master Distributor: No

Member of a Buying Group: Yes

Buying Group: Wit

Buys Made Thru Buying Group Vendors: 39%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 90%

Vendor Managed Inventory Programs: N

Sales Mix

Industrial PVF: 5%

Plumbing: 40%

H/C Controls: 5%

Hydronic Heating: 25%

HVAC: 20%

Tool & Equipment: 5%

Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

Rheem (if you consider WHS Plumbing), Nibco, American

Standard, Moen, Sloan

Top HVAC/R Lines

Goodman, LG, Reznor, SpacePak, Southwark / MetalFab

Officers

Bruce Tucker - President

Joe Novak - VP / General Manager

Gary Kuperstein - VP Finance

Justin Freedman - Marketing Director

Ken Yanow - IT Director

Tom Mazzola - Purchasing Director

69 O'Connor Company**

14851 W. 99th Street

Lenexa, KS 66215

70 Plumb Supply Company

Po Box 4558

Des Moines, IA 50305

515-262-9511 Fax: 515-645-7706

www.plumbsupply.com

Email: adamieille@plumbsupply.com

Employees: 223

Outside Sales: 32

Inside Sales: 79

Showrooms: 11

Total Locations: 17

Key Buying Influences: John(Pete) Petersen, VP Operations, John A Templeton, VP Sales & Marketing

Territory: IA, MO, IL, MN, NE

>



S-LINE TANKLESS WATER HEATER



COMFORT THROUGH INNOVATION

- Up to 0.92 Energy Factor
- Energy Star-Approved
- Qualifies for Tax Rebates
- Sealed Combustion
- Schedule 40 PVC
- Simple to Install
- Isolation Valve Kit (included)
- LP Kit Available
- 8+ GPM
- Delivered Water Temp Control within 2°F.

Why settle for an average tankless water heater when you can experience the all inclusive PVC vented Quietside tankless? Available in 4 capacities from 99,000 Btu/h to 199,000 Btu/h, these systems provide performance and efficiency coupled with the comfort of on demand domestic water. Using Quietside's revolutionary S line Heat exchangers, all units are condensing and can reach efficiency levels over 92%. Because these units are condensing, it not only makes the venting capabilities easier, but it also saves money not having to vent with costly stainless steel.

QUIETSIDE

COMFORT THROUGH INNOVATION

See contact information on page 122

quietside.com



Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Embassy
Buys Made Thru Buying Group Vendors: 40%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 65%
Vendor Managed Inventory Programs: N

Sales Mix

Industrial PVF: 27.81%
Plumbing: 43.95%
HVAC: 28.24%

Sales Volume by Market

Residential/Light Commercial: 99%

Other Wholesalers: 1%

Top Plumbing Lines

Rheem Manufacturing Water Heaters, Delta Faucet, Kohler Company, Watts Regulator Company, Gerber Plumbing Fixtures Corp

Top HVAC/R Lines

Rheem Mfg, Uponor, Fujitsu General America, Champion Furnace, Weil McLain

Top PVF Lines

United Pipe & Steel, Spears Manufacturing Co, AB & I Foundry, Cresline Plastics, Vieg North America

Officers

Scott Anshutz, President
Alan Darnielle, Assistant Treasurer
John Petersen, VP Operations
John Templeton, VP Sales & Marketing

71 Robertson Heating Supply Co.

2155 W. Main Street
Alliance, OH 44601
330-821-9180 Fax: 330-821-8251
www.rhs1.com
Email: scottm@rhs1online.net

Employees: 237
Outside Sales: 35
Inside Sales: 30
Showrooms: 5
Total Locations: 29
Locations Opened in 2011: 2
Territory: OH, MI, Western PA
Member of a Buying Group: Yes
Buying Group: Embassy
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 100%
Vendor Managed Inventory Programs: Y

Sales Mix

Plumbing: 51%
Hydronic Heating: 6%
HVAC: 43%

Sales Volume by Market

Residential/Light Commercial: 100%

Top Plumbing Lines

Rheem Water Heating, American Standard, Weil McLain, Aker/Maax, Delta

Top HVAC/R Lines

Rheem, Lukjan, Tempstar, Majestic Steel, Honeywell

Top PVF Lines

Mueller, Charlotte, Cerro, North American Bristol, Zurn
Officers

Scott Robertson, President
Ed Robertson, Exec. VP
Scott Middleton, VP of Marketing
Kevin Duro, VP of OPS
Don Lemley, VP Branch Operations
Geoff Alpert, Director of Sales
Susan Robertson Neil, Director of HR

72 Central Supply Co., Inc.

P.O. Box 1982
Indianapolis, IN 46206-1982

317-898-2411 Fax: 317-899-6421
Email: dhughes@centralsupplycompany.com

Employees: 170
Outside Sales: 16

Inside Sales: 25

Showrooms: 3

Total Locations: 4

Territory: IN, Southern MI, Western OH

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: AD

Buys Made Thru Buying Group Vendors: 65%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 50%

Vendor Managed Inventory Programs: Y

Sales Mix

Industrial PVF: 4%

Comm./Institutional PVF: 20%

Plumbing: 40%

Pumps/ Private Water Systems: 2%

Electrical: 33%

HVAC: 1%

Sales Volume by Market

Residential/Light Commercial: 30%

Other Wholesalers: 1%

Comm./Institutional: 70%

Top Plumbing Lines

AO Smith, American Standard, Diamond, Elkay, Gerber/Danze

Top PVF Lines

Nibco, Anvil, Mueller

Officers

Gene Burt, Chairman of the Board

David Hughes, President

Keith Gilbert, VP Sales

Doyle McCauley, VP General Manager

Ted Ashcraft, VP Sales

Randy Strong, VP General Manager

Jeff Bell-VP General Manager

v

NEW IN HVAC

10-FOLD

Screwdriver/
Nut Driver – Schrader®
Valve Core Tool

■ Six Different Styles
■ Durable Molded Bases and Feet

KLEIN TOOLS®

www.kleintools.com

See contact information on page 122

** Editor's Estimate

TRADESMAN PRO™ ORGANIZERS

Storage pocket for laptop or service book

Pictured Backpack 55421-BP

RUN WITH A PARTNER WHO CAN NAVIGATE PVF SUPPLY

Keeping pace with all your jobs starts with a partner who can go the distance.

When customers are counting on you, your reputation is on the line. You need answers, not excuses. That's what you get with Dodson Global, your Master Distributor for domestic and import carbon steel pipe fittings, flanges, forged steel and now valves.

As your premier partner in the PVF industry, Dodson Global is the fast, reliable connection you need. With 40 years of experience in the industry, we help you navigate through everything from commodity items to specialty and hard to find products.

Come run with us, we'll help you find your way. Get the Dodson Global advantage today!



Carbon Steel Pipe Fittings,
Flanges, Forged Steel and Valves



**DODSON
GLOBAL INC**

Atlanta
Cincinnati
Denver
Houston
New Jersey

1-888-433-1433
www.dodsonglobal.com

73 J.H. Larson Company

10200 51st Ave. N Suite A
Minneapolis, MN 55442-4505
 763-545-1717 Fax: 763-525-5848
www.JHLarson.com
 Email: echesen@jhlarson.com
 Employees: 200
 Outside Sales: 13
 Inside Sales: 15
 Showrooms: 4
 Total Locations: 7
Key Buying Influences: Phil Baumer - Corporate HVAC Mgr, Bill Forsmark - Dir of Purchasing
Territory: SD, MN, WI
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Embassy, Imark
Buys Made Thru Buying Group Vendors: 25%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 90%
Sales Mix
Industrial PVF: 1%
Plumbing: 18%
Electrical: 70%
Hydronic Heating: 2%
HVAC: 8%
Tool & Equipment: 1%
Sales Volume by Market
Residential/Light Commercial: 90%
Other Wholesalers: 1%
Comm./Institutional: 5%
Industrial & Facilities: 5%
Top Plumbing Lines
 Bradford White, Great Lakes Plastics, Moen, Toto, Delta
Top HVAC/R Lines
 Nordyne, Snappy, Hart & Cooley, Titeflex, Rehau
Top PVF Lines
 Cerro, Charlotte, Mueller, Cresline, Elkhart
Officers
 Greg Pahl, President/CEO
 Edward Chesen, VP, GM
 Chuck Pahl, Chairman of Board

74 The Behler-Young Company

4900 Clyde Park, S.W.
Grand Rapids, MI 49509
 616-531-3400 Fax: 616-531-6740
www.behler-young.com
 Email: dry@behler-young.com
 Employees: 174
 Outside Sales: 15
 Inside Sales: 56
 Total Locations: 16
Key Buying Influences: Buyer and Product Mgr
Territory: MI, Northwest OH
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: AD
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 90%
Vendor Managed Inventory Programs: N
Sales Mix
H/C Controls: 5%
Refrigeration: 5%
Hydronic Heating: 3%
HVAC: 87%
Sales Volume by Market
Residential/Light Commercial: 65%
Comm./Institutional: 25%
Industrial & Facilities: 10%
Top Plumbing Lines
 Bradford White
Top HVAC/R Lines
 Bryant, Payne, Hart & Cooley, Htg & Clg Products, Honeywell
Officers
 Douglas R. Young, CEO
 Richard W. Young, Chairman

75 The Portland Group

74 Salem Road
No. Billerica, MA 01862
 978-262-1444 Fax: 978-262-1487
www.theportlandgroup.com
 Email: jcp@theportlandgroup.com
 Employees: 180
 Outside Sales: 13
 Inside Sales: 45
 Showrooms: 4
 Total Locations: 12

** Editor's Estimate

Locations Opened in 2011: 0
 Locations Opened in 2012: 0
Key Buying Influences: Joe Phillips, VP Operations; Mike Fox, Dir of Purchasing
Territory: MA, ME, NH, RI
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Wit
Buys Made Thru Buying Group Vendors: 29%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 50%
Vendor Managed Inventory Programs: N
Sales Mix
Industrial PVF: 12.9%
Plumbing: 33.7%
Hydronic Heating: 41%
HVAC: 10.5%
Tool & Equipment: .5%
Sales Volume by Market
Residential/Light Commercial: 88.1%
Other Wholesalers: 1.4%
Comm./Institutional: 10.5%
Top Plumbing Lines
 Kohler, A O Smith, Sterling Plumbing, Rohl, Aquatic
Top HVAC/R Lines
 Burnham, Allied Air, Uponor, Taco, Weil McLain
Officers
 Howard E. Rose, President
 Richard E. Fox, Treasurer
 Joe Phillips, VP Operations
 Barry Novoson, VP Cust/Vendor Relations

76 Deacon Industrial**

165 Boro Line Rd.
King of Prussia, PA 19406
 610-265-5322 Fax: 610-265-6470
www.deaconind.com
Sales Mix
Industrial PVF: 40%
Comm./Institutional PVF: 60%
Officers
 William S. Vail, Owner/CEO
 John J. Fries, President
 William Hardie-CFO

77 Puget Sound Pipe & Supply Co.

7816 S 202nd Street
Kent, WA 98032
 253-796-9350 Fax: 253-796-9355
www.pspipe.com
 Email: gstratiner@pspipe.com
 Employees: 112
 Outside Sales: 20
 Inside Sales: 24
 Showrooms: 0
 Total Locations: 8
 Locations Opened in 2011: 1
 Locations Opened in 2012: 1
Key Buying Influences: Kevin Collier- Corp Purchasing Manager; Matt Stratiner - Corp Purchasing
Territory: WA, AK, OR, HI, ID
Master Distributor: No
Member of Integrated Supply Group: Yes
Integrated Supply Group: Supply Force
Member of a Buying Group: Yes
Buying Group: AD
Buys Made Thru Buying Group Vendors: 30%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 75%
Vendor Managed Inventory Programs: N
Sales Mix
Industrial PVF: 100%

Sales Volume by Market
Residential/Light Commercial: 25%
Other Wholesalers: 2%
Industrial & Facilities: 70%
Other: 3%
Top Plumbing Lines
 Elkhart, Zurn, Cambridge Lee, Phd, AB & I
Top PVF Lines
 Milwaukee Valve, Wheatland, Bonney Forge, Dsi/Pbv, Victaulic
Officers
 Gary Stratiner, President/CEO
 Steve Lewis, CFO
 Neil Weinstein, Comptroller
 Pat Manning, VP Quality
 Scott English, Alaska Manager
 Steve Weber, VP PNW
 Kevin Collier, Purchasing Manager
 Matt Stratiner, Purchasing
 Andy Lewis, OP Manager
 Koltins Stratiner, Corp Quality

78 Colonial Commercial Corp.

275 Wagaraw Road
Hawthorne, NJ 07506
 973-427-3320 Fax: 973-427-6981
www.colonialcomm.com
 Email: ruguja@usginc.com
 Employees: 156
 Outside Sales: 24
 Inside Sales: 45
 Showrooms: 6
 Total Locations: 19
Territory: NJ, NY, MA, PA, CT, VT
Master Distributor: No
Member of a Buying Group: Yes
Buying Group: Omni
Buys Made Thru Buying Group Vendors: 15%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 90-95%
Vendor Managed Inventory Programs: N
Sales Mix
Comm./Institutional PVF: 4%
Plumbing: 5%
H/C Controls: 13%
Refrigeration: 2%
Electrical: 2%
Hydronic Heating: 32%
HVAC: 42%
Sales Volume by Market
Residential/Light Commercial: 80%
Other Wholesalers: 5%
Comm./Institutional: 15%
Plans in Next 2 Years for Lines Carried: Decrease
Top Plumbing Lines
 Kohler, Delta, Gerber, Ultra Tub, Swan
Top HVAC/R Lines
 Goodman Mfg, Amana, Fujitsu, Spacepak, Fraser-Johnston
Top PVF Lines
 Watts, Matco Norca, Charlotte
Officers
 William Pagano, Chief Executive Officer
 William Salek, Chief Financial Officer
 Charlie Milich, President - RAL Supply
 Melissa Williams, VP of Operations
 Pete Gasiewicz- VP Sales

79 Robert James Sales Inc.

2585 Walden Ave
Buffalo, NY 14225
 305-852-1694 Fax: 305-852-5091
www.rjsales.com
 Email: jabok@aol.com
 Employees: 130
 Inside Sales: 28
 Total Locations: 8
 Locations Opened in 2012: 1
Key Buying Influences: Chairman, President, Corp P.A.
Territory: CO, CT, DI, FL, GA, IL, IN, IA, KS, KY, LA, MA, MD, MN, MS, MI, ME, MO, NE, NH, NJ, NJ, NC, ND, OH, OK, PA, RI, SC, TN, VT, VA, W.VA, WI, WY
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: No
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 90%
Vendor Managed Inventory Programs: N
Sales Mix
Industrial PVF: 100%
Sales Volume by Market
Other Wholesalers: 3%
Industrial & Facilities: 97%
Plans in Next 2 Years for Lines Carried: Increase
Top PVF Lines
 Taylor Forge, Maas, Outokumpu, Felker Bros., Bristol Metals
Officers
 Jim Bokor Sr, Chairman
 Bob Glidden Jr., Co-Owner
 Jim Bokor Jr., President
 Jeff Parrish, National Sales Manager
 Al Calderonc, Corp. P.A.
 Joe McIntosh, VP Finance

80 City Pipe & Supply**

2108 West 2nd Street
Odessa, TX 79763
 432-580-7473
 Email: deniset@citypipe.com

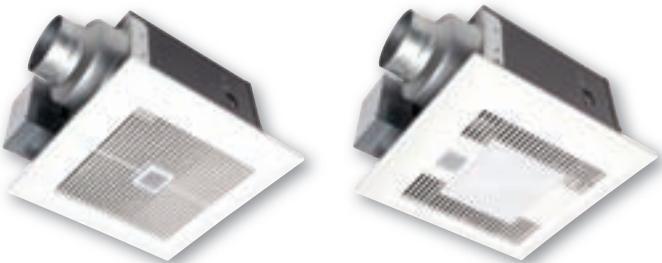


Our fans won't leave you steamed.

Say goodbye to steamy, wet bathrooms with the new WhisperSense™ ventilation fan from Panasonic. Featuring dual-sensor technology, it reacts to both motion and humidity, automatically turning on when someone enters or if excess moisture is detected. By helping to reduce mold and mildew, the result is a drier and cleaner bathroom. WhisperSense surpasses ENERGY STAR® standards for efficiency by as much as 264%* and complies with ASHRAE 62.2, CALGreen, LEED and other green building standards.

WhisperSense from Panasonic—the sensible approach to high-performance ventilation.

Learn more at www.panasonic.com/ventfans



Panasonic ideas for life

*Comparison with ENERGY STAR requirement of minimum efficacy level of 1.4 CFM per watt for 10-80 CFM fans and 2.8 CFM per watt for 90-130 CFM fans.

See contact information on page 122

81 Munch's Supply Co.

1901 Ferro Drive
New Lenox, IL 60451
 815-212-1111 Fax: 815-723-4675
www.munchsupply.com
 Email: bob@munchsupply.com
 Facebook: <http://www.facebook.com/pages/munchs-supply-co>
 Twitter: [@munchsupply](http://munchsupply)
 Employees: 170
 Outside Sales: 14
 Inside Sales: 5
 Showrooms: 0
 Total Locations: 7
 Key Buying Influences: Product Manager/
 Purchasing Manager
 Territory: Chicago, Surrounding Suburbs, NW IN and Rockford IL
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Affiliated Distributors
 Buys Made Thru Buying Group Vendors: 25%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 100%
 Vendor Managed Inventory Programs: N
Sales Mix
 Plumbing: 4%
 Electrical: 1%
 Hydronic Heating: 6%
 HVAC: 79%
Sales Volume by Market
 Residential/Light Commercial: 100%
 Plans in Next 2 Years for Lines Carried: Increase
Top HVAC/R Lines
 Ingorsoll Rand, Lukjan, Advanced Distributor Products,
 Honeywell, Spacepak
Officers:
 Robert W Munch - Chairman
 Robert J Munch - President



Victoria Munch Strunk - VP
 Bill Munch - CFO
 Keith Kramer - VP of Sales & Marketing

82 Crawford Supply Co.

8150 N. Lehigh
Morton Grove, IL 60053
 847-967-1414 Fax: 847-967-2183
www.crawford.com
 Employees: 160
 Outside Sales: 32
 Inside Sales: 42
 Showrooms: 10
 Total Locations: 18
 Locations Opened in 2011: 1
 Locations Opened in 2012: 1
 Member of a Buying Group: Yes
 Buying Group: AD
 Vendor Managed Inventory Programs: Y
Sales Mix
 Plumbing: 55%
 Pumps/Private Water Systems: 30%
 Hydronic Heating: 5%
 HVAC: 10%
Top Plumbing Lines
 Kohler, Moen, Delta, Grohe, AO Smith
Top HVAC/R Lines
 Nordyne, Hart & Cooley
Officers
 Sig Feiger, President
 Steven Feiger, VP

83 Rampart Supply**

1801 North Union Boulevard
Colorado Springs, CO 80909
 (719) 471-7200
www.rampartsupply.com

84 All-Tex Pipe & Supply, Inc.

9743 Brockbank, Po Box 542885

Dallas, TX 75354

214-389-2204 Fax: 214-350-8988

www.alltexsupply.com

Email: donnat@alltexsupply.com

Employees: 122

Outside Sales: 12

Inside Sales: 27

Total Locations: 6

Key Buying Influences: VP - Purchasing

Territory: TX

Master Distributor: No

Member of a Buying Group: Yes

Buying Group: Affiliated Distributors

Engage in Centralized Purchasing: Y

Vendor Managed Inventory Programs: Y

Sales Mix

Comm./Institutional PVF: 100%

Sales Volume by Market

Residential/Light Commercial: 2%

Other Wholesalers: 4%

Comm./Institutional: 82%

Industrial & Facilities: 8%

Other: 4%

Top PVF Lines

Cast Iron, Copper, Steel, Valves, Hangers

Officers

Jill Brock Hurd, President/ CEO

Dale Hurd, EVP/ CFO

Mike Coltharp, Senior VP Sales

Brian Harrigan, VP Purchasing

85 Refrigeration Sales Corp.

4950 Allen Drive Suite A

Valley View, OH 44145

216-525-8200 Fax: 216-525-8299

www.refrigerationsales.net

Email: forkinsr@refrigerationsales.net

Employees: 136

Outside Sales: 20

Inside Sales: 42

Total Locations: 12

Locations Opened in 2011: cranberry

Locations Opened in 2012: NA

Key Buying Influences: Purchasing Mgr

Territory: OH, MI(Parts), PA

Master Distributor: No

Member of Integrated Supply Group: Yes

Integrated Supply Group: Hardi

Member of a Buying Group: Yes

Buying Group: Bluehawk

Buys Made Thru Buying Group Vendors: 10-12%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 95%

Vendor Managed Inventory Programs: N

Sales Mix

Refrigeration: 20%

HVAC: 60%

Other: 20%

Sales Volume by Market

Residential/Light Commercial: 55%

Comm./Institutional: 35%

Industrial & Facilities: 10%

Plans in Next 2 Years for Lines Carried: Increase

Top HVAC/R Lines

Carrier, Bryant, Payne, Heil, Tempstar

Officers

Warren Farr III, CEO

Thomas J East, President

Rhonda K Wright, Vice President

Richard Forkins, Controller

86 Redlon & Johnson**

172-174 St. John St.

Portland, ME 04102

207-773-4755 Fax: 207-828-1704

www.redlon-johnson.com

Sales Mix

Plumbing: 40%

Pumps/Private Water Systems: 15%

Hydronic Heating: 45%

Officers

Thomas Mullen, President/CEO

Patrick Chute, Exec VP, CFO

87 APR Supply Co.

749 Guilford Street

Lebanon, PA 17046

Visit us on the web for more information on
 our products and how they can help you.

www.creatherm.com

See contact information on page 122



The Best Products, The Best Service...

SERVICE METAL



Service Metal Products Co.
Serving the Midwest & Western U.S.

Toll Free: 800-325-7820
Fax: 314-231-1821



Service Metal of the Carolinas
Serving the Eastern U.S.

Toll Free: 800-438-6946
Fax: 704-331-0646

ONE CALL GETS IT ALL

717-274-5999 Fax: 717-273-2749
www.aprsupply.com
 Email: info@aprsupply.com
 Employees: 205
 Outside Sales: 19
 Inside Sales: 72
 Showrooms: 5
 Total Locations: 25
 Locations Opened in 2011: 0
 Locations Opened in 2012: 5
 Key Buying Influences: John Tice - Executive VP of Purchasing
 Territory: PA
 Master Distributor: No
 Member of a Buying Group: Yes
 Buying Group: Affiliated Distributors
 Buys Made Thru Buying Group Vendors: 42.7%
 Engage in Centralized Purchasing: Y
 Vendor Managed Inventory Programs: N
Sales Mix
 Plumbing: 29%
 Refrigeration: 1%
 Hydronic Heating: 10%
 HVAC: 57%
 Tool & Equipment: 1%
 Other: 2%
Sales Volume by Market
 Residential/Light Commercial: 95%
 Other Wholesalers: 2%
 Comm./Institutional: 1%
 Industrial & Facilities: 2%
 Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
 Bradford White, Moen, Gerber, Aker, Delta
Top HVAC/R Lines
 Gibson, Tappan, Maytag, Fujitsu, Bosch
Top PVF Lines
 Nibco, Cambridge Lee, OmegaFlex, Watts, Ward
Officers
 Scott Weaver - Pres / CEO
 John Tice - Executive VP of Purchasing
 David Robinson - CFO / COO
 Terry Lidwig - Director of Sales
 Jeff Thompson - HVAC Products Manager
 Chris Bohn - Director of IT

88 Aaron and Company, Inc.

30 Turner Place, PO Box 8310
Piscataway, NJ 08855
 732-752-8200 Fax: 732-752-8221
www.aaronco.com
 Email: bportnoy@aaronco.com
 Employees: 168
 Outside Sales: 5
 Inside Sales: 34
 Showrooms: 4
 Total Locations: 7
 Key Buying Influences: VP/Treasurer, HVAC Div MGR, Purchasing MGR, Dir of Business Dev, President
 Territory: NJ, Eastern PA, Staten Island, NY, Lower NY State
 Master Distributor: No
 Member of a Buying Group: Yes
 Buying Group: AD
 Buys Made Thru Buying Group Vendors: 55-60%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 95%
Sales Mix
 Plumbing: 62%
 Hydronic Heating: 10%
 HVAC: 28%
Sales Volume by Market
 Residential/Light Commercial: 90%
 Other Wholesalers: 5%
 Comm./Institutional: 5%
 Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
 Bradford White, American Standard, Moen, Delta, Gerber
Top HVAC/R Lines
 Z&M Sheet Metal, Nordyne, Burnham, New Yorker, Honeywell
Top PVF Lines
 Cambridge Lee, North American Pipe, Viega, Nibco, Mueller
Officers
 Barry Portnoy, President
 Richard Laudino, VP/ Treasurer
 Frank Laudino JR, VP Secretary
 Kevin Manning, Director of Business Development
 Tony Panko, Operations Manager
 Steve Rush, Purchasing Manager
 John Provenzano, HVAC Division Manager
 Victor De Rosa, Controller
 Anthony Conte, CFO

89 Young Supply Company

52000 Sierra Drive
 Chesterfield Twp, MI 48047

** Editor's Estimate

586-421-2400 Fax: 586-421-1111
www.youngsupply.com
 Email: arvallan@youngsupply.com
 Employees: 163
 Outside Sales: 22
 Inside Sales: 65
 Total Locations: 17
 Locations Opened in 2011: 0
 Key Buying Influences: Jim Falletich, Joe Bobzin, Jeff Mason
 Territory: MI, OH
 Member of a Buying Group: Yes
 Buying Group: Key Wholesalers
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 60%
 Vendor Managed Inventory Programs: N
Sales Mix
 H/C Controls: 8%
 Refrigeration: 50%
 Hydronic Heating: 2%
 HVAC: 35%
 Tool & Equipment: 5%
Sales Volume by Market
 Residential/Light Commercial: 65%
 Other Wholesalers: 5%
 Comm./Institutional: 15%
 Industrial & Facilities: 20%
Top Plumbing Lines
 Navien, Burnham
Top HVAC/R Lines
 Emerson Climate Tech, Rgf, American Standard, Mitsubishi, True
Officers
 Ronald Vallan, President/CEO
 Anthony Vallan, VP
 Ron Vandermeulen, VP
 Jim Falletich, VP
 Dave Cornett, CFO
 Louis Vallan, Exec. VP
 Ronald D. Vallan, VP

90 Pacific Plumbing Supply Co., LLC

7115 W. Marginal Way SW
Seattle, WA 98106
 206-762-5920 Fax: 206-762-5928
www.pacificplumbing.com
 Email: info@pacificplumbing.com
 Employees: 145
 Outside Sales: 10
 Inside Sales: 30
 Showrooms: 4
 Total Locations: 17
 Key Buying Influences: VP/GM, VP/Purchasing, Operations Manager, VP Sales, VP Marketing
 Territory: AK, WA, HI
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: embassy
 Buys Made Thru Buying Group Vendors: 65%
 Engage in Centralized Purchasing: Y
 Centralized Purchasing Percentage of Buys: 85%
 Vendor Managed Inventory Programs: N
Sales Mix
 Comm./Institutional PVF: 5%
 Plumbing: 80%
 Hydronic Heating: 10%
 Other: 5%
Sales Volume by Market
 Residential/Light Commercial: 85%
 Other Wholesalers: 2%
 Comm./Institutional: 15%
Top Plumbing Lines
 Rheem, Mueller, Toto, Viega, American Standard
Top PVF Lines
 Elkhart, Mueller, Apollo, Tyler, Watts
Officers
 Larry Solomon, CEO
 Dan Sherman, Marketing VP
 Jon Stafford, CFO
 Dave Sokoloski, IS VP
 Ron Abramson, GM VP
 Tom Powers, Operations VP/Purchasing
 Brad McDonald, Sales VP

91 SW Anderson Sales Corp.

63 Daniel St.
Farmingdale, NY 11735
 631-293-4007 Fax: 631-293-6652
www.swanderson.com
 Email: gboos@swanderson.com
 Employees: 120

Outside Sales: 7
 Inside Sales: 21
 Total Locations: 9
 Locations Opened in 2012: 0
 Key Buying Influences: Purchasing Manager - Bob Colligan
 Territory: NY, NJ, PA
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: BlueHawk
 Buys Made Thru Buying Group Vendors: 50%
 Engage in Centralized Purchasing: N
 Vendor Managed Inventory Programs: N
Sales Mix
 Plumbing: 2%
 H/C Controls: 1%
 Refrigeration: 2%
 Hydronic Heating: 2%
 HVAC: 93%
Sales Volume by Market
 Residential/Light Commercial: 97%
 Other Wholesalers: 1%
 Comm./Institutional: 1%
 Industrial & Facilities: 1%
Top Plumbing Lines
 Slant Fin, QuietSide, Wilo, Solaia, Bradford White
Top HVAC/R Lines
 Goodman, Metalaire, Metalfab, Thermaflex, Heating & Cooling
Officers
 Mike Anderson, President
 Gene Boos, Sr. VP
 James Onorato, Equipment Div VP
 Miguel Nunez, Eastern Div VP
 Mark Coletta, Western Div VP

92 Farnsworth Wholesale Company

27 West Baseline Road
Gilbert, AZ 85233
 480-497-2222 Fax: 480-282-4987
www.fwcaz.com
 Email: jstapley@fwcaz.com
 Employees: 125
 Outside Sales: 18
 Inside Sales: 12
 Total Locations: 4
 Showrooms: 1
 Territory: AZ
 Master Distributor: No
 Member of Integrated Supply Group: No
 Member of a Buying Group: Yes
 Buying Group: Embassy Buying Group, Ltd.
 Buys Made Thru Buying Group Vendors: 50%
 Engage in Centralized Purchasing: Yes - 98% of buys
 Vendor Managed Inventory Programs: No
Sales Mix
 Industrial PVF: 5%
 Plumbing: 55%
 Municipal Water/Utilities: 20%
 HVAC: 20%
Sales Volume by Market
 Residential/Light Commercial: 50%
 Comm./Institutional: 50%
Top Plumbing Lines
 Kohler, Bradford White, Gerber, Nibco, Charlotte
Top HVAC/R Lines
 Maytag, Westinghouse, Comfort-Aire, Honeywell, Emerson
Top PVF Lines
 Mueller, A.Y. McDonald, Tyler, Griffin Pipe, Diamond Plastics
Officers
 Mark Shill, President
 Jack Stapley, VP
 Mike Wood, Controller
 Mike Paule, Dir. Of Purch.
 Paul Beagley-Showrooms
 Mike Childs-Waterworks
 Fred Ashby-HVAC
 Clay Stapley-Commercial

93 Eastern Industrial Supplies, Inc.

11 Caledon Court, Suite A
Greenville, SC 29615
 864-451-5285 Fax: 864-288-8826
www.easternfirst.com
 Email: kip.miller@easternfirst.com
 Outside Sales: 24
 Inside Sales: 26
 Total Locations: 11
Sales Mix



Condensing Tankless Gas Water Heater



*The Ultimate in Energy Efficiency
with High-Tech Comfort!*

**With NAVIEN Condensing Technology, You Get
the Best of Both Worlds: The Best Value and
“Ultra Condensing Efficiency”!**

- **Energy Factor = 0.96 (DOE)**
- **Ultra-Condensing Technology**
- **SCH 40 3" PVC Venting**
- **Re-Circulation Pump and Buffer Tank**
- **Endless Supply of Hot Water**
- **Eco-Friendly Technology**
- **Space Saving Design**
- **2 Stainless Steel Heat Exchangers**



KD NAVIEN
Training Academy

Please Visit Our **Website** for a Complete
List of **Training Classes** in Your Area!
www.NavienAmerica.com / 800.519.8794

See contact information on page 122

Industrial PVF: 79%
Industrial M/R/O Suppliers: 6%
Plumbing: 15%

Sales Volume by Market

Comm./Institutional: 65%
Industrial & Facilities: 34%

Top Plumbing Lines

American Standard, T&S Brass, Tyler Pipe, Toto, Moen

Top PVF Lines

Bell-O-Seal Valves, Nibco, Apollo, Milwaukee, Matco-Norca

Officers

Ricky Milligan - VP Sales & Marketing

Alyn Judkins - VP Procurement

Kim Miller - Executive VP

Kip Miller - President/CEO

Robby Davis-VP/CFO

John Snover-VP Operations

94 Smardan-Hatcher Co.**

**14009 Halldale Ave.
Gardena, CA 93103**

310-532-5260 Fax: 310-532-2567

Email: rbenton@smardan.com

Outside Sales: 8

Inside Sales: 48

Total Locations: 6

Sales Mix

Industrial PVF: 35%

Comm./Institutional PVF: 15%

Plumbing: 20%

Municipal Water/Utilities: 15%

Tool & Equipment: 5%

Sales Volume by Market
Residential/Light Commercial: 20%
Other Wholesalers: 10%

Comm./Institutional: 30%

Industrial & Facilities: 40%

Top Plumbing Lines

American Std., Toto, Nibco, Chicago, Delta

Top HVAC/R Lines

Cozy

Top PVF Lines

Nibco, Matco, Brasscraft, Ward, Braukman

Officers

Rick Leoff, President

Randy Benton, VB CEO

Buys Made Thru Buying Group Vendors: 20%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 10%

Vendor Managed Inventory Programs: N

Sales Mix

H/C Controls: 2%

Refrigeration: 6%

Hydronic Heating: 7%

HVAC: 85%

Sales Volume by Market

Residential/Light Commercial: 70%

Comm./Institutional: 25%

Industrial & Facilities: 5%

Top HVAC/R Lines

Carrier, Bryant, Tempstar, Sterling, Payne

Officers

Terry Riker, President

Larry Hacker, VP

Mark Krueger, CFO

Steven Blankenheim, VP Supplies and Purchasing

95 Temperature Systems Inc

**5001 Voges Road
Madison, WI 53718**

608-271-7500 Fax: 608-274-1609

www.tsihvac.com

Email: info@tsihvac.com

Employees: 100

Outside Sales: 16

Inside Sales: 14

Showrooms: 2

Total Locations: 2

Territory: WI, Upper MI, Northern IL, Northeast IA

Master Distributor: No

Member of Integrated Supply Group: No

Member of a Buying Group: Yes

Buying Group: BlueHawk

96 Security Plumbing and Heating Supply

**P.O. Box 7
Selkirk, NY 12158**

518-767-2226 Fax: 518-767-2065

www.secsupply.com

Email: brianf@secsupply.com

Employees: 130

Outside Sales: 20

HOLYOKE FITTINGS, Inc.

Our business model:
100% of the product, 100% of the time!

Come search our complete catalog at:
www.HOLYOKEFITTINGS.com

Contact us at: **800-222-0215**

**Product Lines****Tube Fittings**

(Compression, Flare,
Push-to-Connect, ...)

Hose Fittings**Pipe Fittings****Valves****Plumbing Specialties****Air Line Specialties****Lubrication Specialties****Hose****Tubing**

**From 10 - 10,000 pieces -
Ready for shipment straight from inventory!**

A Fitting Partner for the Future

Specializing in DOMESTICALLY MANUFACTURED Products

Our customers depend on us for:

- Highest Fill Rates
- Full Range of Items
- Excellent Customer Service
- Complete Product Knowledge

Over 40 continuous years as a quality supplier.

Applications**Air Conditioning****Plumbing****L.P. Gas****Industrial****Refrigeration****Heating****Pipes, Valves, & Fittings****Hardware and others**

850 Stanley Avenue

Brooklyn, NY 11208

Phone: **800-222-0215**

Fax: 718-272-2956

info@holyokefittings.com

See contact information on page 122



Huntington Brass is your brand when looking to add style and function to any application, be it new construction, remodeling or just replacing that old style to keep up with modern times. Look no further than HB for all the quality, unique styles you have to choose from.

Pull-Down kitchen faucet
PVD Satin nickel Finish
51180-72



Sienna Series
Center Set Faucet
Antique Bronze Finish
70441-20

Trend Series
Wide Spread Faucet PVD
Satin Nickel Finish
14453-72



Trend Series
Center Set Faucet
Chrome Finish
14433-01

Inside Sales: 52
Showrooms: 7
Total Locations: 12
Key Buying Influences: Purchasing Manager
Territory: Eastern NY State, Western MA
Member of a Buying Group: Yes
Buying Group: Wit
Buys Made Thru Buying Group Vendors: 70%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 96%
Vendor Managed Inventory Programs: N
Sales Mix
Plumbing: 54%
H/C Controls: 2%
Pumps/Private Water Systems: 3%
Hydronic Heating: 30%
HVAC: 9%
Tool & Equipment: 2%
Sales Volume by Market
Residential/Light Commercial: 65%
Other Wholesalers: 2%
Comm./Institutional: 25%
Industrial & Facilities: 5%
Other: 3%
Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

Kohler, AO Smith, Maax, Delta, Moen

Top HVAC/R Lines

Weil McLain, Air Ease, Uponor, Lochivar, Utica

Top PVF Lines

Charlotte, Cambridge Lee, Elkhart, Mueller, Cresline

Officers

Keith Bennett, President
Kevin Williams, Tres./VP Technology
Kim Willey, Secretary/VP Operations
Brain Fowler, VP Sales & Mktg.

97 TSC Distribution Group**

100 No. Elm Street, Box 2838
Waterbury, CT 06723-2838

203-756-3641 Fax: 203-753-4317

www.torrtontosupply.com

Sales Mix

Industrial PVF: 15%
Comm./Institutional PVF: 10%
Plumbing: 40%
H/C Controls: 2%
Pumps/Private Water Systems: 5%
Hydronic Heating: 26%
HVAC: 5%
Tool & Equipment: 1%

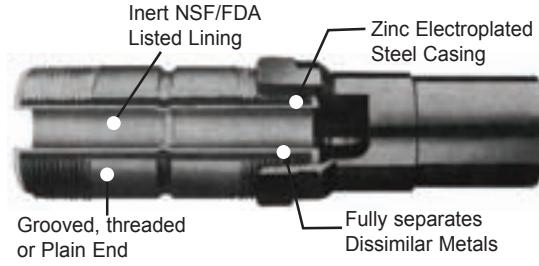
Officers

Joel Becker, President

**Precision Plumbing Products***“Specify with Confidence - Install with Pride”®***CLEARFLOW® DIELECTRIC WATERWAY FITTINGS**

Clearflow® fittings protect your plumbing system through an exclusive steel-to-plastic design that establishes an effective dielectric waterway. The ClearFlow® line of dielectric fittings separates dissimilar metals in the electrolyte (waterway) eliminating the local galvanic cell.

Clearflow® fittings are designed to meet the requirements of ASTM standard F1545 for continuous use at temperatures of up to +225°F (+5°C) and for pressures up to 300 psi. ClearFlow® is listed by IAPMO/UPC and SBCCI & ESI, Report #9318.

**Precision Plumbing Products**

Division of JL Industries, Inc.

6807 NE 79th Court, Suite E • Portland, Oregon 97218

T(503) 256-4010 • F(503) 253-8165 • www.pppinc.net

**100 Lute Supply, Inc.**

3920 US Highway 23
Portsmouth, OH 45662

740-353-1447 Fax: 740-353-1578

www.lutesupply.com

Email: jason.lute@lutesupply.com

Employees: 100

Outside Sales: 5

Inside Sales: 5

Showrooms: 3

Total Locations: 11

Locations Opened in 2012: 3
Key Buying Influences: Dir of Purchasing, Product Manager

Territory: OH, WV, KY, IN

Member of a Buying Group: Yes

Buying Group: Wit & Co

Buys Made Thru Buying Group Vendors: 15%

Engage in Centralized Purchasing: Y

Centralized Purchasing Percentage of Buys: 99%

Vendor Managed Inventory Programs: N

Sales Mix

Industrial PVF: 0%

Industrial M/R/O Suppliers: 0%

Comm./Institutional PVF: 0%

Plumbing: 5%

Municipal Water/Utilities: 0%

H/C Controls: 1%

Pumps/Private Water Systems: 1%

Refrigeration: 0%

Electrical: 1%

Hydronic Heating: 1%

HVAC: 85%

Tool & Equipment: 2%

Other: 4%

Sales Volume by Market

Residential/Light Commercial: 76%

Other Wholesalers: 6%

Comm./Institutional: 15%

Industrial & Facilities: 3%

Other: 0%

Plans in Next 2 Years for Lines Carried: Increase

Top Plumbing Lines

American Water Heater, Charlotte Pipe, ADS/Hancor, Cambridge-Lee/Reading, Aquatic/Lasco

Top HVAC/R Lines

Goodman/Amana HVAC Equipment, Seal-tite Sheet Metal Fittings, Mueller Industries, Diversitech, Johns Manville

Officers

Jason C Lute, President/COO

Christopher H Lute, Chairman/CEO

Brain W Hancock, Sr. VP-Sales & Marketing

S. Michael Bentley, Director of Finance & Admin.

We at
The Wholesaler
wish to extend
our sincere
thanks to all the
quality wholesale
distributors who
participated in
our 40th annual
Top 100
Wholesalers
issue!



NEW FAUCETS NOW IN STOCK!

from **MOEN**
Buy it for looks. Buy it for life.®

Voss Widespread
Lavatory Faucet
T6905BN

**PLUS
FREE SHIPPING**

**On Our Two New
Belle Forêt Vanities!**

Does not include residential delivery or
liftgate charges. Call For Details.
Some Exclusions May Apply

Charleston 48" Vanity M# CT48P2YDC 

Sutton 36" Vanity M# ST36P2YAM 

Your "other" Warehouse®
SERVICE • SELECTION • DELIVERY

Master Distributor of Plumbing & Door Hardware

Ph: 800-947-7000 • Fx: 800-756-7556 • www.YourOtherWarehouse.com

See contact information on page 122

**40th Annual
TOP 50 HVAC/R, PUF, PEF Distribution**

RANK	HVAC/R	PAGE	RANK	PVF	PAGE	RANK	PEH	PAGE
1	Watsco Inc.....	46	1	Ferguson Enterprises, Inc.....	46	1	Ferguson Enterprises, Inc.....	46
2	Johnstone Supply, Inc.....	46	2	MRC Global Inc.....	46	2	Hajoca Corporation.....	48
3	Ferguson Enterprises, Inc.....	46	3	Wilson, A Schlumberger Company.....	46	3	WinWholesale, Inc.....	46
4	R.E. Michel Company, Inc.....	48	4	Shale Inland PVF Group.....	46	4	EMCO Ltd.....	46
5	Russell Sigler, Inc.....	50	5	National Oilwell Varco Distribution Services.....	46	5	Interline Brands.....	46
6	Mingledorff's Inc.....	52	6	EMCO Ltd.....	46	6	Morrison Supply Company.....	48
7	US Air Conditioning Distributors, LLC.....	52	7	WinWholesale, Inc.....	46	7	F.W. Webb Company.....	48
8	WinWholesale, Inc.....	46	8	Kelly Pipe Co.....	48	8	Southern Pipe & Supply.....	52
9	F.W. Webb Company.....	48	9	Consolidated Pipe and Supply Co. Inc.....	48	9	Keller Supply Company.....	52
10	Interline Brands.....	46	10	Industrial Piping Specialists Inc.....	50	10	Johnstone Supply, Inc.....	46
11	Temperature Equipment Corp.....	54	11	Hajoca Corporation.....	48	11	Bartle & Gibson Co.....	54
12	Gustave A. Larson Company.....	54	12	F.W. Webb Company.....	48	12	Standard Plumbing Supply Co.....	58
13	G.W. Berkheimer Co., Inc.....	58	13	Chicago Tube and Iron Company.....	52	13	R.E. Michel Company, Inc.....	48
14	Peirce-Phelps Inc.....	60	14	EDGEN GROUP.....	54	14	Thos. Somerville Company.....	56
15	Koch Air LLC.....	60	15	The Macomb Group.....	60	15	Coburn Supply Co., Inc.....	50
16	EMCO Ltd.....	46	16	Columbia Pipe & Supply Co.....	56	16	Pace Supply Company.....	58
17	Aces A/C Supply Inc.....	62	17	United Pipe & Supply Co., Inc.....	64	17	Express Pipe & Supply Co., Inc.....	66
18	Century Holdings.....	62	18	Deacon Industrial.....	70	18	Famous Supply Company.....	54
19	N.B. Handy Company.....	52	19	Puget Sound Pipe & Supply Co.....	70	19	Locke Supply Co.....	52
20	American Refrigeration Supplies, Inc.....	62	20	Coburn Supply Co., Inc.....	50	20	Consolidated Supply Co.....	60
21	ED'S Supply Co. Inc.....	64	21	Robert James Sales Inc.....	70	21	Hirsch Pipe & Supply Co., Inc.....	62
22	Slakey Brothers, Inc.....	58	22	All-Tex Pipe & Supply, Inc.....	72	22	First Supply, LLC.....	54
23	Famous Supply Company.....	54	23	Trumbull Industries, Inc.....	60	23	Northeastern Supply Inc.....	62
24	Johnson Supply & Equipment Corp.....	62	24	First Supply, LLC.....	54	24	Cregger Co. Inc.....	66
25	Locke Supply Co.....	52	25	Morrison Supply Company.....	48	25	Goodin Company.....	58
26	Coburn Supply Co., Inc.....	50	26	Etna Supply.....	60	26	IRR Supply Centers Inc.....	62
27	Sid Harvey Industries, Inc.....	58	27	Eastern Industrial Supplies, Inc.....	74	27	General Plumbing Supply.....	66
28	Morrison Supply Company.....	48	28	Smardan-Hatcher Co.....	76	28	Trumbull Industries, Inc.....	60
29	Auer Steel & Heating Supply Co.....	72	29	JABO Supply Corp.....	...	29	Davis & Warshaw, Inc.....	64
30	The Behler-Young Company.....	70	30	Consolidated Supply Co.....	48	30	The Portland Group.....	70
31	SW Anderson Sales Corp.....	74	31	Goodin Company.....	58	31	Redlon & Johnson.....	72
32	Munch's Supply Co.....	72	32	Davis & Warshaw, Inc.....	64	32	Etna Supply.....	60
33	Hajoca Corporation.....	48	33	Pace Supply Company.....	58	33	Pacific Plumbing Supply Co., LLC.....	74
34	Refrigeration Sales Corp.....	72	34	Keller Supply Company.....	52	34	Granite Group Wholesalers LLC.....	60
35	Young Supply Company.....	74	35	Thos. Somerville Company.....	56	35	Slakey Brothers, Inc.....	58
36	Temperature Systems Inc.....	76	36	Plumb Supply Company.....	66	36	Robertson Heating Supply Co.....	68
37	Hinkle Metals & Supply Co.....	78	37	Bergen Industrial Supply Co., Inc.....	...	37	Aaron and Company, Inc.....	74
38	Dealers Supply Company, Inc.....	...	38	Central Supply Co., Inc.....	68	38	Connor Co.....	66
39	APR Supply Co.....	72	39	Granite Group Wholesalers LLC.....	60	39	Crawford Supply Co.....	72
40	Lute Supply, Inc.....	78	40	Famous Supply Company.....	54	40	Security Plumbing and Heating Supply.....	74
41	IRR Supply Centers Inc.....	62	41	Hirsch Pipe & Supply Co., Inc.....	62	41	Sid Harvey Industries, Inc.....	58
42	Robertson Heating Supply Co.....	68	42	Connor Co.....	66	42	Worly Plumbing Supply, Inc.....	...
43	Colonial Commercial Corp.....	70	43	TSC Distribution Group.....	78	43	Plumb Supply Company.....	66
44	Associated Equipment Co., Inc.....	...	44	The Portland Group.....	70	44	Colonial Commercial Corp.....	70
45	Connor Co.....	66	45	Wolff Bros. Supply Inc.....	66	45	Farnsworth Wholesale Company.....	74
46	Goodin Company.....	58	46	Farnsworth Wholesale Company.....	74	46	Central Supply Co., Inc.....	68
47	Keller Supply Company.....	52	47	Bartle & Gibson Co.....	54	47	Chicago Tube and Iron Company.....	52
48	Plumb Supply Company.....	66	48	General Plumbing Supply.....	66	48	TSC Distribution Group.....	78
49	Chicago Tube and Iron Company.....	52	49	Harry Cooper Supply Company.....	78	49	Gateway Supply Co., Inc.....	...
50	Northeastern Supply Inc.....	62	50	Pacific Plumbing.....	74	50	APR Supply Co.....	72

Only those wholesalers who provided a breakdown by product categories are included in this listing.

Now Available
Flexibility
Affordability
Availability



COPPER WATER HEATER
CONNECTOR

EASYFLEX®

Gas Connector
Isolation Valve
Water CSST System
Gas CSST System

Water Heater Connector
Braided Water Connector
Solar Line System
No Hub Coupling



See contact information on page 122

Following are the Top 50 HVAC/R, PVF and Plumbing & Heating distributors that are not listed in the "Top 100 Wholesalers" section. They are listed in the numbered spots they occupy in their respective sections.

HVAC/R 37 Dealers Supply Company, Inc.

82 Kennedy Drive
Forest Park, GA 30297
404-361-6800 Fax: 404-361-2852
www.dealersupply.net
Email: richardlaurens@dealersupply.net
Employees: 125
Outside Sales: 24
Inside Sales: 5
Showrooms: 4
Total Locations: 14
Locations Opened in 2011: 1
Locations Opened in 2012: 1
Key Buying Influences: Pres, VP, Sls Mgr Dir of Purch, Logistic Dir
Territory: GA, NC, AL
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Wit
Buys Made Thru Buying Group Vendors: 75%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 50%
Vendor Managed Inventory Programs: N
Sales Mix
HVAC: 100%
Sales Volume by Market
Residential/Commercial: 99%
Other Wholesalers: 25%
Comm./Institutional: 25%
Other: 50%
Top HVAC/R Lines
Rudd, Honeywell, A.D.P., Atco, Mueller
Officers
Richard Laurens, President, CEO
Bill McNabb, Chairman
Yvonne Boles, VP Finance
Mark Fields, VP Sales

43 Associated Equipment Co., Inc.

1922 Elm Tree Dr.
Nashville, TN 37210
615-885-2131 Fax: 615-885-2295
www.associatedequipment.net
Email: lutherclemons@aechvac.com
Employees: 63
Outside Sales: 14
Inside Sales: 9
Total Locations: 9
Key Buying Influences: President, GM
Territory: AL, GA, TN, MS, FL, Va, KY
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: No
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 80%
Vendor Managed Inventory Programs: N
Sales Mix
H/C Controls: 5%
HVAC: 90%
Other: 5%
Sales Volume by Market
Residential/Commercial: 95%
Other Wholesalers: 5%
Top HVAC/R Lines
Amana, Goodman, Bard, Mitsubishi
Officers
Luther Clemons, President
Steve Craze, VP Northern Region

Justin Anderson-General Manager
Carol Elmore, Operations Mgr.
Doug Smith-V.P.
Brent Street-Sec/Treasurer

PVF 29 JABO Supply Corp.

5164 Braley Street, P.O. Box 238
Huntington, WV 25707
304-736-8333 Fax: 304-736-8551
www.jabosupply.com
Email: cdrown@jabosupply.com
Outside Sales: 10
Inside Sales: 16
Total Locations: 4
Locations Opened in 2012: 2
Key Buying Influences: VP-Purchasing
Territory: WV, Eastern KY, SW VA, Eastern OH, Western PA
Master Distributor: Yes
Distributes: Poly Pipe(High Density Polyethylene Pipe) Victaulic
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Delta Group
Buys Made Thru Buying Group Vendors: 50%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 99%
Vendor Managed Inventory Programs: Y
Sales Mix
Industrial PVF: 60%
Comm./Industrial PVF: 20%
Plumbing: 2%
Municipal Water/Utilities: 18%
Sales Volume by Market
Residential/Commercial: 10%
Comm./Institutional: 30%
Industrial & Facilities: 60%
Plans in Next 2 Years for Lines Carried: Increase
Top PVF Lines
Poly Pipe, Victaulic, Metso/Jamesbury, Powell Valves, Wheatland
Officers
Jack G. Bazemore, President
Joseph T. Holley, Exec. VP
Curtis F. Drown, VP Sales/Marketing
Patrick A. Hughes, VP Purchasing
Kevin Roach, Operations Manager
George Porter, Controller, MIS Mgr.
Jay Bazemore, VP

37 Bergen Industrial Supply Co., Inc.

30 Stefanic Avenue, P.O. Box 604
Elmwood Park, NJ 07407-0604
201-796-2600 Fax: 201-414-9147
b2b.bergenindustrial.com
Email: petes@bergenindustrial.com
Facebook: <http://www.facebook.com/bergenindustrial>
Twitter: @bergenindsupco
Employees: 58
Outside Sales: 6
Inside Sales: 12
Total Locations: 1
Key Buying Influences: James La Porte - President; Michael La Porte - VP Purchasing
Territory: NJ, NY, Eastern PA
Master Distributor: Yes
Distributes: Aflex Hose, Crane Saunders, Resistoflex, Rub-berFab,
Member of Integrated Supply Group: No
Member of a Buying Group: No
Engage in Centralized Purchasing: N
Vendor Managed Inventory Programs: Y
Sales Mix
Industrial PVF: 80%
Industrial M/R/O Suppliers: 10%
Other: 10%
Sales Volume by Market
Other Wholesalers: 2%
Industrial & Facilities: 95%
Other: 3%
Top Plumbing Lines
Watts Regulator, Grinell, Viega, Mueller

Top HVAC/R Lines
Bell & Gossett, McDonald Miller, Watts Regulator
Top PVF Lines
Spirax Sarco, Crane Quarter Turn, Victaulic, Milwaukee Valve
Officers

James LaPorte, President
James J. LaPorte, Secretary, Treasurer
Thomas Calandriello, VP Admin.
Michael La Porte, VP Purchasing
Peter Stenzi, Sr., VP Sales
Peter Stenzi Jr.-VP Business & Product Dev.

P&H 49 Gateway Supply Co., Inc.

1312 Hamrick Street
Columbia, SC 29201
803-771-7160 Fax: 803-376-5600
www.gatewaysupply.net
Email: info@gatewaysupply.net
Outside Sales: 20
Inside Sales: 30
Showrooms: 8
Total Locations: 9
Locations Opened in 2012: 1
Key Buying Influences: VP of Purchasing, President
Territory: SC, NC, GA
Master Distributor: No
Member of Integrated Supply Group: No
Member of a Buying Group: Yes
Buying Group: Embassy Group Ltd
Buys Made Thru Buying Group Vendors: 45%
Engage in Centralized Purchasing: Y
Centralized Purchasing Percentage of Buys: 95%
Vendor Managed Inventory Programs: N
Sales Mix
Plumbing: 65%
HVAC: 35%
Sales Volume by Market
Residential/Commercial: 60%
Comm./Institutional: 40%
Plans in Next 2 Years for Lines Carried: Increase
Top Plumbing Lines
Kohler, Meon, Delta, AO Smith, Nibco
Top HVAC/R Lines
Heil, Lukjan, Diaken, Greymetal, Diversitech Corp.
Officers
Sam P. Williams, Jr., Chairman
Chris Williams, President
David Williams, VP HVAC Div.
Leonard Moore, VP Corp. Purchasing
Katherine W. Holmes, Controller

42 Worley Plumbing Supply, Inc.

400 Greenlawn Ave.
Columbus, OH 43223
614-445-1000 Fax: 614-445-4902
www.worly.com
Email: jayworly@worly.com
Employees: 82
Showrooms: 4
Total Locations: 4
Territory: Ohio, Northern KY
Buying Group: Embassy
Sales Mix
Comm./Industrial PVF: 4%
Plumbing: 95%
HVAC: 1%
Sales Volume by Market
Residential/Commercial: 30%
Comm./Institutional: 70%
Top Plumbing Lines
American Std., AO Smith, Charlotte, Cerro, Elkay
Top PVF Lines
Nibco, Watts, Tyco
Officers
Jay Worly, President
Jeff Worly, VP
Judith Tompkins, Controller
Ginger Armstrong, Dir. H.R.
Jeff Howell, Purchasing Mgr.



Phone: 1-800-882-7783

Fax: 1-800-882-9765

MASTER DISTRIBUTOR OF PLUMBING REPAIR PARTS

You'll love us for our Quality, Service...and Price!

FAUCET REPAIRS



TOILET REPAIRS



Consolidate your Repair Parts to CCC...
The BEST IN THE BUSINESS!

Quick, Convenient, No Minimums, and Low FFA.
Genuine, Generic and "Obsolete" Repair Parts for Most Brands

American Standard • Briggs • Central Brass • Ceramic Disc Cartridges • Chicago • Coast
Crane • Delta • Eljer • Fit-All • Gerber • Harcaft • Indiana • Kohler • Mansfield • Michigan
Milwaukee (U.R.) • Mixet • Moen • Mueller • Nibco • Phoenix • Price Pfister • Savoy • Sayco
Sloan • Speakman • Sterling • Streamway • Symmons • T & S • Union Brass • Valley

You'll Be Glad you Switched to CCC

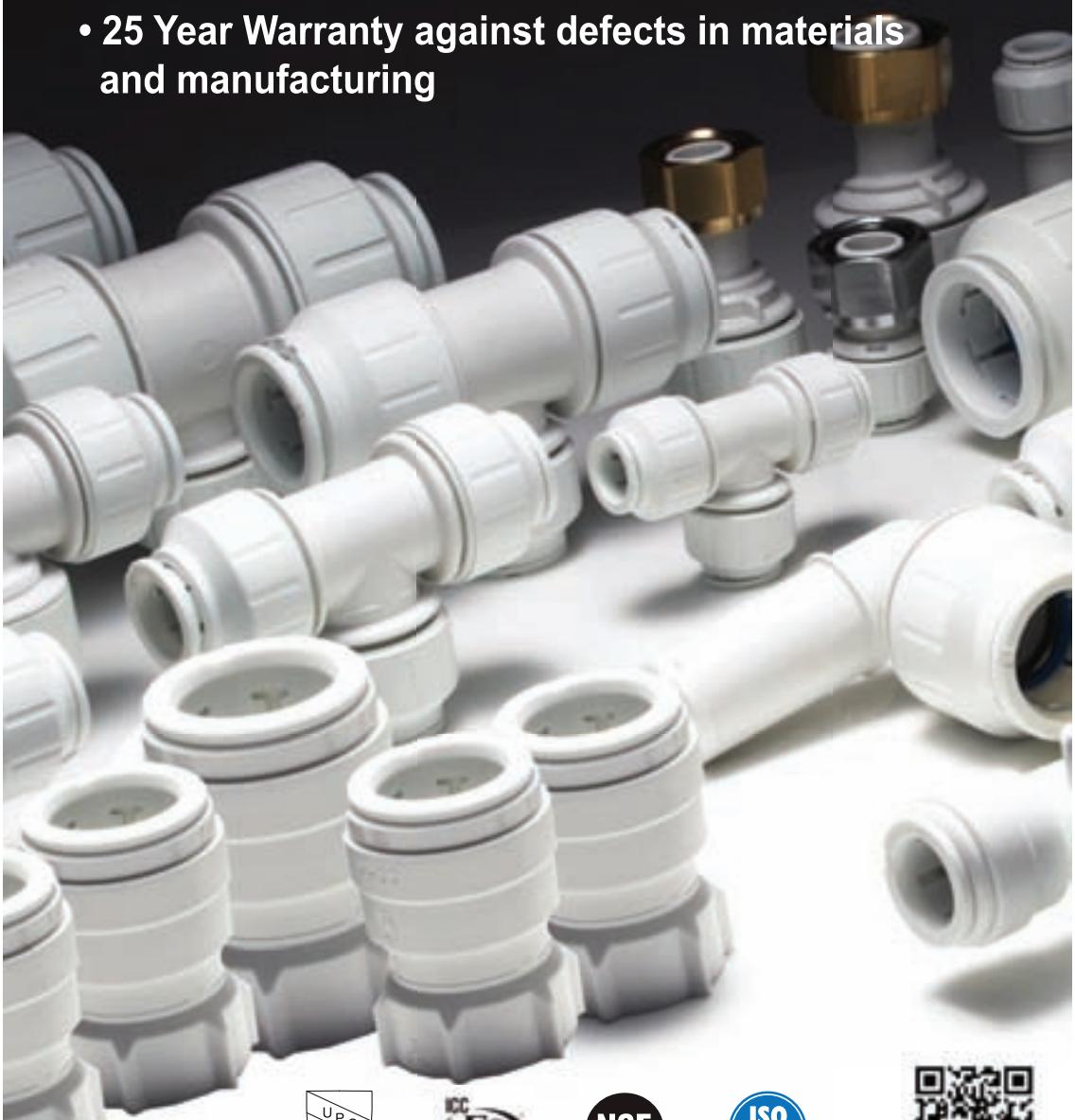
See contact information on page 122



JG Speedfit®

The Push-Fit Solution

- Easy to use
- Can be used with Copper, PEX and CPVC
- No tools Required
- Installation time reduced by 40%
- Twist & Lock for added security
- Leak-Proof Seal
- Approved for behind the wall installations
- Lead-Free
- 25 Year Warranty against defects in materials and manufacturing



info@jgusa.com - 1-800-94 JGUSA
www.jgspeedfit.com

EST. 1961

See contact information on page 122

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

American Standard Brands recently honored **W.T. Leonard & Associates** for outstanding sales achievement and performance in 2011. This top sales award was presented by Mark Owens, Central regional business manager for American Standard, to Tom Leonard, president of W.T. Leonard & Associates, recognizing the firm's continuous growth in sales and successful execution during the past year.

"We congratulate Tom Leonard and his team on a fantastic effort in 2011," Owens said. "The Midwest territory — consisting of Iowa, Kansas, Missouri, Nebraska and Central/Southern Illinois — showed consistently strong growth throughout the year. The groundwork laid by W.T. Leonard in each of these states positions this company to hit new levels of growth well into the future."

Visit www.americanstandard.com.

HTS Texas, one of the largest independent commercial HVAC manufacturers' representatives in North America and **Dynamic Air Quality Solutions**, a manufacturer and distributor of high-performance indoor air quality products, have entered into an exclusive agreement to distribute the **Dynamic V8** air cleaning system in Central, North and Southeast Texas.

Midland Metal has chosen two new firms to promote its yellow brass fittings; black, galvanized, stainless, bronze, red brass, wrought copper, PVC fittings and plumbing specialties.

• **4M's Company** will represent Midland in the New England states. 4M's founder and president, Jim Ferguson, has been in this industry since 1972, beginning as a contractor. He later worked for manufacturers' representative firms and eventually opened his own manufacturing firm. In January of this year, he started the 4M's Company to focus on representing family owned manufacturers.

• **Bulls-i Sales** will cover Iowa and Nebraska. Bulls-i Sales is owned and operated by the Ismert Family of Overland Park, Kan., which has a long history in the plumbing industry. John Ismert's experience includes more than 10 years in the wholesale plumbing business as an outside salesman. Mark Ismert's background includes remodeling and working in manufacturing for nearly 12 years.

Mr. Steam named **Associated Sales** of Anaheim, Calif., as their 2012 Rep of the Year at a recent national sales meeting. Dale Domingo from Associated Sales also won an individual award, called Murdering the Competition.

Red-White Valve Corporation welcomed several new manufacturers' representatives:

• **Northeast Sales Associates** will have exclusive sales responsibility for Upstate New York. NESA was established in 1951 and merged with Meyer Bressen Inc. in 2011, forming a strong marketing team to support their customers and the product lines they represent. NESA's head office is located in Rochester, N.Y., and the main contact is Bob Phillips.

• **NH Yates & Company** will provide exclusive representation in eastern Pennsylvania, New Jersey and North and South Carolina. Randy Allison will have responsibility for North and South Carolina, and John Clendenning will have responsibility in eastern Pennsylvania and New Jersey.

• **Pinnacle Marketing** has been appointed as exclusive representative for the state of New Mexico and El Paso, Texas. In addition to their selling efforts, Pinnacle will carry an inventory of Red-White Valve products to service the needs of wholesalers throughout their territory. Pinnacle Marketing is located in Albuquerque, N.M.



Doing business with Kessler Sales and Distribution has its perks!

Perk No.7 is a Real Eye Opener!

From competitive pricing and low minimum order requirements to high fill rates and better inventory turns, one of the biggest perks of partnering with KSD is seeing INCREASED PROFITABILITY.

*Give us a call and together we'll work on reasons
why a partnership with KSD is an advantage
for you and your business.*

Copper Products

- Tubing and Coils
- Wrot and Cast Fittings
- Linesets

Steel Pipe

- Domestic Steel Pipe
- Canadian Steel Pipe
- Globally Sourced Steel Pipe

Plastic Products

- Sch.40, Sch.80 and Foam Core
- ABS, SDR, and S&D
- Pex Tubing

Additional Products

- Pex Fittings
- Ball Valves
- Domestic Strut
- Domestic Threaded Rod

Turning Your Inventory Is Our Business



800.526.5104
www.ksdusa.com

Wieland® Proud Distributor for Wieland Copper Products, LLC Plumbing Tube

KSD
Kessler Sales & Distribution

Shower power from Matco-Norca

BREWSTER, N.Y. — Matco-Norca, a leading supplier of plumbing specialty products, offers a full family of showerheads as well as arms and flanges for residential, commercial and institutional applications.

Matco-Norca's family of showerheads range from fixed spray and adjustable to multi-function heads in brass or plastic. Sizes range from 1" up to 8" with flow rates of 1.5 GPM up to 2.5 GPM.

For low flow applications, Matco-Norca offers two water-saving model showerheads with a reduced flow of 1.5 GPM. Matco-Norca's reduced flow shower heads feature both fixed spray opening price point options (versions S-125RF & S-125SRF) as well as the more elegant 5 function massaging options (M350RF & M350SRF). Both styles come complete with built-in pressure compensating flow restrictors and a flow rate of 1.5 GPM at 150 psi. Matco-Norca's Water Miser Showerheads also provide a great value and shower experience while offering another reduced flow option at 2.0 GPM.

Rain Can Showerheads from Matco-Norca come with Sunflower heads, brass jets and are available in chrome, satin nickel or oil rubbed bronze finishes.

Matco-Norca also offers multiple fixed spray, adjustable and massaging full flow 2.5 GPM showerhead options throughout our lineup.

For spec sheet information, visit the company's website at www.matco/norca.com and click on Plumbing Specialties.



Acorn water coolers, drinking fountains

Acorn Engineering Company introduces enhanced water coolers and drinking fountains. The company's new coolers include many benefits, such as a universal bi-level mounting system, a patent-pending "AutoStop" feature, a .3-gpm water saver bubbler, a lighter design, and a bottle filler attachment. Visit www.acorn-drinkingfountains.com for more information.



ENGINEERING & MANUFACTURING EXCELLENCE

Stiebel Eltron has been at the forefront of water heating technology for almost 90 years. If we make it, it is the best. If we don't make it, we work with the company who does make the best. As a leader in the field, we never stand still.



SOL 27 Premium Collector
Top 10 SRCC Clear Day C/Day ratings for glazed flat plate



Accelera® 300
Heat Pump Water Heater
Designed from the start as a heat pump.
#1 in Energy Star Class

Renewable Energy Products

Solar Thermal Residential and Commercial Systems

Accelera® 300 True Heat Pump Water Heating Technology

Energy Saving Products

Tankless Electric 99% Efficient Water Heaters for Solar DHW Backup, Residential Whole House, and Commercial Point-of-Use

Space Heating Wall Mounted Heaters
HydroShark® Radiant Floor Heating Systems



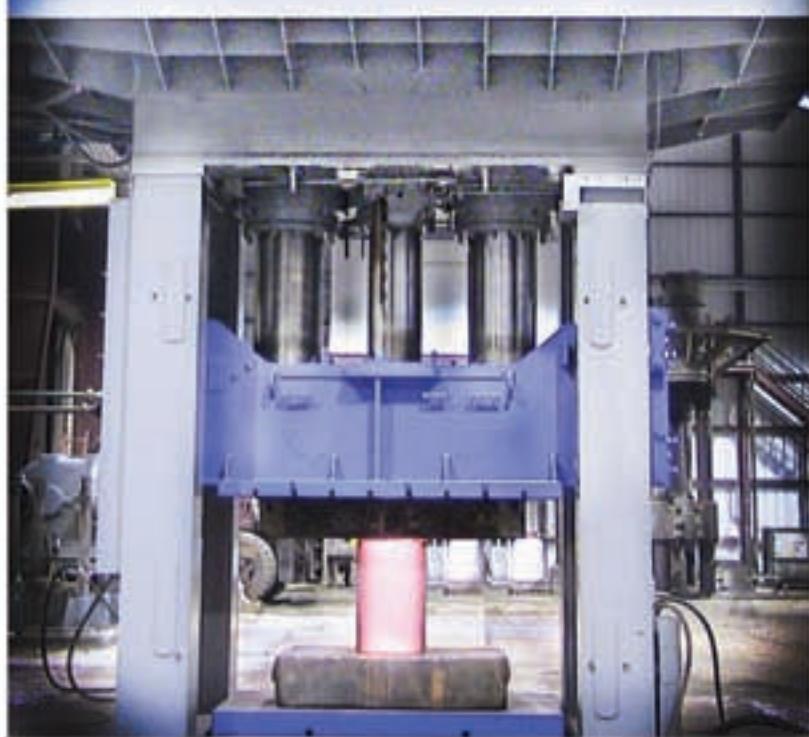
Tempra® Plus Tankless
Advanced Flow Control for constant water temperature output
Thermal Protection with Reset
Solid Copper Heating Coils



800.582.8423
www.stiebel-eltron-usa.com

STIEBEL ELTRON
Simply the Best

See contact information on page 122



"FCI" THE NOZZLE EXPERTS
Custom Forging & Machining Services
dedicated to ASME and API products since
1997 with four manufacturing facilities on
40 acres and over 100,000 sq. feet under roof.

**FCI™FORGED
COMPONENTS
INC.** **24/7**
www.forgedcomponents.com
sales@forgedcomponents.com
281-441-4088

FORGED CONNECTIONS FOR PRESSURE VESSELS

- Long Weld Necks Connections _____ LWN
- Heavy Barrel Connections _____ HB
- Intermediate Barrel Connections _____ I1, I2, I3
- Equal Barrel Connections _____ E
- Super Barrel Connections _____ SB
- Insert Lip Connections _____ Q

ROUGH FORGINGS, CUSTOM PRODUCTS,
LARGE DIAMETER FLANGES, STUDDING OUTLETS,
AND BUTTWELD STUB END CONNECTIONS

"FCI" Pressure Vessel Connections are available in
carbon steel, alloy steel, stainless steel and nickel alloys

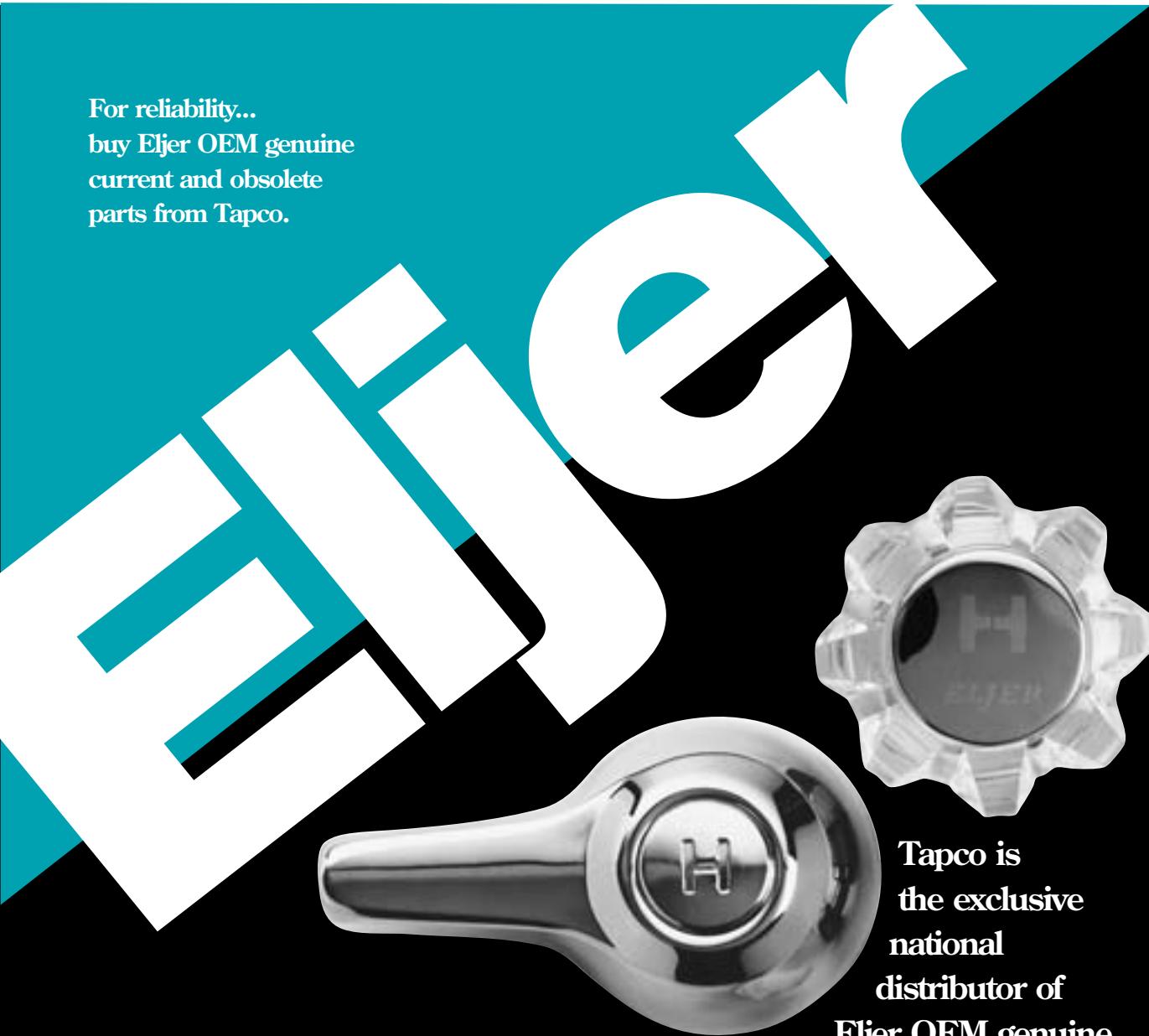


Forged Components Inc. Corporate Office located at 14527 Smith Road, Humble TX. 77396

Inquires: [Sales@forgedcomponents.com](mailto:sales@forgedcomponents.com)

Customer Service: (281) 441-4088, Fax: (281) 441-8899 / Canada Sales Office: (780) 905-6180, Fax: (780) 462-7451

For reliability...
buy Eljer OEM genuine
current and obsolete
parts from Tapco.



Tapco is
the exclusive
national
distributor of
Eljer OEM genuine

obsolete replacement parts for all
discontinued Eljer faucets.

All Eljer OEM genuine obsolete parts are
made to authentic OEM prints.

Tapco also stocks a large selection of Eljer
OEM genuine current replacement parts
for Eljer Plumbingware for the residential,
commercial and institutional markets.

Tapco acknowledges Eljer FAX orders
promptly by return FAX,
complete with your prices.



Tapco
P. O. Box 2812
Pittsburgh, PA 15230
412-782-4300

Tapco
GENUINE PARTS CENTER[©]
FAX 800-223-1067

See contact information on page 122

California Faucets achieves 'Made in California' program status

HUNTINGTON BEACH, CALIF. — California Faucets has earned recognition by the Made in California program. The program, supported by California Manufacturing Technology Consult-



ing (CMT), a non-profit organization partly funded by the U.S. Department of Commerce, is committed to retaining and cultivating as many jobs as possible of the 44,000 manufacturers that produce products in "The Golden State." California Faucets is among manufacturers publicly recognized by CMT that create American jobs.

In the only U.S. state that ranks in the top 10 — eighth, just behind Italy — of the world's largest economies, California Faucets prides itself on employing local labor to hand-finish each of its made-to-order custom faucets. "When you purchase a fitting from California Faucets, you're supporting one of the few faucet manufacturers that actually finishes and assembles its product right here in California," said senior vice president of marketing and sales Noah Taft.

At the California Faucets Huntington Beach manufacturing facility, highly skilled workers execute all design, engineering, assembly, finishing, water testing and quality control for the company's premier line of custom faucets. The company focuses on labor-intensive manufacturing processes rather than mass production to yield top-quality fittings, which are hand-finished to the last detail.

Visit www.calfaucets.com.

Billtrust, OB10 partner to offer more invoice connections

HAMILTON, N.J. — Billtrust, a premier provider of outsourced billing services, and OB10, the e-invoicing network, have partnered to offer business-to-business billers a solution for easily and cost-effectively connecting to the OB10 network.

In this collaboration, Billtrust customers can seamlessly deliver their invoices directly to the OB10 network, enabling them to satisfy their customers' desire to receive electronic invoices directly into their financial systems. This advanced integration provides efficiency for both accounts receivable and accounts payable departments. It also eliminates costly manual paper

processing and enables identification of exceptions immediately upon invoice receipt.

"Our customers are seeing a significant increase in the number of requests from their customers to join third-party e-invoicing networks. Since each of these networks has different standards and protocols, it is often a challenge for them to satisfy," said Flint Lane, CEO of Billtrust. "Much of this demand is being driven from customers on the OB10 network, and we're thrilled to be working with the OB10 team to streamline this process."

Visit www.billtrust.com or www.OB10.com.

Mary Jo

(Continued from Viewpoint, page 122.)

It's so easy for those of us "in the thick of things" now to focus on the tasks at hand and forget about the incredible contributions of those who came before us and paved the way. Life is so fast-paced now and it's made us all a little less patient. Often, we're so busy that we don't take the time to pause and really reflect on the sacrifices the generations before us made, the courage they showed, and the skills they possessed to build our industry. We have a tendency to quickly scoot by them as they move slowly, to brush them aside when they start to reminisce, and to feel like they can't possibly understand the challenges we face. They, on the other hand, have begun to feel irrelevant and invisible in this fast-paced, less-personal world. I can't even imagine what it must be like for this once-proud and vibrant group of people to feel like they have

nothing left to contribute.

So let's show them that's not the case. We all still can learn so much from them. Before it's too late, I encourage you to spend some time with members of this Greatest Generation. Ask them questions. Discover their stories. Learn what drove them and how they survived challenges that most of us couldn't fathom. And, as I did this weekend, thank them.

For his service to our country — and for so much more that has defined him as a man — I'm so proud to be my father's daughter. ■

Mary Jo Martin is editorial director of THE WHOLESALER. She can be reached at 972-315-9803 or editor@thewholesaler.com; follow her on Facebook at [maryjomartintx](https://www.facebook.com/maryjomartintx) or Twitter at @maryjomartin. And don't forget to "Like" THE WHOLESALER on Facebook to keep up with all the latest news and special events!

Tapco
GENUINE PARTS CENTER®
1-800-223-1061

America's largest outlet
of OEM genuine parts for:

American Kitchen
American Standard Current/Obsolete
Blanco
Bradley
Briggs Obsolete
Case
Central Brass
Chicago Faucet
Crane Current/Obsolete
Curtin Valve
Danze
Delta Current/Commercial
Eljer Current/Obsolete
Elkay/Water Cooler Parts
Fisher
Fluidmaster
Franke
Gerber
Grohe Current/Obsolete
Halsey Taylor
Hamat
Hansa
Hansgrohe
Harcraft
Huntington Brass
Indiana Brass Current/Obsolete
Kohler
KWC
Leonard
Mixet
Modern Faucet (Rinse Quick)
Moen
Newport Brass
Phoenix
Porcher
Powers
Price Pfister
Rohl
Royal Brass Current/Obsolete
Santec
Savoy
Sayco
Speakman Current/Obsolete
Sterling
Streamway
Symmons
Trim Kits
T&S Brass
Union Brass
Universal-Rundle Parts/Ballcocks
Valley Current/Obsolete
WaterSaver
Zurn (Commercial)/Flush Valves

P.O. Box 2812 Pittsburgh, PA 15230 412-782-4300

Neuco receives Blue Hawk vendor honor



From left to right: Layne Miller of Geary Pacific Supply, Jon Neustadt & Brian Neustadt of Neuco Inc. and Lance Rantala of Blue Hawk.

DOWNTON GROVE, ILL. — Neuco Inc. was recently honored by Blue Hawk, a buying group for independent HVACR distributors nationwide. The "Vendor Partner of the Year 2012" distinction was awarded to Neuco Inc. for contributing to their distributor members' growth and their con-

tinual commitment to the group. This tribute occurred during Blue Hawk's annual conference in New Orleans this spring.

Neuco Inc. is a leading master distributor of HVACR Controls located near Chicago.

Visit www.neucoinc.com.

Bosch improves efficiency of Therm tankless water heater

LONDONERRY, N.H. — Bosch Thermotechnology North America announced an efficiency increase of 2% to its popular Therm C 1050 ES tankless water heater, increasing its total energy factor (EF) to 0.94 overall. EF, as defined by the U.S. Department of Energy, is a measurement based on the amount of hot water produced per unit of fuel consumed over a typical day. The higher the number, the lower is the energy usage, hence greater unit efficiency.

Also, the C 1050 ES, along with three other Therm models — C 1210 ESC, C 1210 ES and the new C 950 ES — meets the new, stricter, low NOx requirement passed by utility regulatory agencies in California and Vermont.

Therm units from Bosch include a unique design using a wide flame pattern and secondary dilution air that results in a lower flame temperature

during the heating process. Combined with condensing technology, which utilizes a secondary heat exchanger to capture more heat from the exhaust for preheating incoming cold water, these models offer an attractive tankless water heating option that meets future code requirements today, while offering optimal efficiency.

The complete Therm line from Bosch features models with updated software that delivers performance-enhancing features, including a minimum activation flow rate of 0.5 gpm and the ability on many models to cascade up-to-24 units for larger commercial applications. The Therm line includes ENERGY STAR® rated models, powered by natural gas or propane that have an industry-best 15-year warranty.

Visit www.bosch-thermotechnology.com.

Get On-Board With... Vaughn High Efficiency Water Heaters



**Superior Performance
Long Service Life**



High Efficiency Water Heaters

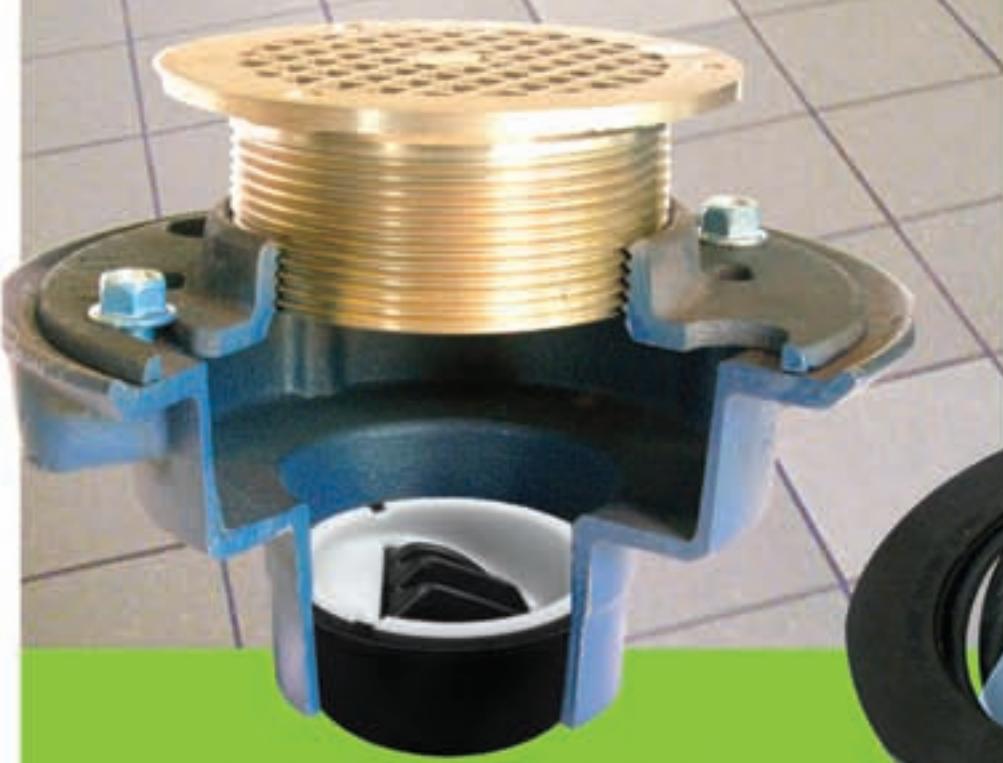


Vaughn Water Heaters... The Difference Is Clear

Vaughn Water Heaters combine advanced engineering and Hydrastone cement lining to provide the longest lasting, most reliable and efficient water heaters on the market. Get On-Board with Vaughn Today!

www.vaughncorp.com





Before SureSeal



After SureSeal



STOP floor drain odors before they start with waterless trap protection.

✓ New Construction ✓ Repair & Retrofit

100% SAFE & EFFECTIVE!

ASSE 1072 Approved

ICC-ES Listed: PMG-1070 • IAPMO Listed: C-4165

Trap Primer Replacement

SureSeal™ eliminates the need for expensive and failure prone trap primers, yet blocks the emission of noxious sewer gases from backing-up into living or work areas. SureSeal™ is cost effective, simple to install, and easy to maintain; eliminating complex, time consuming, and expensive repairs when trap primers fail.

SureSeal™ Inline Trap Sealers have been designed and engineered to universally fit standard drain configurations from manufacturers conforming to ANSI/ASME A112.6.3 - using minimal SKU's.

Available in 4 sizes: 2", 3", 3.5" & 4"

- Stops floor drain odors
- Resistant to lime scale and microbiological growth
- Effective alternative to trap primer replacement
- Fast & simple to Install
- No special tools or silicon needed
- Prevents insects from escaping the drain
- No Effective Flow Restriction
- Suitable for both new & retrofit applications
- Eliminate Callbacks
- 10 year Limited Warranty

Ideal for use in the following applications:

- Washroom Drains
- Shower Drains
- Basement Drains
- HVAC & Maintenance Areas
- Outdoor Drains
- Condensation Drains



PRECISION ENGINEERED & ASSEMBLED IN THE
USA



SureSeal

www.TheSureSeal.com/tw
877-201-2663

92. PSDA Annual Convention



•THE WHOLESALER® — JULY 2012



The Pacific Southwest Distributors Association Annual Convention was May 3-6 at the Hyatt Grand Champions Resort in Indian Wells, Calif. Several hundred wholesalers, manufacturers and reps attended the event — which was a great mix of education, networking and fun. To read about the keynote session, refer to Mary Jo Martin's Viewpoint in the June issue.



30 YEARS AND GOING Strong



THE SIMPLE SOLUTION FOR ROOFTOP SUPPORT

20 Year Warranty | 2.0 PSI or Less | Pre-Assembled | Made in the USA

Contact Us:
844 South 430 West
Heber City, UT 84032
800-768-6978
Fax: 800-440-7658
www.miroid.com

MIRO
INDUSTRIES, INC.
ROOFTOP SUPPORT PRODUCTS

See contact information on page 122

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

(More PSDA on page 94.)

The Preferred Choice Time After Time

Since 1956 the employees of Mueller Steam Specialty have been dedicated to the manufacture of high quality products delivered on time and with superior customer service. Our core line of rugged strainers is available in a wide range of types and materials. Whether you require basket strainers, Y strainers, "Tee" type strainers, duplex strainers, or even temporary strainers, Mueller will deliver your order from stock or custom engineer and manufacture it to your requirements. In addition to its strainer line, Mueller offers a full line of check valves, butterfly valves, pump protection and specialty products for a variety of industries and applications. Choose Mueller Steam Specialty for your next project.



Mueller Steam Specialty™

www.muellersteam.com

A Watts Water Technologies Company

94. *PSDA Annual Convention*

•THE WHOLESALER® — JULY 2012

(More PSDA on page 92.)



COMMITTED TO EXCELLENCE SINCE 1955

We carry complete lines of plumbing & water well products and accessories.

- Filter Housing Packages
- Spin Down Packages
- Sediment Cartridges
- Taste & Odour Reduction Cartridges and More!



Check out our website for complete product listings and more innovative products.

Toll Free: 800-561-3164

www.boshart.com

See contact information on page 122

WHAT YOU NEED... WHEN YOU NEED IT.

From the ordinary to the hard to find, Central Distribution Sales is the proud master distributor to independent wholesalers across the United States.

Top Brands • Competitive Pricing • No Minimum Order • Fast Delivery



FABRI-VALVE®

Cam-Tite®
Cam-Line®
Dia-Flo®



Bronze/Cast Iron/Cast Steel



OVER 400,000 SQ. FT. OF READY-TO-SHIP INVENTORY

Contact our dedicated CD Sales team today by phone, email or fax.

CD Sales. Your one-stop source for plumbing, heating, pumps, pipe, valves & fittings, HVAC, refrigeration, LP gas and industrial plastic supplies.

Call: **800.828.0557**

Email: **cdsales@fwwebb.com**

Fax: **603.218.2171**

See contact information on page 122

**OCD
SALES**

centraldistributionsales.com

Surprises galore!**Bradford White delights reps at National Sales Meeting**

(Continued from page 00.)

BY MARY JO MARTIN
Editorial director

The level of enthusiasm was off the charts as Bradford White hosted more than 400 people at a National Sales Meeting this spring. Bradford White pulled out all the stops to celebrate a very special occasion — and to build an even stronger bond with their valued reps.

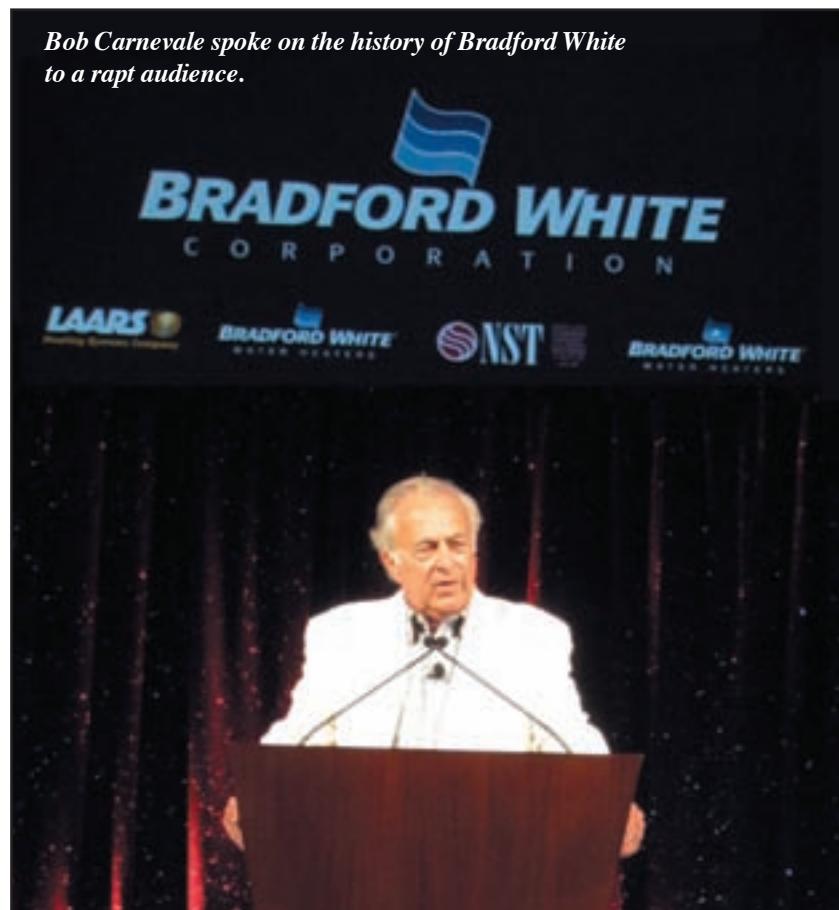
The JW Marriott in Palm Desert, Calif., with its lush landscaping and breathtaking views, provided an ideal setting for this meticulously planned event. Every single detail was attended to from start to finish, and it left everyone in attendance — including this editor — feeling incredibly energized about the future.

Executive vice president-sales & marketing Bruce Carnevale explained why bringing their reps together is so important to Bradford White: "Reps are critical to our customers' success, and therefore our success. Even though we deal with

them on a daily basis, it is important for them to see the company's strategy firsthand and know that they are important in developing our strategy. It's also important for the reps from each of the subsidiary companies to get to know each other. It's been gratifying to see those relationships grow and develop since the last meeting."

Unlike most meetings that provide attendees an itemized schedule, the agendas Bradford White handed out upon arrival preserved the element of surprise for what was happening next by providing only times and meeting places.

Bob Carnevale spoke on the history of Bradford White to a rapt audience.



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

"So that's how we started. A new company that didn't have enough business to survive. With a business model that cut off half of the market potential. Six banks didn't believe in us, several of our own executives didn't believe in us, many in the industry thought we had one of the dumbest business plans they had ever seen, and our competitors set out to bury us. . . . Ladies and gentlemen, it truly was 'Mission Impossible.'" . . .

— Bob Carnevale

The exquisitely choreographed event featured one highlight after another — all of which were home runs for Bradford White and their reps. When I asked Carnevale about his favorite moment from the meeting, he had a hard time narrowing it down!

"Wow, there are so many it's hard to pick one," he said. "But I can tell you that, to me, the highlights that really stood out were:

- Having Jay Leno take the stage was awesome! Quite honestly, I never knew he was so funny.

- Bob's [Carnevale] speech on the history of Bradford White had the entire audience mesmerized. You could hear a pin drop.

- The opening "Mission: Possible Fuse" video was awesome. Even having seen it so many times in rehearsals, when the music started, and the curtains dropped to reveal a 182-foot, 270° screen, you couldn't help but get an adrenaline rush.

- Nick's [Giuffre] 'interview' session with Ross Shafer was definitely a highlight. It was informative, interesting and one of the funniest things our audience had ever seen!

- Dinner and entertainment at the Solomon Estate was amazing.

- The USC Marching Band was a huge hit. I had no idea that would have been such a highlight for so many of our guests."

Let's take a closer look inside Bradford White's National Sales

Meeting: Yesterday • Today • Tomorrow — Our Quest Continues.

Day One

With a theme of "Mission: Possible," the Bradford White team meticulously planned three spectacular days



of meetings, fun and surprises. The fun kicked off right away at the meeting registration area, where several portable photo booths were set up. Everyone was encouraged to get creative as they pulled the curtains for their close-ups. The resulting photos were used for everyone's name badges and "special agent passports." I'll just say that there were a lot of sunglasses (and perhaps a few adult beverages) used as props.



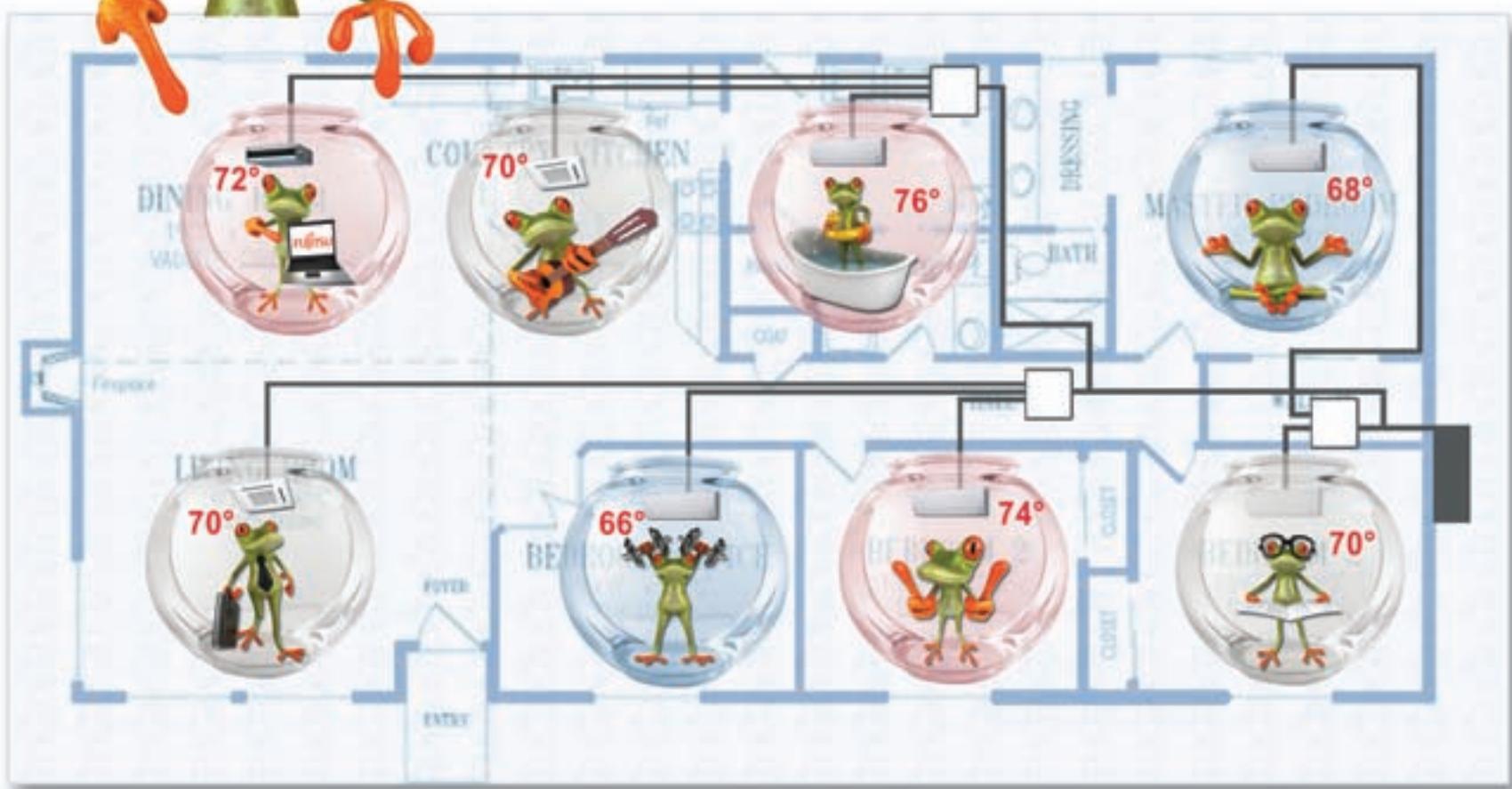
That evening, in keeping with the theme as we made our way to the Opening Reception, a number of "special agents" in black trench coats, fedoras and sunglasses lined the hotel hallways. Inside the reception — which featured an incredible array of hors d'oeuvres and fresh shellfish — Cirque du Soleil-style performers entertained with their amazing strength and flexibility.

We were then invited into the large ballroom for a delicious steak and

(Turn to National... page 98.)



Who Says You Can't Please Everyone?



Fujitsu's new Hybrid Flex Inverter line provides individual comfort to up to 8 zones at once.

Let's face it, one temperature does not please all, which is why Fujitsu's new line of Halcyon Hybrid Flex Inverter (HFI) models allows up to 8 indoor units to be connected to one outdoor unit, providing 8 individual zones of heating or cooling.

- Up to 17 SEER energy efficient operation lowers utility bills
- Flare connections make HFI models easier to install
- One Group Remote Control can control all 8 zones
- Long piping lengths of up to 230 feet increase installation options
- Inverter technology regulates the compressor speed to its optimum energy usage, producing higher refrigerant performance with less power consumption



With Fujitsu's line of Halcyon Hybrid Flex Inverter systems, you really CAN please everyone.



To find out how you can please everyone and how to become a Halcyon Dealer visit www.fujitsugeneral.com

(Continued from page 96.) crabcake dinner to celebrate the 20th anniversary of the "New" Bradford White Corporation led by Bob Carnevale.

Carnevale took the stage to welcome guests and give them a look back at Bradford White's incredible history. With roots that go back to 1881, the name Bradford White was launched in 1968 when Pennsylvania Bradford acquired White Products. Over the next two decades the organization went through a number of

rable call between Carnevale and Milock:

Milock: "Can you sell enough?"
Carnevale: "Can you make enough?"

Milock: "Bobby, if you sell 'em, I'll make 'em!"

They had to overcome a lot of hurdles — including difficulty recruiting a management team and financing (after presenting their plan to 6 banks who turned them down, their 7th and last option agreed to finance the deal, but only partially).



•THE WHOLESALER® —JULY 2012

National Sales Meeting a treat for Bradford White reps

ownership changes — and manufactured products that ranged from bath tubs to clothes dryers to water heaters, owning in excess of 150 brand names.

In 1989, Bradford White was purchased by SABH, an Australian conglomerate. SABH's growth strategy included the acquisition of a competitor, Mor-Flo Industries. To gain approval from the Department of Justice,

"I awakened the next morning to the realization that we were going to launch a new, small, highly leveraged company — in a fiercely competitive market — dominated by 800-pound gorillas..."

it was necessary to sell a portion of Bradford White. A new company was to be formed as an ESOT, run by experienced management, raise its own capital, and present a viable business plan. Carnevale and Dick Milock, the VP and General Manager of the Middleville, Mich., facility, agreed to lead the effort to form and operate the "New" Bradford White. As Carnevale recalled, "I awakened the next morning to the realization that we were going to launch a new, small, highly leveraged company — in a fiercely competitive market — dominated by 800-pound gorillas who were determined to see us fail."

He then formed the two-pronged premise on which they would build the company:

- Build high quality products in America
- Sell only to wholesale plumbing and heating distributors through a network of manufacturers' representatives.

This new strategy led to a memo-

"So that's how we started," said Carnevale. "A new company that didn't have enough business to survive. With a business model that cut off half of the market potential. Six banks didn't believe in us, several of our own executives didn't believe in us, many in the industry thought we had one of the dumbest business plans they had ever seen, and our competitors set out to bury us. ... Ladies and gentlemen, it truly was 'Mission Impossible.' ...

"But we have just completed our 19th consecutive record year. We proved all the naysayers wrong. We took Mission Impossible and turned it into Mission Possible. You all have played a critical role in our success, and will play an even more critical role moving forward."

Following Carnevale's speech, a nar-

rated video that contained old photos and article clippings played on massive flatscreens surrounding the room, and then president and CEO Nick Giuffre took the stage to thank everyone for their loyalty and support.

"The video highlights you just saw were from our 1997 National Sales Meeting in East Lansing, Mich.," he said. "At that time we were celebrating our 5th anniversary as the New Bradford White Corporation, but there were still a lot of people who didn't think we were the real deal. In fact, as you saw from the video, we had an impersonator as our featured entertainment.

"Well ladies and gentlemen, we are all

gathered here tonight to celebrate our 20th Anniversary as the new Bradford White. After 20 years of amazing growth and success, I don't think there is anyone in the industry who doesn't know that Bradford White is



Nick Giuffre shares a light moment with Jay Leno, who made a surprise appearance and entertained the guests with a one-hour standup routine.

NO ONE DELIVERS LIKE ROCKFORD SEPARATORS



Call today — you'll like our customer service.



Tap into 40 years of engineering experience.



Select from our extensive inventories...



Put highly productive capabilities and people to work on your custom project...

Special Events

.99

the real deal!"

Just when we thought the evening had come to a close, Giuffre announced a very special surprise guest — Jay Leno! Jay ran in through the crowd and took the stage, delivering his own special brand of standup for



an entire hour. He was absolutely fantastic and had everyone rolling with laughter. What an incredible way to kick off the meeting!

Day Two

A lovely breakfast buffet was set up outside on the patio so attendees could enjoy the ideal weather and surrounding scenery before a busy day kicked off.



Need faster, more dependable performance from your separator source?

For 40 years, we've focused solely on separation. Our team is experienced in building custom, engineered-specific designs for customers that expect the best, whether it's for a Las Vegas casino, new 5-star restaurant, mall food court, or your neighborhood quick lube shop.

We move faster than our competition, with better, more reliable products, service and support.

Call us today. We're ready to deliver.



Meet our people
Visit www.rkfdseparators.com

ROCKFORD SEPARATORS

5159 28th Avenue, Rockford, IL 61109 • www.rkfdseparators.com
815.229.5077 • 800.747.5077 • Fax 815.229.5108

Any size — from 1 gallon to 50,000 gallon,
including double-wall construction!

See contact information on page 122

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

Executive vice president-sales and marketing Bruce Carnevale addressed the crowd of 400.



What the guests had to say...

"Thank you for being Bradford White! We have come home motivated and will continue to invest and improve so we can not only remain relevant but become even more relevant into the future."

— Tom Alkire, Rep West

"The Bradford White team has proven again they are capable of exceeding high expectations. I appreciate every detail large and small, right down to the room keys with sales meeting marketing print on them."

— Jason MacKenzie, Equipco Ltd.

"A hearty congratulations for planning and hosting such a remarkable few days. This meeting was extremely creative, expertly executed, fun and truly inspiring."

— Tom Gervais, Laars

"Mission Possible was unlike any sales

The Late Show, Days End and Match Game. He has since become an expert at the topic of "being relevant" and shared some great insights — and a lot of laughs — with Bradford White's reps.

"You've got to continue to innovate

meeting I have ever been to. You guys were over the top!"

— Joseph Knott, Dellen Sales

"All of us at Dellen want to thank you for putting so much care, attention, class and intensity into the National Sales Meeting... the best ever. We were all blown away and my team had never been to any sales meeting that came close to this one."

— Scott Dellen, Dellen Sales

"Based on my many discussions (and I chatted with lots of folks), I am convinced that the sales representatives departed with renewed and enthusiastic energy as well as an increased arsenal of sales tools and offerings. I expect you'll see an almost immediate uptick in commercial water heater sales (and sales in general)."

— Joshua L. Cohen, Ratner Prestia

or you will become irrelevant," he urged. "Bradford White is not thinking about yesterday's products; they are thinking about tomorrow. ... 74% of customers 18-45 will bolt to a competitor after one negative customer experience. You can't dictate to people to buy your products anymore. ...

"Learn rapport from talk show hosts. We never meet these people before they walk through the curtains. We have to create an instant rapport for the segment to come off well. Show a real interest in other people. Drive the questions. Don't talk about yourself; focus on them. It will revolutionize your personal and professional life."

(Turn to Reps treated... page 100.)



The 'Secret Agent' was real!

Reps treated to a memorable experience

(Continued from page 99.)

Shafer closed with these very wise words: "Anyone can be successful in this world if they work hard enough. There is no shortcut in life. Don't focus so much on your standard of living; focus on your standard of loving!"

Following a short break, everyone reconvened and the lights were dimmed for a Bradford White original movie. Written and filmed by the company's agency, The Marketing Group, and starring a number of very familiar Bradford White faces, the movie — a spoof on undercover espionage — drew howls of laughter from the crowd.

As the lights came up, we saw that the stage had been re-set into a talk-show format, with Shafer behind the host's desk. His "guests" included Nick Giuffre and Bruce Carnevale. With a lot of humor, Shafer "interviewed" them to get to the heart of the tremendous importance Bradford White places on relationships, loyalty to the channel, quality and risk. During these segments, Bradford White made full use of the 270° flatscreens by taking the audience on tours of some of their facilities around the country, and talking about how they are improving operations to better service customer needs.

Later, I asked Bruce Carnevale what it was like to be up there on the couch on stage in that setting. "Actually, it was much easier than I thought

it would be," he said. "The conversations weren't tightly scripted, so it was very natural. We thought it would be a fun and entertaining way to get our messages across, and based on the feedback from the audience, they agreed."

Shafer concluded the morning by sharing a few final words with the audience: "You saw what Bob Carnevale did in 1992 to risk everything. It was fragile in the beginning. What made it work was that they had guts and determination. They believed in the product and in the marketplace and in the philosophy. They have continued to invest in plants, equipment and personnel. If I were you, I would be inspired and thinking that 'Wow, if this organization is doing all this, what can I do to make sure my rep agency is relevant, and how can I expand my own influence to elevate the industry?' Ask yourself if you are still relevant? If not, figure out three things you can do tomorrow to make sure you still are."

That afternoon, Bradford White had arranged for four very special activities that everyone could choose from to take part in:

- Operation Hole in One for golf
- Operation Desert Tremor for a Jeep tour
- Operation Mountain Top for the aerial tramcar tour
- Operation Shop Til You Drop for shopping on the El Paseo.

It was a great opportunity for reps to have some fun and get

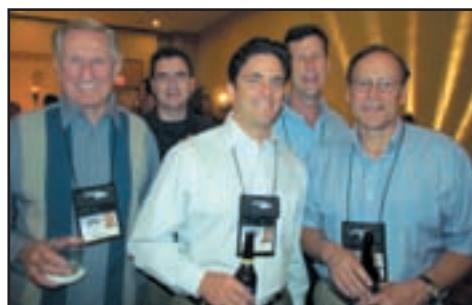


Among the activities guests enjoyed was the Operation Desert Tremor Jeep tour.

'Rat Pack' impersonators provided fantastic entertainment.



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



Frank Parks poses with a classic silver Rolls Royce at the Solomon Estate.

to better know each other and members of the Bradford White team.

That evening we were all asked to meet in the lobby at 6:00 to board buses for a special off-site reception and dinner. No one could have anticipated what a spectacular venue we were headed for — the Solomon Estate. As buses pulled up to the gate, the "ooohhhs" and "aaaahhhs" were plentiful.

It's almost impossible to describe just how beautiful the home, grounds and view were. Guests were able to get their photos with a shiny silver Rolls Royce, wander throughout the Mediterranean-style mansion, mingle around the pool — which featured girls floating and posing in "bubbles" — and stroll the

rolling grounds taking in a breathtaking sunset over cocktails.

Numerous buffet stations were set up outdoors for a fabulous dinner, which was followed by an evening of entertainment by members of "The Rat Pack" — with impersonators including Frank Sinatra, Dean Martin, Sammy Davis Jr. and, of course, Marilyn Monroe. Backed up by an orchestra of musicians, they each sang some of those performers' most famous songs, and had a lot of fun interacting with members of the audience.

Day Three

A lot of business was accomplished on the final day, with presentations (Turn to *A good time...* page 26.)

WHEN THE SITUATION CALLS FOR UPDATING YOUR WATER SYSTEMS, ZURN LISTENS.

“
When I was tasked with retrofitting every backflow valve in a 90 year old hotel, I called Zurn.
”

“
When your building sees 30,000 workers every day, you need sustainable plumbing products that not only look good, but also last. We called Zurn.
”

RETROFIT AND REPLACEMENT SOLUTIONS

A complete line of products for any project. A 100-year history of quality and innovation. And the lowest life-cycle costs in the industry. When it comes to total building solutions for your water needs, one name stands above the rest. Zurn. For your next retrofit and replacement project, give us a call. We'll listen.



zurn.com

1.855.ONE.ZURN



Sensor Flush Valves



375XL Lead-Free
Reduced Pressure
Principle Assembly



Flush Valve Diaphragms

See contact information on page 122

A good time was had by one and all

(Continued from page 100.)

from a number of the Bradford White management team, new product launches, and the "Best of the Best" Rep awards for each region (see page 102 for the awards coverage).

As each person was introduced on stage, their personal special agent "dossier" was shown on the flatscreens — complete with audio and visual "typing" effects just like in the *Mission: Impossible* TV show. And, of course, each had their own

code name that generated a lot of laughs, i.e., Nick Giuffre as Agent XXL, Jim McGoldrick as Agent Brylcream and Fred Vattimo as Agent Situation.

The overriding messages delivered that day revolved around Bradford White's continuing firm commitment to the professional trade channel, their sincere appreciation for the loyalty and value of their independent rep force; and their bullish outlook on potential for the future.



A special off-site reception and dinner took place at the fabulous, Mediterranean-styled Solomon Estate mansion that left guests speechless with its elegance.



The USC Marching Band proved to be a huge favorite among the guests.



•THE WHOLESALER®—JULY 2012

Bradford White typically only hosts these meetings about every five years — and after witnessing the level they go to in making it a memorable experience for all involved, it's easy to see why.

"The entire process to put one of these meetings together takes about 18 months," Carnevale explained. "Imagine planning a three-day wedding for 400 of your closest friends, multiply that by 10, and that's about how much planning and attention to detail go into an event like this! We know that things will go wrong. The goal is to make them transparent to the audience. And nobody takes care of the details better than [director of corpo-

"The entire process to put one of these meetings together takes about 18 months. Imagine planning a three-day wedding for 400 of your closest friends, multiply that by 10, and that's about how much planning and attention to detail go into an event like this!"

rate advertising] Fred Vattimo."

Showing once again the value they place on relationships, it was a fitting touch that Bradford White invited a number of their retired personnel and reps to attend. "The overall theme of the meeting was 'Yesterday • Today • Tomorrow,'" explained Carnevale. "The retirees were instrumental in getting us where we are. It's clear to everyone how important they were



Mary Jo shares some quality time with Ross Shafer (left) and Nick Giuffre.

to the 'Yesterday' phase of our business, but what's amazing to me is how much they still care about the company and our customers 'Today,' and give us valuable guidance for 'Tomorrow.'"

There is no denying the critical — yet often unheralded — role that manufacturers' reps play in the supply chain. But companies like Bradford White truly "get it," and are, in turn, rewarded by tremendous performance and support of their rep force in appreciation.

"We always hear from people in our industry that 'our business is all about relationships,'" concluded Carnevale. "So, if you are a manufacturer who truly believes this, doesn't it start by having a strong, healthy relationship with your reps? I hope that one of the main messages that our reps leave our National Sales Meeting with is that they are very important to Bradford White. We expect that our culture of helping customers succeed is embraced by our reps. While they are called 'manufacturers' representatives,' we expect them to be advocates for customer success with Bradford White." ■

For additional information, visit www.bradfordwhite.com.

Best of the Best!

Bradford White Corporation recently presented Best of the Best sales achievements awards at its national sales meeting. Bradford White, Laars Heating Systems, Bradford White Canada and Niles Steel Tank sales representatives from throughout North America were honored.

Bradford White awarded:

- Burke Agency Inc., Walled Lake, Mich., Northeast region
- Carr Company, Boca Raton, Fla., Southeast region
- Focus Sales LLC, Middlesex, N.J., Mid-Atlantic region
- Friedman & Dorrans Sales Inc., Wheeling, Ill., Midwest region
- Rep West Inc., Rancho Cordova, Calif., Northwest region

• Signature Sales Inc., Corona, Calif., Southwest region.

Laars Heating Systems presented awards to:

- Sales Marketing and Service Inc., Stoughton, Mass., Northeast region
- Rathe Associates, Farmingdale, N.Y., Eastern Atlantic region
- Hydronic Energy Inc., Des Moines, Iowa, Central region
- California Hydronics Inc., Hayward, Calif., Western region.

Niles Steel Tank awarded the Best of the Best to:

- Frank P. Langley, Amherst, N.Y.
- Bradford White Canada presented the award to:
- Les Agences Lambert & Bégin Inc., Laval, Quebec.

WESTBROOK



The most respected name in the fitting industry

START YOUR DAY OFF RIGHT BY CHOOSING WESTBROOK'S SUPERIOR PRODUCTS



WESTBROOK MANUFACTURING HOUSTON TX

www.westbrookmfg.com



See contact information on page 122

Morrison Supply builds on its tradition while embracing new strategies



Under new ownership

BY MARY JO MARTIN
Editorial director

One of the biggest names in wholesale distribution in the Southwest — and certainly one of the most diversified — is Morrison Supply Co., which ranks #17 on this year's Wholesaling 100. And another of the industry's biggest names — Chip Hornsby — joined them last November as their new CEO. Hornsby, a former president and CEO of Ferguson Enterprises and later its parent Wolseley, is now an operating partner of Advent International, which acquired Morrison from long-



Chip Hornsby, CEO.

time owner Scott Sangalli last fall. An East Coast native, he has since relocated to the Lone Star State, and is based at Morrison's headquarters in Fort Worth.

Morrison Supply Co. has built a diversified business distributing products including residential and commercial plumbing; pipe, valves and fittings; hardware; HVAC; waterworks; gas and oilfield supplies; and appliances. The company operates 88

locations throughout Texas, New Mexico, Oklahoma, Kansas and Louisiana, along with 30 well-appointed showrooms.

After almost three decades with the Ferguson/Wolseley organization, Hornsby stepped down from his London-based position as CEO of Wolseley in 2009 and was contacted almost immediately by private equity firm Advent International. Due to the terms of Hornsby's departure from Wolseley, however, he had to wait 12 months before he could pursue any discussion.

"I had to sit on the sidelines, but Advent stayed in touch and I did a lot of research into how private equity worked," Hornsby noted. "Over a period of time, I had an opportunity to be in front of two dozen different firms. When my non-compete expired at the end of June, I explored where my opportunities were. I wanted the chance to establish a business in the format I envisioned going forward, and Advent seemed to be the best match for me. After initially planning to raise between \$250 and \$400 million to invest in a distribution business, Advent came back and said they were willing to invest up to a billion."

Hornsby became an operating partner at Advent in November 2010, and 12 months later, they closed the acquisition of Morrison Supply. Sangalli continues to sit on the board of directors.

Fine-tuning their focus

"During these early months following the acquisition, we have focused our efforts on understanding the opportunities for Morrison and markets in the Southwest," said Hornsby. "We

hired Bain Consulting to help us understand how the company is positioned, and they surveyed hundreds

MORRISON
SUPPLY COMPANY

of customers. What we found was an organization very focused on customer service and identifying customers' specific needs in all markets. We want to expand and build on that success, and part of that is adding some new individuals to the team. We're building up the team to expand beyond our current footprint. We are fortunate that three of our key leaders — President Darrell Hawkins, CFO Charlie Allen and SVP Mike Roberts — are still with us and have personally invested back into new business. We've added some key personnel, including Dan Filler, a former Bain Consulting executive, to work on M&A; Stan Allen, formerly of Ferguson, to manage operations; and Joe

Lasik, who had been with Aviall, a Boeing company, to handle our IT efforts.

"We're also looking at additional associate development and engagement; training them from a customer standpoint. Our mission is to look at ways to expand our business and enhance the service we provide our customers. Ultimately, people buy from people they like and can rely on. Our contractors really only do business within a 25-mile radius, and they want to do business with people where they have a relationship. So the more we can enhance the training and empowerment of our people, the better. Our training efforts have been limited in the past but our renewed involvement with ASA and their Education Foundation will be a key component going forward. We're getting involved at the grassroots levels — showroom, inside sales, outside sales, warehouse. I have a simple philosophy that you take care of your (Turn to New owners... page 106.)



Morrison's showrooms include spectacular destination showrooms in Fort Worth and Houston, as well as this one in Oklahoma City. Altogether the company operates 30 showrooms, with 17 functioning as standalone facilities.

Smart business decision.



A great choice for your customers.

The Zone Sentry® zone valve uses up to 93% less energy while enhancing the overall performance of the system. So it's a win for your customers.

A home run for you.

The Zone Sentry uses fewer components and can handle up

to 12 valves per standard 40 VA transformer. Its multi-function LED makes troubleshooting easier than ever, and an indicator shows you the ball valve's actual position. There's even a manual override button and an available open system option.

The most efficient system you can install.

Tell your customers that when combined with any Taco variable

speed delta-T circulator, the Zone Sentry creates the most efficient hydronic system available anywhere. You'll look like a hero. Read about more great features on our web site at www.taco-hvac.com/flopro.



www.taco-hvac.com

e-smart™ is our way of helping you quickly identify our most resource-saving products.

New owners, opportunities for Morrison Supply

(Continued from page 104.)
people and they'll take care of your customers."

VP of HVAC operations Kevin Moore concurred, describing some of the positive changes he has already seen: "The biggest changes have come in the form of new and exciting resources we have been provided. One of the new resources was an immediate investment into technology providing our associates with new tools and quicker access to critical information. This has already had an impact on assisting our associates in streamlining their jobs, providing them with better data from which to make informed business decisions, and allowing them to focus their energy on servicing our customers. Only through this ability to effectively and efficiently service our cus-

tomers will we be able to meet our aggressive growth goals."

Making a smooth transition

As with any transition, communication is key, and marketing director Jennifer Williams said the leadership was particularly proactive in their efforts: "When you have a new regime come in, it's natural for people to be nervous with the uncertainty of how that might affect them. But since Day 1 when the transaction was finalized, Chip has really put forth a personal effort to reach out to our associates, make everyone feel comfortable, and enthusiastic about what's ahead."

According to Moore, that effort has paid dividends when it comes to employee relations. "The response from our associates has been very positive," he said. "Scott, Chip and Dar-



Morrison Supply Co. has built a diversified business distributing products such as oilfield supplies (shown here); residential and commercial plumbing; pipe, valves and fittings; hardware; HVAC; waterworks; and appliances.



It's all about the relationships

For Morrison, relationships are at the core of their business — and of their success. They've used a wide range of opportunities to build those relationships over the years, including trips, promotions, dealer meetings, local festivals, counter days and incentives.

But over the last nine years, one of their most popular customer events has been the air-conditioned chalet with a wrap-around patio that they sponsor at the Crowne Plaza Invitational at Colonial

Palmer is local favorite and always has a large following."

On Wednesday for the Pro-Am portion of the tournament, Morrison worked with A.O. Smith and Hugh M. Cunningham & Associates to bring in 175 people. For the Opening Round on Thursday, Morrison was joined by Braswell & Associates, Bradley and Elkay in hosting builders and designers. Friday's co-hosts for a predominantly builder customer audience were Electrolux, Aquatic and

are cooking demos, and the audience gets to try some of the delicious dishes being prepared. This year, about 30 Egghead Cooking teams participated and nearly 1,000 tasters were on hand to sample the food.

Big Green Eggs function as an oven, a grill and a smoker, all in one. They use natural lump charcoal made from oak and hickory with air flow that works like a fireplace. These ceramic cookers can be used for anything from ribs and turkey to casseroles and pies.

"We sell a lot of the Big Green Eggs in East Texas," said Lufkin branch manager



Country Club in Fort Worth. One of the most well-known events on the PGA tour every year, the tournament got its start in 1946. The tournament is often associated with the great Ben Hogan, who won the event five times and considered Colonial his home course.

This year, Morrison — one of the tournament's premier sponsors — brought in 1,300 customers over the five-day event. Each day, Morrison partnered with the sales departments of manufacturers and rep agencies to host customers. They develop the guest lists, invitations, tickets, food and beverages.

"The Colonial is such a fun tournament," said Morrison's marketing director Jennifer Williams. "There's something for everyone whether you follow golf or not. Our guests really enjoyed meeting tour players William McGirt and Ryan Palmer.



Southwest Sales. Viega partnered with Morrison for Saturday's event and hosted mechanical contractors. For the Final Round on Sunday, Comfortmaker co-hosted the event to bring in customers of the HVAC business segment. Over 550 people enjoyed the hospitality during the weekend.

"Throughout the event, we really hit all of our customer bases and brought in good, quality customers," said Williams. "It's all about being face-to-face and spending time with customers to build those relationships. Customers look forward to events like this and can't wait to come back every year."

Another very popular event Morrison sponsors is the Athens EggFest. Participants come from across the country to showcase their recipes and cooking prowess with the Big Green Eggs. There

Jimmie Railey. "So when we were looking for an event to sponsor in this area, the EggFest made total sense. The Texas Freshwater Fisheries Center in Athens is the venue we use, and we draw a lot of folks from both East Texas and the Dallas area.

"People come from all over the country to cook. We set up a Morrison 'storefront' and sell the Big Green Eggs, and all their accessories. About 15 of our employees were on hand, with some running the store and others cooking. It's a great event for Morrison that lets people enjoy the food and see what the Big Green Eggs are all about. These ceramic cookers are really gaining in popularity and the EggFests are popping up around the country. Distributors like Morrison can really help promote sales by being part of these events."

rell did a great job early in the transition period of traveling to all of our regions to meet with our people, explain the need for new investment partners, and provide a clear understanding of the company's goals for the future. Any anxiety was quickly replaced with a new and exciting energy focused on meeting goals and creating future opportunities for all our associates."

Hornsby noted that he has really concentrated on helping associates understand who Advent is, what private equity is, and the impact it would have on them individually. "I try to send out brief email communications to associates every few weeks to keep them in the loop," he said. "Our success is hinged upon our 1,100 associates' success and development. In April, we held our first-ever company-wide meeting for managers and their spouses. Part of the focus was to roll out the initiatives and send a message of what we're doing and where we're headed. But it was also to set the tone of being social, having a good time and getting to know one another on a more personal level."

"From a supplier-based standpoint we met with all of our key suppliers within the first 30 days and made them aware of objectives and financial position. We want to have open dialogue with everyone, because this is going to provide new opportunities that will benefit our employees, our customers and our vendors."

Realigning and redefining

One of the first things that Hornsby (Turn to Relationships... page 108.)



Grinnell

G-PRESS Copper System

Less time. Less cost. More advantages.

- Cleaner and safer, as no flux, flame, or solder is required
- Quick and easy installation leads to labor savings and reduced project risk; less labor risk exposure leads to more consistent, reliable joints
- Unique Leak-Before-Press feature identifies unpressed fittings during pressure test
- Ideal for hot and cold potable water, hydronic heating, and process piping systems



1 Cut and De-Burr Pipe



2 Mark and Insert Tube



3 Crimp with Tool



Available in sizes

½-Inch through 2-Inch (12.7mm-50-mm)

Approvals:

IAPMO/cUPC Listed and Certified to NSF-61 and NSF-372 with EPDM O-ring seals

Working Temperatures:

O-ring seals are EPDM -4°F to 230°F (-20°C to 110°C) with intermittent service to 250°F (120°C)



www.grinnell.com

© Copyright 2012 Grinnell Products. All rights reserved.

See contact information on page 122

tyco

Relationships at core of success for Morrison

(Continued from page 106.)

and Team set in motion was realigning Morrison's business and establishing leaders by customer type. There is now a dedicated person heading up each of the product groups, and regional managers have been repositioned to focus solely on their region.

"With this new financial backing, we've been able to build our bench and add key employees," said Hawkins. "For years, we've all worn lots of hats. But now that growth is eminent and we've got financial backing behind us, we're able to specialize a little more. That will help us get closer to our customers and better understand their specific needs. It's a real trickle-down effect that will pay off for us — and benefit our customers — in the long run."

HVAC has long been a staple of Morrison's business and continues to grow. Moore described the company's approach to the HVAC market as a dealer-based focus.

"We have been fortunate to have established a strong network of professional HVAC dealers throughout our markets," he said. "Our dealers require additional resources of knowledgeable people, technical support and marketing. Investment of these resources contributes to their growth and success and through our dealers will come our growth opportunities.

"Many of our branches are blended branches that distribute both HVAC

"Ultimately, we want to make it easy for customers to do business with us, and have the solutions to make their headaches go away."

and plumbing products. Our approach within these branches to segment and create a business within a business starts with our HVAC associates. We have within these branches an experienced team of HVAC specific managers, salesmen and TSAs to support HVAC contractors.

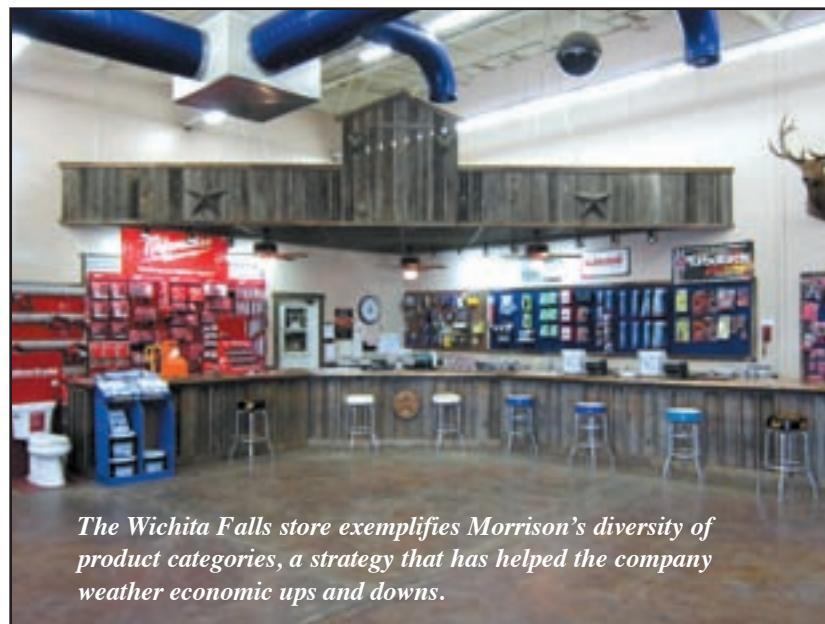
"Many of our rural markets contain customers that service both the HVAC and Plumbing sectors. Our associates in these branches are cross trained and able to easily service the customer in both product categories. In many of the markets where our customers are HVAC service specific and our branches service multiple in-

dustries, we have been able to acquire additional facilities and provide HVAC specific staff and counters. In the other locations our managers have done a good job of segmenting their counters with inventories and providing designated HVAC associates. This model has allowed us to operate two separate businesses under one P&L, sharing operational/support staff, and keeping our operating expenses low without reducing our service levels."

Hawkins described how Morri-

tional of what that business could bring us," Williams described. "Many of our showrooms have a similar feel and layout, with like groups of products in separate rooms and a meandering street down the center with vignettes and rooms of product on display. It's a look that is very unique to Morrison.

"We continue to formulate plans to drive more attention and traffic through our showrooms. The days of building McMansions are gone, and the financial crisis has had impact on the American psyche. Getting large mortgages is difficult. So we're emphasizing repair, remodel and improvement. We're finding that new homes are smaller, but with good



The Wichita Falls store exemplifies Morrison's diversity of product categories, a strategy that has helped the company weather economic ups and downs.

son's diversity into so many different product categories really helped the company through the challenging economic conditions in recent years. "Obviously the cycles used to be that when one product segment was up, another might be down. But after this latest financial crisis, everything was clobbered, however we are seeing some signs of improvements. Our commercial plumbing business has helped us and we are very well positioned on the HVAC side. We also see a lot of potential when it comes to the commercial PVF arena."

Moore added, "We have been fortunate to be operating in markets that have not been as impacted by the housing markets and unemployment. The states in which we operate are business friendly environments and continue to attract new businesses, creating new jobs, and providing for continued growth."

Morrison is also well-known for its beautiful showrooms, including spectacular destination showrooms in Fort Worth and Houston. Altogether there are 30 showrooms, with 17 functioning as standalone operations.

"About nine years ago, we dove heavily into showrooms and got serious about it because we saw the po-

quality. We believe that the repair and remodeling end of businesses has substantial potential. We've also been successful adding products in our showrooms, such as lighting, appliances and hardware."

What's next?

One of the key areas that Hornsby said Morrison would be investing in is technology. He noted that the current website is just a teaser that gets people interested in visiting their showrooms. "For us and all wholesalers, we need to determine the value we want to add going forward," Hornsby noted. "We have to understand what products customers want in the future. Many manufacturers are trying to determine ways to keep sales through showrooms and not through ridiculously low margins online. They want to see their wholesaler showrooms succeed."

Everyone at Morrison is looking forward to their new, highly interactive, content-rich website that will be launched this summer. Williams was kind enough to give us a preview of what customers can expect.

"We are involved with so many industries and it's important to really get that message out," she said. Our

customers are also diverse and our website will specifically address each of their needs. Our home page will be split with an option for customers to select and click on the commercial business or the residential side to dig in deeper. There will be virtual tours of seven of our showrooms and customers will be able to click on highlights of the videos to see more specific products. Each location will have its own page. Customers will be able to find and select a store, see their current promotions and specials, and get directions along with contact information.

"Company-wide promotions will be featured on the home page. Customers will be able to search by product type and vendor, and see the product lines available from each location. We'll also tie in our social media efforts, with a prominent link to our Facebook page on our website. We currently update our Facebook page several times a week with promotions, events, job openings and more news."

She went on to note that the leadership has set a very ambitious near-term goal that they are optimistic they will be able to achieve. "By 2017, when Morrison will celebrate its 100th anniversary, we have a goal of hitting the billion-dollar sales mark. That's double our current numbers. But since January we have already opened four new locations — new showrooms in Abilene and Shreveport, and new HVAC stores in San Antonio and Bastrop. And have a team that is very focused on acquisitions and will be aggressively looking at new opportunities."

Hornsby is very bullish on the future of Morrison — and opportunities for the company to continue growing. "We have differentiated ourselves through our local operations that have built strong relationships, and the level of autonomy our branch managers are afforded," he said. "Even though we have so many associates, there is still a real sense of community when you go into our stores. We also have a wide selection and excellent service through our showrooms, with very specialized salespeople who spend time with customers."

"Growing our team will allow us to focus in on our customers and their needs going forward, no matter what the product category. It's all about doing what you say you're going to do and following through. If mistakes are made, we want to correct them as soon as possible and move forward. Ultimately, we want to make it easy for customers to do business with us, and have the solutions to make their headaches go away."

Visit www.morsco.com.

COOLING SEASON RELIEF AT NEUCO

***Refrigeration and Air Conditioning Controls
for all of your OEM Replacement Needs***

Compressors

Filter Driers

Pressure Controls

Pressure Regulators

Reversing Valves

Solenoid Valves

Thermostatic

Expansion Valves



AMANA/GOODMAN - CARRIER - COPELAND - DANFOSS - EMERSON FLOW
HENRY - ICP - JOHNSON CONTROLS - LENNOX - MCQUAY - NORDYNE
PARKER - RHEEM - SPORLAN - SUPCO - TRANE - YORK

Our warehouse is your warehouse!

Neuco stocks so many HVACR Controls and OEM Replacement Parts,
there's no other place quite like it!

NEUCO
INC.
Master Distributor of HVACR Controls
5101 Thatcher Road, Downers Grove, IL 60515

PHONE (800) 323-7394
FAX (800) 453-9244
WEB www.neucoinco.com



Like us on Facebook - www.facebook.com/Neucoinco

For reliability...
buy Newport Brass
OEM genuine parts
from Tapco.

NewportBrass

Tapco
has one of the
largest inventories of
Newport Brass genuine
OEM replacement parts for
kitchen faucets and bath faucets.

Tapco acknowledges
Newport Brass FAX orders
promptly by return FAX,
complete with your prices.

Tapco will ship your
order of Newport Brass
OEM genuine
replacement parts
within 24 hours.
No extra handling charge
for same day shipment
on Newport Brass orders
received by noon
eastern time.

Tapco
P. O. Box 2812
Pittsburgh, PA 15230
412-782-4300



Tapco

GENUINE PARTS CENTER®
FAX 800-223-1067

See contact information on page 122

Houston site for new fittings division

(Continued from Superior, page 1.)

The new division further enables Superior Supply & Steel to provide a full line of steel products and services to consumers, complementing its existing Steel Plate and Structural

our established locations in Texas and Louisiana, provides a competitive advantage to customers looking to leverage their supply chain with key suppliers."

Utilizing its company fleet of 200+ trucks,



Superior Supply & Steel's Fitting Division will ship carbon, stainless and alloy products daily throughout Texas and across Louisiana to New Orleans.

Steel divisions.

Bill Kotcher, vice president of the Fitting Division, stated, "Building on the company's history servicing the petroleum, petrochemical, tank, barge and construction industries, the Fitting Division continues to expand Superior Supply & Steel's product platform and business growth strategy. The diversity of our steel product and service offerings, combined with

shipments are made daily throughout Texas and across Louisiana to New Orleans. Following company tradition of "quality with a personal touch," customer service representatives are on call 24 hours a day, seven days a week. Whether large bulk purchases or one-off shortage fill orders, the Fitting Division was organized to service all customer needs.

Visit www.supstl.com.

Special toilet-seat program supports showrooms

(Continued from Bemis, page 1.)

"This program is tailor-made to support plumbing showrooms with product and training that will help them upsell their customers," said Bob Davis, Bemis director of market & business development. "The program provides an attractive and effective way to display premium Bemis and Church seats and features. It also ensures that showroom personnel are knowledgeable and comfortable talking about the seats and selling their added value."

Under the newly launched program, showrooms receive:

- Bemis or Church 7-seat display tower, including no-charge seats and point-of-purchase materials, for an investment of \$175. The price includes display set-up and product knowledge training by



For an investment of \$175, showrooms receive a Bemis or Church 7-seat display tower, including no-charge seats and point-of-purchase materials, along with set-up and product training by Bemis or Church sales representatives.

Bemis or Church sales representatives.

- An annual refresh (as needed) of display seats at no charge, as well as installation assistance by a Bemis or Church sales representative;
- Access to the Quick Ship special order program;
- Showroom associate training to ensure they have the most up-to-date product information and selling tools; and
- Their showroom highlighted as a Preferred Location under the Where to Buy store locator on Bemis's website, www.ToiletSeats.com.

For more details, qualified plumbing showrooms should contact Davis at 920/467-5220 or Bob.Davis@BemisMfg.com.

Valves

(Continued from Nexus, page 1.)

More than \$3.2 million was invested in the project. The new building displays a modern industrial design, incorporates the latest technology, provides enhanced production capacity and increased distribution capabilities, and includes upgraded R&D facilities.

Nexus Valve currently employs more than 50 and expects this new facility will require as many as 20 new positions by 2015.

Visit www.nexusvalve.com.

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

Tapco is your one stop source for OEM genuine Cartridges and Hoses for:



Altmans
Andre Collection
AquaBrass
Artistic Brass
Barber Wilson
Broadway
California Faucets
Cifial
Cleveland Faucet
Concinnity
Docol
Dornbracht
Harden

Tapco
GENUINE PARTS CENTER®
FAX 800.223.1067

Harrington Brass
Hastings-Vola
Jado
Kallista
Ondine
Opella
Paini
Paul Decorative
Phylrich
Reid Watson
St. Thomas Creations
Sigma
Sign of the Crab / Strom
THG
Wolverine Brass



P.O. Box 2812
Pittsburgh, PA 15230 412-782-4300



The quarterly meeting of the PVF Roundtable was held May 15 in Houston. More than 300 executives from around the country were on hand as THE WHOLESALER inducted JABO Supply into the PVF Hall of Fame. Editorial director Mary Jo Martin shared a look inside JABO, and introduced Jack Bazemore, who gave a heartfelt acceptance speech. Also representing JABO at the event were Jay Bazemore, Patrick Hughes and Curtis Drown.



RELIABILITY

I rely on T&S Brass because I know they'll make my customers happy. I'm demanding, driven and dependable — I won't use any faucet that isn't of the highest standards and quality, delivered on-time and competitively priced. The great thing about T&S is that they consistently meet and exceed this criteria. Reliability? Absolutely!

Carlo Joseph
Plumbing Wholesaler
V&W Supply Company



For more than 60 years, T&S Brass has been leading the industry with high-quality foodservice and plumbing products. For reliable products and reliable advice, T&S is the best choice.



RELIABILITY BUILT IN™

1.800.476.4103 . www.tsbrass.com
twitter: @TSBrass . www.facebook.com/TSBrass

See contact information on page 122

..... EXPERT TIP

Get free tools to help increase sales to your education, restaurant, healthcare, hospitality and grocery customers at www.tsbrass.com





Smaller footprint tub

At 57" x 38" x 24", Starla, an acrylic, drop-in, hydrotherapy tub provides as much bathing well space and luxury as the industry standard 60" x 42" master tub. Available as a soaker or whirlpool with all the standard features and functionality of the Builders' Choice series. Eight adjustable whirlpool jets target bather's hips, legs, back and feet. Bathing well features sculpted armrests, an oversized backrest, a raised headrest and a slip-resistant floor. **Aquatic.**

www.aquaticbath.com

Skirted-toilet kit

There's no longer a need for plumbing professionals to cut open the wall to re-pipe and move the stub-out. Using trusted and proven 1/4-turn mini-ball™ technology, these kits are the perfect match for premium



skirted toilet installations.

Available with inlets for copper, PEX, iron, CPVC pipe and more. The dahl-ECO model is made with lead-free ECO-BRASS®, a tough alloy that is highly resistant to dezincification and stress corrosion cracking and is exceptionally durable in extremely harsh water conditions. **Dahl Brothers.**

www.dahlvalve.com

T-Series pump

T-Series Webster thermoplastic pumps are a new line of vertical seal-less immersible pumps. Features a single, non-coupled motor/impeller shaft with a proprietary patent-pending shaft seal. Available from 1/3 hp to 1 1/2 hp with standard and wash-down motors and in voltages of 115/230 and 208–230/460. Typical applications include industrial, waste and water treatment, mining, aquatic and animal life support systems and electronics. **Hayward Flow Control.**

www.haywardflowcontrol.com



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



Upflush macerating unit

The SANIACCESS 3 upflush macerating plumbing system comes with two easy-to-open panels atop the unit. Through one opening, an installer or service contractor can access the electrical components as well as the level sensor mechanism of the pump. Second panel provides ready access to the basket area around the macerating blades for easy removal of any large objects that may have been accidentally flushed. System accommodates a full bath, has powerful cutting action, connects easily and operates quietly. A new bathroom can be created in virtually any space that lacks below-floor drainage. **SFA SANIFLO U.S.A.**

www.saniflo.com



Steel isolation valves for refrigeration systems

Manual stem service valves, typically installed in refrigeration systems to isolate circuits or critical components, enable access to the system for repair purposes and safely ensure against refrigerant loss. Angle-style valves in solder or rotolock configurations can be mounted on circuits, supply lines and adaptor fittings. Steel isolation valves (SIV) series products feature a flexible 3-port configuration that allows easy access to any service port, no matter where the valve may be mounted in the system. Dual ports on both sides of the valve remain open during normal operation and can be used with pressure switches or gauges. **Mueller Refrigeration.**

www.muellerindustries.com

Lead free plastic flux

Nokorode® Aqua Flux™ is a water-flushable, lead-free paste flux ideal for soldering with the new silicon family of low-lead brass alloys used in potable water plumbing applications. Certified under NSF Standard 61-Annex G, the flux meets the requirements for the Reduction of Lead in Drinking Water Act (S.3874) and conforms to the ASTM B-813 standard and to California's AB-1953 low lead law. Non-corrosive, easily flushed from piping systems and won't run or drip off acid brushes, pipes and fittings during application. Formulated for use with 95/5, 60/40, 50/50 and 40/60 solders. **RectorSeal Corporation.**

www.rectorseal.com



Solutions kits for plastic pipe work

Prevent failures between pipe and fitting by using the right tools. Quick Release™ tubing cutters provide quick, square cuts on plastic pipe. DEB4 and DEB1IPS deburring tools create a proper chamfer to manufacturer's specs for even distribution of solvent cement. Internal pipe cutters (in some kits) yield a uniform internal cut in hard-to-reach places where a tubing cutter will not fit. All tools are contained in a lightweight, hard plastic case. **Reed Manufacturing Company.**

www.reedmfgco.com



Electronic sensor faucet

The EC-3122 is the first in a new platform of above-deck electronic models to be added to the popular ChekPoint™ sensor faucet line. Has all above-deck features, including a manual mixing valve built into the faucet body itself and above-deck electronics and programmable controls. These include water shut-off delay, auto timeout, sensor range and auto flush. Comes standard with AC (plug-in wall transformer with a split tail) and DC (four AA batteries) power options. Lead free and has a vandal-resistant aerator that flows at a rate of 2.2 gpm, with lower-flow aerator options available. **T&S Brass.**

www.tsbrass.com

Air separator
Air separator's unique stainless steel coalescing medium removes micro bubbles and static air from a hydronic system. Float is guided by an alignment pin, preventing jams and ensuring smooth operation. Vent head and coalescing medium are easily removable should a blockage occur. For residential or light commercial applications, available in IPS or SWT, sizes 3/4"- 2" and guaranteed for life. **Webstone.**

www.webstonevalves.com



Submersible sump pumps

Energy-efficient stainless steel residential STS sump pumps, available in two models, the STS21 (1/4 hp) and the STS31 (1/3 hp), feature less amp draw and provide a superior pumping solution at 38 gpm for basement draining, dewatering and water transfer applications. Unique discharge pipe connection allows continuous operation at very low water levels, while providing full motor cooling. Includes SJE Rhombus float switch, a 20-foot power cord with NEMA 5-12P plug and ceramic/silicon carbide mechanical seal faces with BUNA elastomers that protect the motor. **Goulds Water Technology.**

www.completewatersystems.com



Geothermal heat pumps

ECONAR® ColdClimate™ series of geothermal heat pumps meets the demands of heating dominant climates without sacrificing efficiency. TruBalance™ technology uses ad-



vanced electronics to regulate heating and cooling operation, producing a nearly 1:1 heat/cool ratio. Built-in Test Equipment technology enables extensive data logging and information accessibility as well as a snapshot of all critical information. Has Active Control Panel with One Touch Startup™ and system status indicators. **GeoSystems.**

www.gogogeo.com

Bradford White Contractors!

NOW GET ROUND THE CLOCK, EXPERT SUPPORT

Water heaters don't have nights or weekends off. **Neither Do We.**



INTRODUCING THE WATER HEATING INDUSTRY'S FIRST EVER, 24/7 EXPERT SUPPORT CENTER.

**Technical Support:
800.334.3393**

**Warranty Support:
800.531.2111**

If you're a plumbing and heating professional, you know that customers call nights, weekends and even holidays. We understand that you're always on call. Now, whenever the situation calls for it, you can rely on Bradford White for expert support, 24 hours a day, 7 days a week. The Technical Service and Warranty Support personnel are U.S.-based, right inside our Technical Support facilities in Middleville, Michigan. Each technician goes through a rigorous and extensive training program before they take your call, preparing them with the know-how to diagnose and solve any challenge an expert like you might face in the field.

The next time —make that *anytime!*— you have a technical issue or warranty question about a Bradford White water heater, call our expert Support Center. Because the best water heaters and the best contractors deserve the best support.



BRADFORD WHITE®
WATER HEATERS

www.bradfordwhite.com

Built to be the Best™

©2011, Bradford White Corporation. All rights reserved.

To Find A Wholesaler Call **800.523.2931**

See contact information on page 122



Chilled water-capable zone valve

The energy-saving Zone Sentry zone valve excels in situations where condensate could be an issue, with its actuator made of corrosion-proof plastic components and a sealed electronic board for moisture imperviousness. Microcircuit-based logic controls a gear-driven ball valve to control fluid flow. Forged-brass valve body can be installed in any direction; one-handed lift-off actuator is ideal for tight spaces. Snap-in quick connects make for simple, secure and fast wiring hookup. **Taco.**

www.taco-hvac.com

PEX press system

PEX press system fittings are molded from 100% Radel-R® plastic with excellent corrosion resistance. Smart Connect feature reveals unpressed,



missed connections during pressure testing by allowing water to flow past the fitting. Factory assembled; attached stainless steel sleeves have 3 view holes to help installers insert tubing correctly. Color-coded tool locator rings assure proper alignment of the press tool. Sizes $\frac{3}{8}$ " to 2"; include couplings, elbows, tees, lav adapters and closet adapters. **Viega.**

www.viega.com

Camera-system re-lining adapter

A re-lining adapter kit for the VIS2xx and VIS3xx visual inspection camera systems, makes for

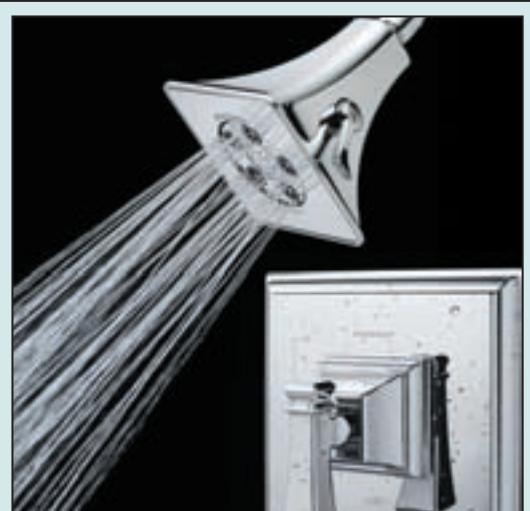


more efficient pipe repair. Adapter makes entire circumference of the lateral line visible when reinstating. Centering star ensures the camera remains on the bottom of the lateral; 3 protection sleeves prevent cable from being cut by the saw during the reinstatement. **Wohler USA.**

www.wohlerusa.com

Bathroom collection

The Rainier™ collection adds a unique square design to complete a bold look in the bathroom. The full bathroom collection consists of the Rainier showerhead, faucets, valve trims and bathroom accessories. The inspiration behind the Collection comes from its showerhead design, which was launched in 2011. **Speakman Company.**



www.speakmancompany.com



ICU hand washing system

The ICU faucet delivers hygienic, hands-free operation, thanks to the universal Selectronic sensor. The laminar flow device in the spout base prevents air from being drawn into the water stream, and the plain spout end eliminates areas for lime and debris to collect. EverClean surface inhibits the growth of bacteria, mold and mildew on the surface, and a sealed overflow prevents water from pooling and harboring bacteria. Offset sink drain reduces the potential for splashing. **American Standard Brands.**

www.americanstandard.com

Molded wood toilet seat

Alesio 2®, an elegant, sturdy high-density molded wood seat, features the STA-TITE® seat fastening system, a one-piece integrated nut system that never becomes loose. Two hinge options: Whisper•Close allows the seat to close slowly and quietly with just a tap and Whisper•Close with Easy•Clean & Change adds the ability to remove the seat for easy cleaning by twisting two hinge caps while the bolts remain firmly affixed in the bowl. DuraGuard® Antimicrobial protects the seat from the growth of micro-organisms. **Bemis Manufacturing Company.**



www.toiletseats.com



Eye/face wash

The HALO eye/face wash provides the most effective emergency relief available. HALO technology covers 85% of the face and provides 20% better protection than any other eye/face wash. Exclusive self-draining feature removes standing water from the sprayhead. **Bradley.**

www.bradleycorp.com/HALO/



Toilet tank flush system

A combination of low-cost retrofit products replaces existing flush mechanisms in tank toilets, makes them far more efficient and leak resistant. Adjusts to empty the bowl efficiently and completely, with just one flush. Installs in minutes. Contains adjustable components to maximize flush efficiency in any toilet; no internal metal parts to clog and corrode. Provides property managers with a way to reduce one of the largest overhead costs — water. **Aqua Mizer.**

www.AquaMizerInc.com



Lead free brass fittings

Lead-free brass fittings include elbows, unions, caps, crosses, couplings, bushings, locknuts, plugs, adapters and flanges. Lead-free brass Sch. 40 nipples to accompany the fittings are available. Comply with CHSC 116875-116880 statute (AB 1953) and Vermont and Maryland lead free laws. Certified to contain less than .25% weighted average lead content over wetted surfaces. UL and ANSI approved. **Matco-Norca.**

www.matco-norca.com

Pipe cleaner

The field tested Speedrooter 92™ offers easy handling with adjustable height and swept-back handle for



easy maneuvering. Flexitube™ spring distributor tube feeds and retracts cable more smoothly. Power Cable Feed drives and retracts $\frac{3}{4}$ ", $\frac{5}{8}$ " and $\frac{1}{2}$ " cables easily at up to 20 ft/min. Large and small drums sport a see-through inner cage to quickly determine how much cable remains. Features include a braced frame, heavy-duty $\frac{1}{2}$ -hp motor with thermal overload protection and Flexicore® cables. **General Pipe Cleaners.**

www.drainbrain.com

Geothermal heat pump system

The 5 Series 500A11 combines forced air heating and air conditioning and generates a portion of a home's hot water, all from a single unit. Available in 9 single-speed and 6 dual-capacity sizes from 1 to 6 tons, the geothermal heat pump system uses environmentally friendly R-410A refrigerant and features a variety of advanced technology and components. Copeland Scroll™ compressors are mounted on double isolation plates for extra quiet operation. **WaterFurnace.**



www.waterfurnace.com

LittleGIANT®

STAINLESS STEEL CONSTRUCTION

Made for years of reliable operation.

SMALL, COMPACT DESIGN

Fits into virtually any application, even between floor joints.

QUIET, COOL OPERATION

Integrated motor design allows water to flow around it.



When you purchase a new Little Giant Inline CP constant pressure system, you are getting a proven product, trusted by professionals.

For more information on Little Giant products, contact your local plumbing distributor.

Follow us.



See contact information on page 122



Franklin Electric
www.franklin-electric.com/lg

Let's look at pricing...one more time

(Continued from page 8.)

Low and behold, nobody seemed to notice or care...except the president whose company became more profitable.

5. You need a pricing manager. If you have more than \$20M in sales, you need a full-time pricing manager who has software tools to do the job properly. If you are larger, you may need more. Smaller you may need a chunk of someone's time. In all cases, you need someone who is tasked with managing the pricing on all products that the company sells. Period. No exceptions...Ever.

a. Pricing manager is not a clerical job. It is a marketing strategy position.

b. Every product is thoughtfully managed. It is a big job where you need one of your best and brightest people — This individual is tasked with creating thoughtful, market-based, profit maximizing pricing for every product you sell and every

product that you might reasonably sell (like special order and non-stock products.)

c. Information is your best defense against the lies people tell. Ideally, the pricing manager will be gathering market data and act as the corporate repository for the data. The data will be used to establish price AND will be used to coach the sales team regarding the pricing challenges that they face.

6. Use the pricing in the computer. You must insist that your team use the thoughtfully-created, market-based pricing created by the pricing manager.

a. If you get the pricing created and everybody still overrides most of it, you will lose much of the opportunity that good pricing can offer.

b. When asked about a product's price the salesperson should offer the "system" price for that product and monitor then forward to the pricing manager, any feedback provided by

the customer...Good, bad ,ugly. (For clarity, the system price is the price shown in your main computer after having entered the customer id, the item id and the quantity to be purchased. Ideally, the price provided by the system will take all of these variables into account as it provides the pricing manager's recommended

Pricing is one of those tasks that most wholesalers would classify as important but not that urgent. In the busy world of wholesaling, some companies never seem to have time to focus on anything except urgent tasks so pricing just gets lip-service.

price for the customer.)

c. If the customer objects to the price, don't panic. For a reprint on what to do when customers object, e-mail rich@go-spi.com.

d. When there is an objection, the salesperson should first indicate that

the company intends to provide fair and competitive pricing and when that is not the case, he will go to bat for the customer and try to get it rectified.

e. Next, the salesperson will solicit information regarding the customer's objection. Why do you think our price is high? Where is the pricing high? What product is high? Who has a better price on that product? Can you, confidentially, provide some

documentation that I can furnish to our pricing person to see if we can get this resolved? This provides valuable insights to the pricing manager in creating and maintaining system pricing.

f. Then, if appropriate, provide relief in the smallest denomination possible. Adjust one or two items if that will remove the pain/objection. If not, adjust a category or product line. Fight like crazy to avoid dropping the pricing on all products since most objections really are focused on a small number of items.

Pricing is one of those tasks that most wholesalers would classify as important but not that urgent. In the busy world of wholesaling, some companies never seem to have time to focus on anything except urgent tasks so pricing just gets lip-service. The pilots in that great big glider, that I mentioned earlier, didn't think fuel calculation was as urgent as an on-time departure. I'm hoping I have convinced you to make profitable pricing an urgent task for your team going forward. ■

Also, if you need help with pricing or software to help manage pricing, we can help. sales@go-spi.com.

Rich Schmitt is president of Schmitt Consulting Group Inc., a management consulting firm focused on distribution and manufacturing clients for:
 • Pricing
 • Consulting Seminars
 • Profit improvement
www.go-scg.com

Rich is also the co-owner of Schmitt ProfitTools Inc.(SPI), providing:
 • Web Storefronts and Handheld tools
 • Print catalog software, content creation and services
 • Pricing management and pricing analysis
www.go-spi.com

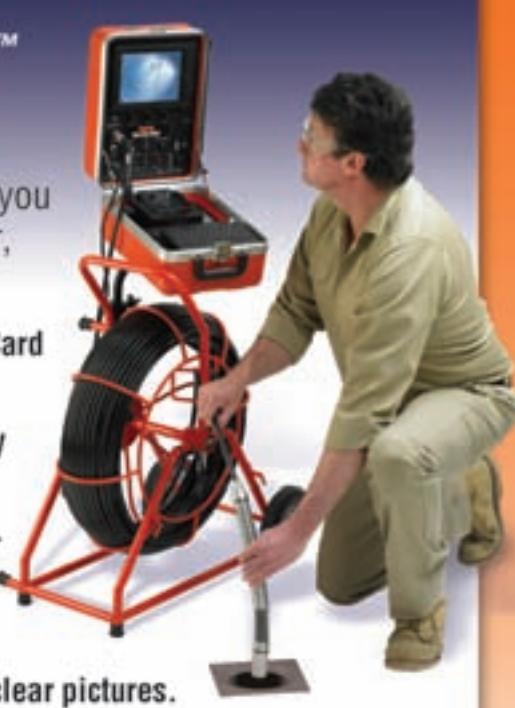
New from General

Gen-Eye Vista™

With DVD, SD Card, and Battery.

The Gen-Eye Vista™ has everything you need for video inspection in a lighter, compact, portable package.

- Includes both DVD Recorder and SD Card Reader.
- Record on both so you can give a copy to your customer.
- Built-in battery for remote operation – lasts up to 4 hours.
- Full keyboard for on-screen titling.
- 8" LCD color monitor gives you crisp clear pictures.



General
PIPE CLEANERS
www.drainbrain.com

For more information,
visit www.drainbrain.com/geneye
or call 800-245-6200 or 412-771-6300.

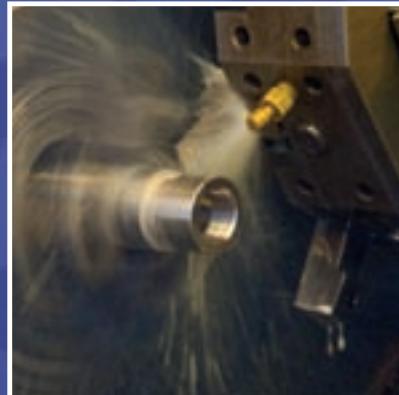
© General Wire Spring 2012

The toughest tools down the line.™

See contact information on page 122

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

A Proud American Manufacturer



ExxonMobil® and Valero® approved.

ISO 9001:2008 Certified, PED Certified,
Canadian Registered in all Provinces, WBENC

**Your first choice,
and best choice
for all outlet needs.**

- Reduced weld volume
- Reduced weight
- Reduced installation time
- Reduced cost

WOI[®]
WELDING OUTLETS, INC.

Made in
the USA.

Welding Outlets, Inc.
1341 Hill Road
Houston, TX 77039

Local: (281) 590-0190

Toll Free: (888) 610-0777

Fax: (281) 590-1415

Emergency 24 Hour: (888) 610-0777

www.woihouston.com



Studding
Outlets



Insert
Branchettes®



Butt Weld
HVAC
Branchettes®



Butt Weld
Branchettes®



Heavy Wall Butt Weld
Branchettes®



SRV
Nozzles



B/W Laterals
Seamless Only

See contact information on page 122

EMPLOYMENT OPPORTUNITIES

CHIEF OPERATING OFFICER

Successful, growing, family owned PVF company serving the Delaware Valley from suburban Philadelphia seeks experienced executive to manage internal operations, reporting to the President. Competitive compensation and benefits package. E-mail resumé and cover letter with compensation history to Chair of the Search Committee, bob@robertdenney.com.

No phone calls.



John Guest®

• A brighter
future ahead...

John Guest, a leading manufacturer of engineered plastic products is seeking experienced, performance-driven individuals to lead our sales efforts across Canada.

Canadian Sales Manager

We are looking for an aggressive, goal-oriented, sales professional to further expand our customer base and increase revenues by calling on Plumbing Wholesalers, Industrial Distributors, OEMs, and End-Users.

This position will be based in Ontario and the ideal candidate will have a Bachelor's degree and/or 5-7 years of related Plumbing, Filtration or OEM/Industrial product sales experience. Fluency or knowledge of the French language is a definite plus. We are looking for highly professional, self starting individuals with strong interpersonal communication skills who enjoy face-to-face customer interaction.

If you possess a positive team-oriented attitude, excellent time management skills, and are interested in this exciting career opportunity, please email your cover letter and resume with salary requirements to: JGHR@johnguest.com

NO AGENCIES

Plumbing & Industrial Sales – Western Canada

We are seeking aggressive, goal-oriented sales professional to increase accounts and grow revenues by developing distributor, contractor and enduser relationships.

We are looking for highly professional, self starting individuals with strong interpersonal communication skills who enjoy face-to-face customer interaction. The ideal candidate will preferably have a Bachelor's degree and/or 3-5 years of sales experience with an Industrial/OEM, Plumbing/HVAC or Water Treatment background. Multichannel and two-step distribution experience is essential for this position.

Field Sales Technician – 3 Positions Open

Elkhart Products Corporation seeks to fill three newly created entry-level Field Sales Technician positions.

Duties include:

- Promoting product features and benefits
- Identifying customer needs and suggesting product solutions
- Developing initiatives and strategies to strengthen product brands
- Conducting field training and demonstrations

Send resumes to: Elaine.Laux@ElkhartProducts.com



Elkhart Products Corporation

VAL-FIT INC.

INSIDE & OUTSIDE SALES POSITIONS

Val Fit Inc., the most trusted top tier master distributor of butt-weld fittings, flanges and forged steel is seeking HIGHLY motivated individuals for Inside & Outside Sales positions. Location: Houston Texas

OUTSIDE SALES POSITION: The desired candidate must be self-motivated/self-managed with a strong work ethic, positive attitude & exude professionalism; proven ability to sell in person, over the phone & generate new business; superior people skills; effective time management, able to meet clearly defined targets; organizational and multi-tasking skills; well organized and detailed oriented. Ability to travel. Assigned territory: TX, OK and/or Louisiana. Attractive compensation & benefit package.

INSIDE SALES POSITION: The desired candidate enjoys working in a team environment with a strong work ethic. Customer service is a primary function so making call outs & follow up to new & existing customers is imperative; customer quotes, order placement, expediting/changing order and occasional customer visits are some of the essential duties. Self motivated, go getter and positive attitude. Attractive compensation & benefit package. Interested candidates please respond via email to: smaragh@valfit.com

REPS WANTED

REPS WANTED

Leading manufacturer of plumbing specialties looking for qualified sales representative agencies to call on plumbing wholesalers and supply houses. Many territories open for the right candidates. Many territories open for "factory sales people" as well who have worked and know the territory they are applying for. Experience in the wholesale plumbing supply industry is required. Many opportunities are available to grow your income dramatically. Resumes and salary history will be held in the strictest of confidence.

Please reply to:
glopher@aol.com

SALES REPRESENTATIVE

A well established importer of PVF, plumbing and heating products is looking for independent representatives to cover various major markets: Gulf Coast, Chicago, Atlanta, Philadelphia and Boston.

This is a great opportunity for highly motivated, self-directed individuals with a desire to build a business – plenty of room for growth. High Commissions!!! Must be experienced in selling commodity products!!!

advert_2012@yahoo.com

NO AGENCIES



Speedfit
Make the connection

WANT TO BUY

WANTED TO BUY

Contractors! Wholesalers!

Sell us your surplus or overstock plumbing materials. Black, Galv., PVC, Groove, No-Hub, Copper, Brass, Weld Flg's & Fittings, Valves, SS316 & 304, etc.

Excess Plumbing, Inc.

GSchneider@ExcessPlumbing.com
Ph. 602-252-1280 • Fax. 602-252-1668



**Marketing
Representatives**

JMF is seeking highly motivated, qualified reps in selected territories to sell an outstanding line of rough plumbing commodity products to PW wholesale distributors. **VISIT JMF COMPANY.COM**, forward your information, and learn how agencies WIN with JMF. We offer exceptional opportunities to committed prospects.

Contact Molly! Call 800.397.3739 (Ext. 162), or email her at mhaan@jmfcompany.com.

jmfcompany.com

NATIONAL SALES MANAGER

A well established importer of PVF, plumbing and heating products is in search of a national sales manager. Candidate must have a minimum of 5 years experience in the plumbing/PVF industry, calling on wholesalers and mechanical contractors, with a minimum 3 years experience in sales.

- Must be experienced in selling commodity products!!!
- Individual must be self-motivated and willing to travel 2 weeks out of a month. Base salary range is \$70,000 to \$80,000.00 with \$100,000.00 in bonus earnings.

pipeline471@yahoo.com

TERRITORY MANAGER

A leading manufacturer of plumbing products is currently looking for a territory manager in the St. Louis, Missouri area.

This newly created position requires a self-starting, motivated individual to call on plumbing wholesalers, and develop business through the trade.

Good communication skills and the ability to manage your time and territory are necessary. Some overnight travel required. Salary commensurate with experience.

For consideration, please submit your resume to lisa.woodward@oreilly-depalma.com. All inquiries are held in strict confidence.

SUPPLIERS

**LOS ANGELES
BOILER WORKS INC.
WELD CAPS**



www.LABOILER.com

Weld Caps • Tank Heads • Manholes • Handholes • Hinged Closures

• PIPE WELDING CAPS •
• HEAVY WALL PIPE CAPS •

A COMPLETE LINE OF
BUTT WELD CAPS THRU 48". STD.XH,
GAS LINE, SCH. 20 THRU XXH.

L. A. BOILER WORKS INC.
707 N. 20TH ST.
PO BOX 948
BLACKWELL, OKLAHOMA 74631
Toll Free
800-421-9830
580-363-1312


Check out our full line of products at:
www.LABOILER.com

A MARK OF QUALITY
Thank You For Allowing Us To Serve You
For The Past 120 Years 1892-2012!
Weld Caps • Tank Heads • Manholes • Handholes • Hinged Closures

**WE ARE
BUYING!!!**

ARE YOU SELLING?

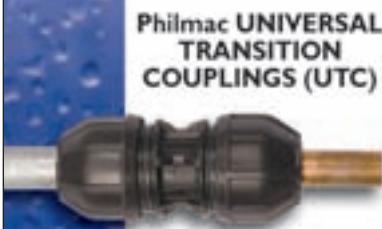
VISIT
www.FerncroftManagement.com
email: valvebuyer@ferncroftmanagement.com
T. 978-815.6185
FAX. 978-556.1617

VALVES
INSTRUMENTATION
ELECTRICAL CONTROLS
PROCESS EQUIPMENT
PROCESS CONTROLS
PLANT MACHINERY
PSA SNUBBERS, ETC.

**Ferncroft
Management, LLC**

CELEBRATING 33 YEARS OF SURPLUS IN 2011

**Philmac UNIVERSAL
TRANSITION
COUPLINGS (UTC)**



Connecting pipe sizes from $\frac{1}{2}$ " to 2"
• Copper • Steel
• CTS PE & PEX • Stainless Steel
• PVC • PE IPS-OD
• ABS • PE SDR 7-15
• Galvanized Steel • Lead
Rated 200psi @ 73°F, 150psi @ 100°F

HARCO Fittings
<http://www.harcofittings.com>
(800) 825-7094

BUSINESS OPPORTUNITY

PLUMBING SUPPLY

Easton, PA building for rent. Open your own plumbing supply or add a successful branch to your existing operation. This location has been a plumbing supply since 1952. It is conveniently located on a busy thoroughfare just minutes from downtown Easton, PA and Lafayette College. Sales in excess of 1 million dollars will walk in the door and can be serviced with two employees. Available October 1, 2012 at \$3550.00 per month triple net.

800-526-5969 or
stan@valvepeople.com

Get more BANG for
your advertising buck
with a display
advertisement in *The
Wholesaler!* See
this page for your
nearest advertising
sales representative!



PROFESSIONAL SERVICES

There are three kinds of companies today:

- Those who **MAKE** it happen;
- Those who **WATCH** it happen;
- Those who **WONDER** what happened.



"MAKES IT HAPPEN."

FOR ALL YOUR RECRUITING NEEDS...
Contact
Joe McElmeel, Chairman & CEO
Brooke Chase Associates, Inc.
877-374-0039 xt. 222
jmcelmeel@brookechase.com * www.brookechase.com

**THE
WHOLESALER**

www.thewholesaler.com

Publisher
Tom M. Brown Jr.
Administrative Assistant
Sadie Bechtold

Editorial Director
Mary Jo Martin
Production Manager
Cate C. Brown

Editorial Offices: 2165 Shermer Road., Suite A, Northbrook, IL 60062
Phone: 847/564-1127, Fax: 847/564-1264, e-mail: editor@thewholesaler.com
Direct subscription inquiries to: Cynthia Lewis, Creative Data Services;
440 E. Quadrangle Dr., Suite E, Bolingbrook, IL 60440; clewis@cds1976.com;
Phone: 630-739-0900 ext 203, Fax: 630-739-7648

Sales Offices

Midwest, Southeast, E. Canada	East (Indiana; W. Mich.)	West, Texas
David Schulte 2165 Shermer Road, Suite A Northbrook, IL 60062 847/564-1127 Fax: 847/564-1264 dave@tmbpublishing.com	Brad Burnside 2165 Shermer Road, Suite A Northbrook, IL 60062 847/564-1127 Fax: 847/564-1264 brad@tmbpublishing.com	Diane Spangler P.O. Box 9802 Fountain Valley, CA 92728 714/839-6700 Fax: 714/839-6777 diane@tmbpublishing.com

Classified ad sales
Sadie Bechtold: 847-564-1127

TMB Publications, Inc.
Tom M. Brown Jr., President

The Wholesaler® (publication number USPS 351-650 ISSN 0032-1680) is a trademark of TMB Publications, Inc. The Wholesaler® is published monthly by TMB Publications, Inc., 2165 Shermer Rd., Suite A, Northbrook, IL 60062; tel. 847/564-1127; fax 847/564-1264. Copyright 2012 by TMB Publications, Inc. All rights reserved under the United States, International and Pan-American Copyright Conventions. No part of this publication may be reproduced, stored or transmitted in any form or by any means, mechanical, photocopying, electronic recording or otherwise, without the prior written permission of TMB Publications, Inc. The Wholesaler® is delivered free of charge to qualified subscribers in the U.S. and Canada. Others: U.S., U.S. Poss. and Canada, \$100/yr.; two-year annual subscription rate U.S. and Canada, \$155; other countries, \$200/yr. or \$300 for two year (U.S. funds) plus \$20 surface postage. Single copies, \$15. Periodical postage paid at Northbrook, IL and additional mailing offices.

• **POSTMASTER:** Send address changes to The Wholesaler, Creative Data Services, 440 Quadrangle Dr., Suite E., Bolingbrook, IL 60440. clewis@cds1976.com
• Publications mail agreement No. 41499518: Return undeliverable Canadian addresses to PO Box 503, RPO West Beaver Creek, Richmond Hill ON L4B 4R6

My hero



BY MARY JO MARTIN
Editorial director

As I write this, I'm sitting at a gate at BWI, waiting to return to Dallas. I've spent eight days on the road, first attending the Southern Wholesalers Association Convention, and then the Executive Leadership Conference of the Wholesalers Association of the Northeast. I'll be sharing a lot more coverage from both of those great events in upcoming issues.

But I have to be honest and tell you that the most rewarding part of this trip has been spending the last few days with my parents in Washington, DC. You see, my Dad is a World War II vet, and is now 86 years old. In my eyes, he's still the Dad that held onto the back of my bike, running alongside me as I learned to ride without training wheels. The guy who walked almost every step of the way with me in every junior golf tournament I played in. The one who even helped me clean my newly pierced ears as a teenager when I was afraid it would hurt. In short, my hero.

In reality, however, the inevitable effects of age have set in, and he now uses a cane to steady himself. He can't walk very far anymore. His hearing isn't what it used to be, nor is his stamina. But despite all of that, on Saturday, in record-setting 100°+ heat in our Nation's Capital, he proudly walked the three blocks from our tour bus stop to the World War II Memorial — a site he

had been anxious to visit since it was completed in 2008. With his shoulders back and a slow, but firm gait, he walked all around the exhibit, marveling at all the bas relief depictions of scenes from the war, relishing the beauty of the water feature and various quotes engraved in stone throughout the memorial and, of course, finding the column in tribute to his home state of Iowa.

Along the way — and during our entire weekend in DC — many people stopped Dad to ask if he was a veteran, and to offer their thanks for his service to our country. He humbly said "you're welcome," and I knew how much it meant to him to be recognized.

These World War II veterans are dying at a rate of 740 every day, according to VA figures. Soon, there will be none left. It saddens me to think of the history they experienced that many of us will never hear — because unlike members of the "Me Generation" that came later, most of those from the "Greatest Generation" didn't feel comfortable talking about their accomplishments or being in the spotlight.

And it's not just the veterans who sacrificed, took risks, and had the courage to fight. I've had the unique opportunity to interview so many executives from companies throughout our supply channel, and I find it fascinating when they share the rich history of their firms and founders. Our industry is teaming with stories of brave and determined men and women who took a chance and started a business with little more than a dream — including many companies in this year's Wholesaling 100.

(Turn forward to Mary Jo, page 89.)

Advertisers Index

A.Y. McDonald	BC	Energy Metals	31
		www.emetalsinc.com	
Allied Group of Companies	7	Epicor	60
		www.epicor.com	
AIM/R	32	Everflow	29
		www.everflowsupplies.com	
Anderson Metals	6	Forged Components	87
		www.forgedcomponents.com	
Aqua-Rex	6	Forgings,	
		Flanges and Fittings	38
Arrowhead Brass	64	www.onestoppvf.com	
		Franklin Electric	117
Asia Factory Direct	25	www.franklin-electric.com/lg	
		Fujitsu	97
Black Swan	28	General Pipe Cleaners, a div.	
		of General Wire Spring	11, 118
Boshart	94	www.drainbrain.com	
		Global Pipe Supply	39
Bradford White	115	www.onestoppvf.com	
		Global Stainless Supply	39
C & C Industries	15	www.onestoppvf.com	
		Greenlee	47
CD Sales	95	www.greenlee.com	
		Grinnell	107
Central Components	83	Holyoke Fittings	76
		www.holyokefittings.com	
Century Brass	24	Huntington Brass	77
		www.huntingtonbrass.com	
Control Supply	41	J & J Alloys	17
		jjmfg.com	
Core Pipe	19	JMF	14
		www.jmfccompany.com	
Creatherm	72	John Guest	84
		www.johnguest.com	
DDI System	33	Josam	26
		www.josam.com	
Dodson Global, Inc.	69	Kelly Pipe	61
		www.kellypipe.com	
Duratrac	49	Kessler	85
		www.ksdusa.com	
EasyFlex	81		

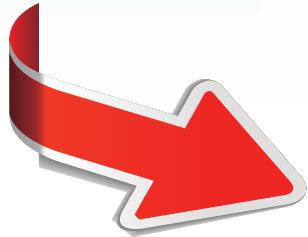
Kissler	55	Sloan	30
		www.kissler.com	
Klein Tools	68	Smith Cooper	5
		www.kleintools.com	
Legend	IFC	Stiebel Eltron	86
		www.legendvalve.com	
Liberty Pumps	51	SureSeal	91
		www.libertypumps.com	
LSP	12	T & S Brass	113
		www.pullstopbox.com	
Matco-Norca	9	Ta Chen	IBC
		www.matco-norca.com	
MC Tubular	43	Taco	105
		www.mctp.com	
Miro	92	Tapco	88, 89, 110, 111
		www.miroind.com	
Mueller	93	Team Alloys	59
		www.muellersteam.com	
National Instrument	10	Trenton Pipe and Nipple	56
		www.nationalinstr.com	
Navien	75	United Pipe	13
		www.navienamerica.com	
Neuco	109	Utica Boilers	57
		www.neucoinc.com	
NewAge Casting	27	Val-Fit	35
		www.newagecasting.com	
Noritz	45	Vaughn Heaters	90
		www.noritz.com	
Panasonic	71	Vitra	37
		www.panasonic.com/ventfans	
Precision Plumbing Products	78	W.O.I.	119
		www.pppinc.net	
Quietside	67	Webstone	53
		www.quietside.com	
Red White		Weldbend	22, 23
Valve Corp.	63	www.redwhitevalvecorp.com	
		Westbrook	103
Rockford Separators	98, 99	www.rkfdseparators.com	
		JC Whitlam	21
Saniflo	50	www.saniflo.com	
		Service Metal Products	73
Service Metal Products		www.servicemetal.net	
		Sioux Chief	65
		www.siouxchief.com	
Zurn		www.zurn.com	

Excellence in Execution . Efficiency in Motion

TCI VALVES

CARBON & STAINLESS STEEL

COMPLETE LINE OF ONE PIECE, TWO PIECE, AND THREE PIECE BALL
VALVES FLANGED END VALVES 150# / 300#



NEW STAINLESS WELD-SEAL BALL VALVES COMING SOON

LOS ANGELES, CA. HOUSTON, TX. CHICAGO, IL. BURLINGTON, NJ.

ATLANTA, GA. SEATTLE, WA. LAKELAND, FL. CLEVELAND, OH.

Industry Leading Web Order System | One Stop Shopping | Open 24/7

www.tachen.com | 1.800.652.0003

 **TA CHEN**
INTERNATIONAL, INC.



DuraMAC™

Water Pressure Booster System

Pressure
Boosting
Made Simple -
Finally!



See Pumps & Accessories Price List
for Limited Warranty details.

For all the details, visit us at **AYBOOSTERS.COM**

See contact information on page 122