

# THE WHOLESALER

**News of Plumbing • Heating • Cooling • Industrial Piping Distribution**

National sales manager Ray Coskery of Your 'Other' Warehouse discusses fixtures with Allan Dick of Vintage Tub and Baths, based in Mountain Top, Pa., at the 2010 Kitchen & Bath Industry Show. For the full story on Your 'Other' Warehouse, see page 32.



**MASTER DISTRIBUTION**

Section begins on page 24.

## Franke creates partner loyalty program

HATFIELD, PA. — This spring, Franke Luxury Products Group launched a unique brand integrity program called the Franke



Authorized Reseller program. Its goal is to protect Franke wholesalers, showrooms, dealer partners and their customers, leveling the playing field  
(Turn to Unique new... page 73.)

## Comfort Supply opens fourth Tenn. location

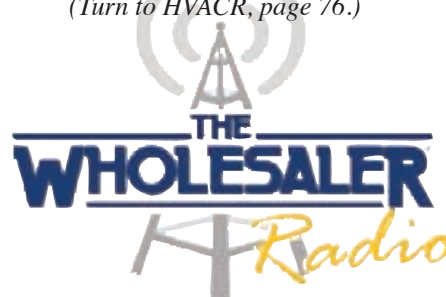
CLARKSVILLE, TENN. — Comfort Supply Inc., a wholesale distributor of Ruud HVAC products, opened a fourth location in mid-April. The new warehouse/showroom at 1460 New Ashland City Road in Clarksville joins Comfort Supply's stores in Nashville, Murfreesboro and Cookeville.

(Turn to 4th location... page 73.)

## Noland opens its first HVACR facility in La.

DAYTON, OHIO — Noland Company has opened its first location in Louisiana to distribute HVAC and refrigeration equipment. The new operation, in Baton Rouge, provides commercial and residential contractors with equipment and supplies in a seven-parish area.

"We're very pleased to open the  
(Turn to HVACR, page 76.)



# ***"My workhorse!"***

Carl Helt, Helt Plumbing, Charleston, MO

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"I'm from the old school," Helt continues, "we stand behind our work – and expect the same from the tools we use."

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The Speedrooter remains Carl Helt's favorite. "It's so reliable," he concludes. "I can just send the guys out – and know we'll get the job done!"

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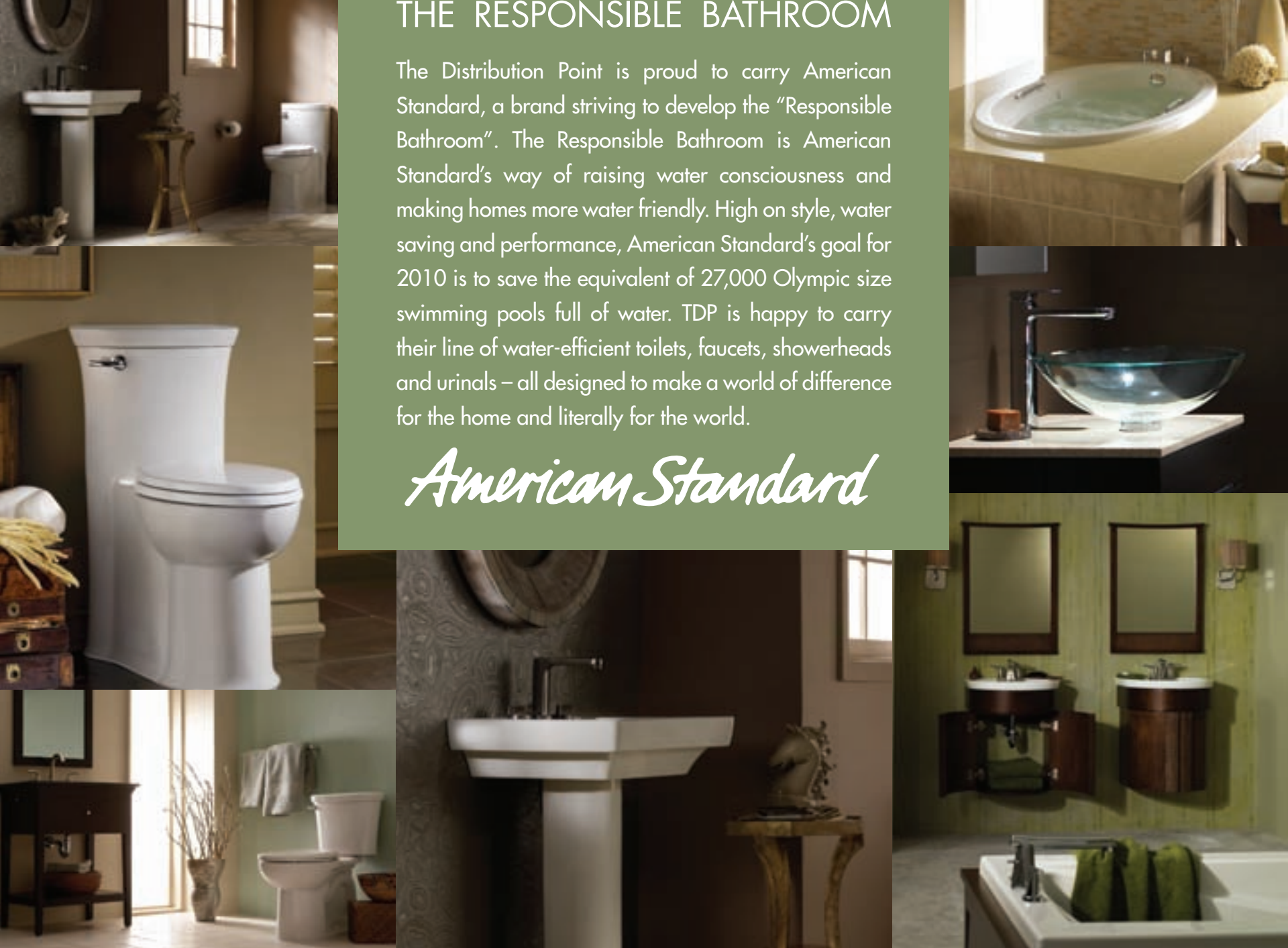
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**THE DISTRIBUTION POINT**

See contact information on page 82

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Here at Smith-Cooper International, it's hard to put your finger on a single feature that significantly benefits our customers; however, we feel we have only just begun to see the benefits of our new ProPack system. The standardized package size among several commodity lines makes palletizing for shipping and storage very easy while reducing the warehouse space wasted on 'storing air'. We've sized the box to better fit on a pallet and filled it up with fittings instead of air.

The packaging benefit is most effectively realized when applied to the products that we market through our Industrial PVF & Fire Protection Division. Everyone knows that cast iron threaded and ductile iron threaded fittings are heavy, however, with the ProPack system the master carton is a more manageable size and weight which is good news for your warehouse staff. The master carton size is exactly right for perfectly cubing out a pallet as demonstrated in this photo.



We've also color coded the individual product lines so that you can see what you've got on a pallet from across the warehouse, which reduces picking errors. Each carton has a comprehensive label on two sides of a corner which makes it convenient to read. Each label has a photograph of the fitting inside the box, further communicating to warehouse staff what's inside.

For warehouses that have automated receiving and shipping, each box has a barcode for standard master packaging, and an industry standard SPIN barcode which allows for fully automated warehouses to take further advantage of ProPack.

Our customers agree that commodity items packaged utilizing ProPack are easier to see, easier to find, easier to read, easier to scan, which makes them easier to pick, pack and ship. When time is the most valuable commodity, it's easy to see how these ProPack features and benefits can work to reduce operating expense.

When we discuss doing business with a potential customer we refer to what we offer them as their 'program'. This 'program' refers to their pricing, certainly, but additionally it refers to the value added side of doing business with Smith-Cooper International. The program might mean special palletizing for one customer, while it could mean special shipping requirements for another. We don't ask customers to conform to a set of rigid 'Terms & Conditions' which are difficult to meet. We listen to our customers and then adapt to the way they do business. Combine that with our new ProPack system and you've got the ingredients to a successful master distributor-wholesaler partnership. We like to think of ourselves as more than a traditional vendor and we foster good working relationships with our customers.

If you've tried the rest and are ready for change, give us a call and we'll let our 'program' speak for itself. In other words, 'There's more in the box' when you order from Smith-Cooper.



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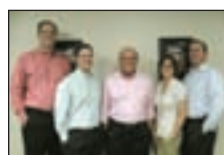
Master distribution is a vital, vibrant component of the distribution chain. Every year, we at THE WHOLESALER turn the spotlight on selected Master Distributors that exemplify the best of the industry. This issue focuses on Metropac (Foxboro, Mass.) representing the HVAC segment; Your "other" Warehouse (Baton Rouge, La.) for the plumbing segment; and Val-Fit (Los Angeles/Atlanta) in the PVF portion of the market.



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**Next Month** In addition to our 38th annual Wholesaling 100, the July issue of THE WHOLESALER will feature these exclusives: A Q&A with HD Supply CEO Joe DeAngelo and executive president John Stegeman; Masco Bath's new Voice of the Customer program; a feature on plumbing master distributor JCR; a first-hand look at A.O. Smith's sponsorship of Monday After the Masters; and Activant's Software As A Service capabilities.

# **Warren Forges Ahead . . .**

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# The art of measurement

Last month I talked about the need for performance measures in your business and promised to share some measures I think you should use.

First some general statements about measures:

- **Measures should be action oriented.** Why take the time and energy to measure and review something that is not attached to some sort of action?

- **Measures should have specific people to whom they are directed and should be related to performance that the reader controls directly.** The best action-oriented reports have no value if someone is not ultimately responsible for reviewing and reacting to the information provided by the measure.

- **Important measures should have an associated timeframe that describes when the measure is to be reviewed.** When you are driving, you want to constantly and frequently check your distance to other cars, the guard-rail, bridge abutments and other hard objects along your route of travel. When people fail to review this distance every couple of seconds (to read a text message, dial a phone, open the prize from their Happy Meal

or for that urgent romantic moment), the results can be fatal. At the other end of the spectrum, measuring the level of oil on the dipstick is a non-event for many drivers since our cars are so reliable that little scrutiny is required between oil changes. (For the record, I do recommend checking your oil regularly.)

- **Eliminate useless or distracting measures.** One of the hidden dangers of the information age is the massive amounts of data that are available to us. It is easy to become buried in data to the point that the only activity being accomplished is sorting and processing it. There isn't time for running the business with the available information.

Pilots talk about some the measures that are useless to them:

1. The runway behind them
2. The amount of altitude above them
3. Yesterday's weather.

Said another way, they want to know:

1. How much runway's left before they crash
2. The distance to the ground
3. The weather that they can expect to encounter during the trip.

- **Communicate measures effectively.** Spend time determining the most effective way to communicate the data to the responsible person. If you think about a car's standard fuel gauge, it really doesn't provide the right information. After you are familiar with a car, you develop a sense of when the situation is urgent; but

that takes a lot of time in the car. When I am in a rental car, I have found that the fuel gauge provides very general information that varies from car to car — and that even varies within cars that are the exact same year and model.

I really appreciate rental cars with fuel management displays that show the number of miles remaining in the fuel tank. That is really the most important actionable fuel number for me and it requires no experience with the car. All the other numbers may be interesting, and some may be indirectly actionable, but they are not urgent.

- **When possible, the report publisher should interpret and prioritize the measures for the report's reader/user.** The fuel management system may provide many numbers. Some drivers enjoy watching the "miles per gallon" display as it shows 100+ MPG as they coast down a hill. But regardless of the display the driver has selected, when the fuel gets below a certain level, the display automatically switches to the "miles of fuel remaining" display to remind the driver that fuel is becoming an issue. When the fuel gets below another level, the display may flash or even beep to get the driver's attention.

- **After you prioritize measures focus on important measures to the exclusion of others.** Author Steven Covey has a 4-cell matrix that he developed to help people think about where they spend their time. The objective is to help all of us to operate most effectively. On one axis it shows Important and Not Important. On the other axis it shows Urgent and Not Urgent. He suggests tasks fall into these four quadrants:

1. Important/Urgent
2. Important/Not Urgent
3. Not Important/Urgent
4. Not Important/Not Urgent.

The idea is to try to stay focused on the Important (Quadrant I and II) activities at all times and to spend as little time as possible on the Not Important/Not Urgent (time wasting) activities.

- **Ideally develop expected actions associated with all measures.** As an example, many of the modern inventory management systems use Order Point as a measure that indicates the inventory level at which the replenishment process should begin. Companies should not assume that any employee, regardless of his or her experience, will react properly to any measure. Describe what the measure is, what the good, bad and ugly values are for that measure, and what should be done in each of those cases.

- **Some of the reactions should focus on proactively preventing**



BY RICH SCHMITT  
Management specialist

**problems.** Many measures are post-mortem in nature. The worst has happened and we have the data to prove it. The next questions must be how can we prevent this in the future and what measures will allow us to see it coming in time to prevent another autopsy.

- **Use Gross Margin in all profitability reporting and pricing calculations.** Using a mixture of gross margin and markup just doesn't work. We have watched many wholesalers attempt to intermix the numbers and it is always a problem.

## Some measures to consider

This is certainly not an exhaustive list, but it may generate other ideas by you and your people.

- **Business Performance Measures.** Use Turn and Earn (T&E) or Gross Margin Return on Investment (GMROI) to look at the performance of all entities. Either measure is acceptable but don't intermix the two since they are different and not comparable. I prefer T&E since it is so easy to calculate (Turns X GM%). I would review the T&E for the following entities:

1. Company
2. Division
3. Branch
4. Product line
5. Product.

- **Sales and Gross Margin generated per personnel expense dollar.** I have seen this measured on a per full-time person basis but have also seen this "gamed" as supervisors eliminated a lot of low cost "heads." The ratio improved significantly while the real objective of improving efficiency only changed slightly.

- **Comparative measures.** Measures gain context and are more usable when compared to previous comparable data. I like when numbers are compared to last month or compared to same month last year as a raw amount of change value and as a percentage of change.

- **Percentage of sales values.** Income statement data can be better when shown as a percentage of sales. When shown as a percentage of sales and compared to a previous period, it

(Turn to Taking... page 78.)

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# Are Piping Specifications Losing Credibility?

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

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

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

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

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

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

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See contact information on page 82

## Valley Supply opens new W.Va. showroom

ELKINS, W.VA. — One of West Virginia's largest privately owned wholesalers, Valley Supply Co., has expanded its century-old facility in Elkins. Now the company is competing in the bath and home furnishings marketplace — 21st century style — with a new showroom called DreamScapes.

Valley Supply Co. opened at its present location in 1905 as the Baldwin-Chandlee Co. Around 1924, the name was changed to Valley Supply Co., and the firm sold guns, stoves and bicycle parts. At that time, the facility was a kind of general store and also contained a blacksmith shop. Valley Supply continues to change and grow with the demands of the consumer and adapts its products to meet those needs.

The opening of the DreamScapes showroom follows renovations at Valley Supply's Parkersburg, W.Va., showroom. That location was operated for more than 30 years by Clay Van Voorhis. Altogether, Valley Supply has over 60 years of experience

in home gallery operation.

DreamScapes in Elkins, like its Parkersburg counterpart, stocks a variety of products for the bath and home, including brands such as TOTO, Moen, MTI, Mansfield, Empire Comfort Systems and other reputable manufacturers. The central distribution center is located in Clarksburg, which also services the St. Albans, W.Va., store.

"The prospect of modernizing our Elkins facility has long been a priority, and we are excited that we can now offer our many faithful customers a more convenient and pleasant shopping experience, while attracting a wider customer base," said DreamScapes manager Emily Earl. "Our new facility also satisfies the needs of our contractors, who have requested a modern display area, allowing customers to choose products from a display."

She added that the company continues the tradition of stocking products made in the U.S., many of which



Valley Supply Co.'s DreamScapes showroom has a modern display area and stocks American-made products in traditional and upscale varieties.

are considered "Green" energy-saving products.

The comfortable, well-lit showroom is similar to a retail store with items displayed in a home-like setting and allows customers to view an expansive new product line. The inventory includes traditional and upscale merchandise, priced from mid-to-high range. DreamScapes carries a

vast inventory, including standard and unique fixtures for the bath and home. Bathroom furnishings include tubs and showers, many featured as working displays, toilets, air tubs, whirlpools, indoor spas, vanities and a variety of accessories including programmable shower heads. All are available in custom colors and styles.

Visit [www.valleysupply.net](http://www.valleysupply.net).

## Viega ProPress shines in Idaho Capitol restoration



Viega ProPress® performed flawlessly in renovating the plumbing system of Idaho's 85-plus-year-old State Capitol building.

BOISE, IDAHO — The Idaho State Capitol has kept watch over the citizens of Boise for more than 85 years, a symbol of justice and democracy rising 208 feet into the sky. Completed in the 1920s, 70 years passed before this beautiful facility began to experience the effects of time. Governor Phil Batt appointed the Idaho Capitol Commission in 1998 "to restore and preserve the Capitol to its original splendor." The commission selected RM Mechanical to renovate the HVAC and plumbing portions of the Capitol.

RM Mechanical chose to install 1/2" to 4" Viega ProPress® fittings exclusively to replace all the heating and cooling components inside the Capitol. With flameless installation, ProPress allowed RM Mechanical to work in

tight spaces without jeopardizing the historic structure in any way.

Bill Harrison, senior project manager for RM Mechanical, was hesitant to use the ProPress system. "I am old school," he said. "I always had the belief that sweat and soldered connections were the most reliable. Using Viega's ProPress System on the Capitol project changed my mind."

RM Mechanical chose to use ProPress not only to safeguard the long history of the Idaho State Capitol but also because of their strong relationship with their wholesaler, Consolidated Supply. Harrison knew he and his team needed a quality product with reliable functionality that they could install while safeguarding the historical value of the Capitol; Con-

solidated Supply had the answer for RM Mechanical's needs. "They highly recommended Viega's ProPress System," Harrison said, "and we knew there wouldn't be stocking problems. ProPress is a quality product and a time and labor saver. We have had good success with it."

One major philosophy drives the employees of RM Mechanical: Miss-

ing a client's schedule is not an option. Construction on the Idaho State Capitol finished ahead of schedule and under budget. The House and Senate of Idaho met in the new statehouse on January 1, and work on the Capitol concluded officially with a grand rededication ceremony that was open to the public on January 9.

Visit [www.viega.com](http://www.viega.com).

## A-D holds PVF, plumbing networking meeting

WAYNE PA. — Affiliated Distributors held its Annual Spring Network Meeting for the Plumbing & PVF divisions in Houston in late March.

This close-knit group of independent distributors meets for three days each spring to engage in a variety of networking and educational activities. "This years near-record turnout continues to demonstrate the value our Affiliates place on building strong relationships with other independents in the Affiliated Distributors family," said Roy Weeks, senior VP of the PHCP Division.

In addition to a variety of business and social networking events, a Business Growth Workshop was presented by Jeff Blackman, an award-winning presenter and

business growth specialist.

One of the highlights of the meeting was a presentation by supply-FORCE, a sister company of Affiliated Distributors and a leading (Turn to Independent... page 76.)



Gary Jackson (left), Affiliated Distributor's VP-Pipe, Valves & Fittings Division with Jill Hurd, CEO and president, and Brian Harrigan, VP-purchasing, of All-Tex Pipe & Supply.

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# Activant Portal Designer helps increase employee productivity

YARDLEY, PA. — Activant knows that the data within wholesale distributors' Prophet 21 system can tell distributors a lot about the health of their businesses. For a long-term prognosis, in-depth reports can show where a business has been and trends for the future. But equally important to the health of any business are the quick check-ups that help to keep the business running smoothly.

"Activant developed the Activant Portal Designer product to help distributors keep on top of the daily changes that can affect key performance indicators," said Kevin Roach, executive vice president and general manager of Activant's wholesale distribution business. "The Activant Portal Designer software gives Prophet 21 system users the exten-

sibility to design the specific, real-time views of data that the user considers most relevant to his or her role within the business.

"Beyond access to the data within the system, the Activant Portal Designer software also allows users to incorporate third party applications, further expanding their portal views and system capability. All of this gives users actionable information, readily viewed on their computer screen for quicker business responses and more streamlined processes."

Portals for access to business information can be assigned to users and

inserted into the existing Prophet 21 infrastructure. For example, wholesale distributors can provide sales managers with insight into the opportunities set to close in the next 60 days or purchasing agents with a view into all open purchase orders where they are the buyer. The options are as numerous as the data and tables within the Prophet 21 database.

In addition to immediate access to key data, the Activant Portal Designer solution allows users to augment portal reports and views by adding options that are not typically standard using a report writer. Among

its many extended capabilities, the Activant Portal Designer solution can also provide access to external applications from within the Prophet 21 system. Additionally, users can access information to do such things as allowing a sales manager to indicate that a sales rep is out sick for the day in order to view and reassign his required daily tasks to another rep for follow up. Users can also conditionally set buttons to appear next to their production orders if a drawing or document is attached to the transaction so they can quickly access that pertinent detail.

"Our Activant Portal Designer solution is part of Activant's continuing effort to offer extensibility to distributors," concluded Roach. "The more access distributors have to the data that's most important to them, the more effective they can be in today's economy where every competitive advantage puts them that much closer to success."

Visit [distribution.activant.com](http://distribution.activant.com).



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## Milwaukee, Uponor announce partnership

MILWAUKEE, WIS. — Milwaukee Electric Tool Corporation announced a new partnership with Uponor, a leading manufacturer and supplier of plumbing, fire sprinkler and radiant heating and cooling systems. Fueled by their common passion of delivering increased productivity to plumbing and heating professionals, the companies have aligned to develop a comprehensive solution for installing Uponor's ProPEX® fitting system. Throughout its history, Milwaukee® has demonstrated an unwavering commitment to the trades with the introduction of products designed to increase productivity. Innovative products like the Hole Hawg®, Super Hawg™, M12™ Cordless Copper Tubing Cutter, M12™ Cordless PVC Shear, M18™ Cordless Band Saw and Switchblade™ Selffeed Bits are examples of the powerful innovation which have delivered unsurpassed productivity. Through this partnership, Milwaukee will now add M12™ and M18™ ProPEXv Expansion Tools to their growing line of products designed for the plumbing and heating trades.

"We are dedicated to delivering disruptive innovation by offering solutions to the end user that challenge conventional wisdom," said Steven Richman, president of Milwaukee Electric Tool. "I am proud to partner with an organization that clearly shares this passion and our core values."

With Uponor's continued support, the M12™ and M18™ ProPEX® Expansion Tools will launch later this year, offering features such as an auto-rotating head for accurate, one-handed



Anders Tollsten (left), executive vice president of Uponor North America and Steven Richman, president of Milwaukee Electric Tool, try out the M12 and M18 tools developed for use with Uponor's ProPEX fitting system.

expansion. The new tools will not only accelerate the speed in which users can install ProPEX connections, they are also compatible with over 20 tools on their respective battery platforms.

"At Uponor, we realize an essential ingredient for success in the plumbing and heating industry is a quality fitting system and a quality tool," said Anders Tollsten, executive vice president of Uponor North America. "We know our customers are loyal to the ProPEX connection method, and we want to offer them a tool with the same durability to match. Partnering with Milwaukee will allow us to offer our professional partners this vital combination."

Visit [www.milwaukeetool.com](http://www.milwaukeetool.com) or [www.uponor-usa.com](http://www.uponor-usa.com).

## Master Group opens new branch in Ontario

BOUCHERVILLE, ONT. — The Master Group L.P. has expanded in the Ontario territory with the opening of a branch in Kingston on May 3.

"The opening of our 15th branch, our third in Ontario, represents an important step in the development strategy of The Master Group. With regards to choosing a location, Kingston was identified for its economic advantages and its growth potential," noted Alain Fournier, executive vice president for The Master Group.

Strategically located at the crossroads of main streets and major access roads, this new 7,000-square-foot location will specialize in refrigeration, cooling and heating with the distribution of large brands such as York, Fujitsu, KeepRite, Refplus, Reznor, A.O. Smith, Rinnai and Weil-McLain, just to name a few.

The Kingston branch is located in the industrial district of Cataraqui and can be reached at 613/634-2552.



## Delta showerheads meet WaterSense specification

INDIANAPOLIS — Delta Faucet Company announced that more than 50% of its Delta bath suites feature showerheads and handshowers that meet the latest specification introduced by the U.S. Environmental Protection Agency's WaterSense program on March 5. The new WaterSense criteria — established to promote water efficiency in the shower, product performance and quality — require that the showerhead flow at a rate of 2.0 gpm or less.

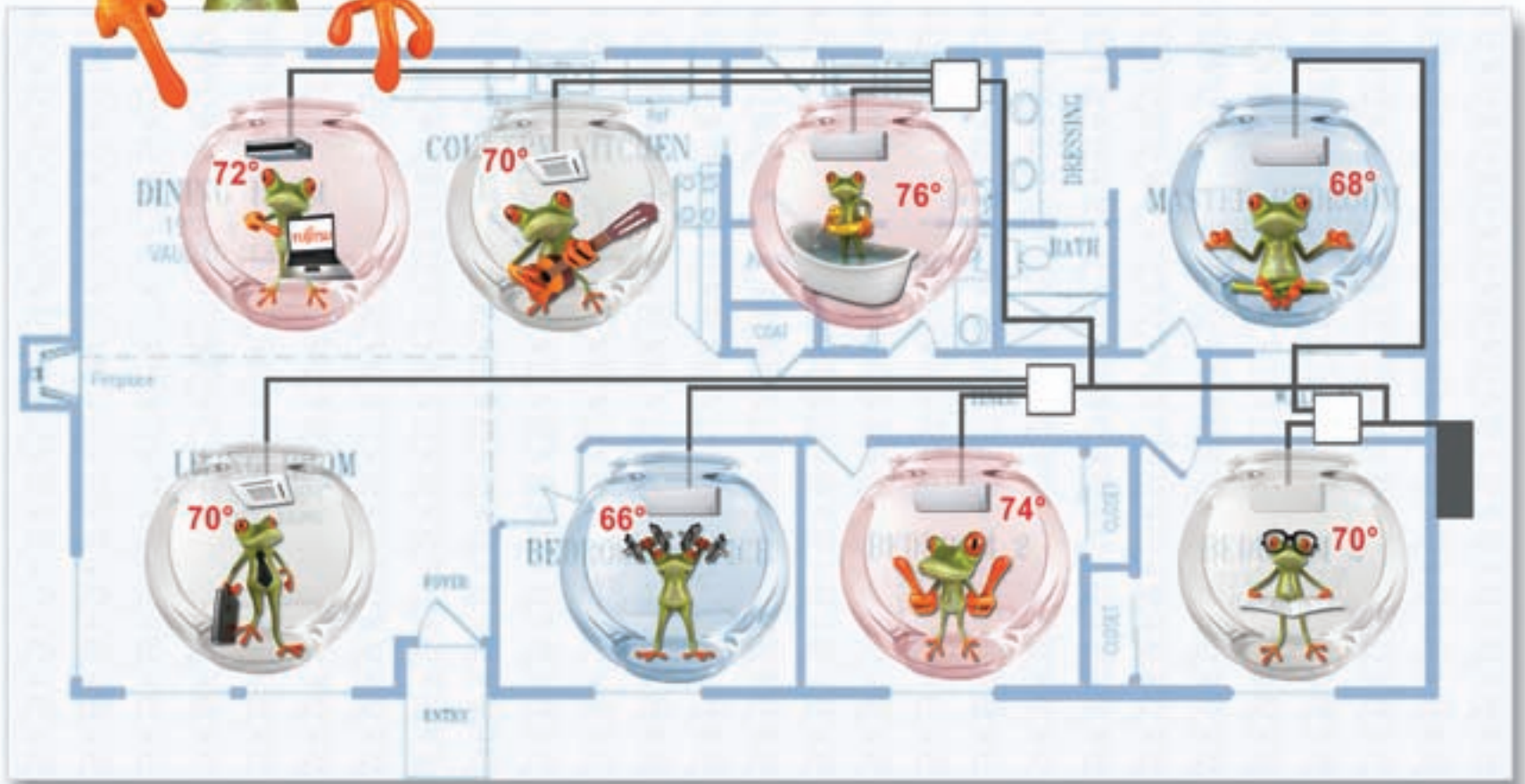
In addition, the company will continue to gain

showerhead and handshower certifications, with the expectation that by summer 2010, 80% of its bath suites will feature an option to meet WaterSense requirements. With more than half of Delta bath suites containing products meeting the new criteria, seven feature a showerhead with H2Okinetic Technology that improves water efficiency by 40%, flowing at 1.5 gpm while providing the feel of an enhanced flow of 2.5 gpm.

Visit [www.deltafaucet.com](http://www.deltafaucet.com).

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# 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 16 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](http://www.fujitsugeneral.com)

## Murray Supply hosts Lenox Tool counter day

WINSTON-SALEM, N.C. — Murray Supply Company held a Lenox Tool counter day at the Winston-Salem branch on April 22. The Lenox Tool representatives, Phillip Ayers and Brandon Payne from Snider Inc., showcased a wide range of Lenox sawzall blades, PVC pipe cutters and hand saws. Customers enjoyed biscuits and coffee as they discussed the features of new products in the marketplace with the sales associates from Murray Supply.

Murray Supply Company is a family owned and operated company that was founded in 1965 by C.V. Murray in Charlotte, N.C. The company is engaged in the wholesale distribution of residential and commercial plumbing, PVF, HVAC, industrial along with MRO products, and serves customers from one showroom and six locations based in North Carolina.



Murray Supply hosts a Lenox Tool counter day with the assistance of Snider Inc. representatives Brandon Payne (left) and Phillip Ayers.

## Eemax earns Calif., Vt. lead-free certification

OXFORD, CONN. — Eemax Inc. has obtained Lead-Free Certification for their products. This is to comply with both California and Vermont's lead-free laws that went into effect on January 1.

The amount of lead in drinking water depends on a number of factors, such as how much lead is in the plumbing parts, how large an area of a lead-containing part comes in contact with the water, how long the water is in contact with the lead-containing surface, and how corrosive the water is. Exposure to lead can cause serious adverse health effects, including delays in physical and mental development.

"Eemax believes in protecting our customers and the environment," said Kevin Ruppelt, president and CEO. "That's why we are proactively invested in obtaining lead-free certification." Visit [www.eemax.com](http://www.eemax.com).

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Shown here in grey granite with optional single handle faucet, removable sprayer, and vacuum breaker.  
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## Inform now available as hosted software service through DDI

SANDY HOOK, CONN. — Distribution management software is a driving force for wholesale businesses in any industry. Remaining on the cutting edge of innovative and integrated features can be costly. Today, many small to mid-sized companies are gaining the benefit of a fully integrated ERP system at an affordable price.

DDI System announces the availability of inform software as a service — a hosted service — providing many benefits to wholesale distributors:

- **Anytime access from anywhere** — Hosted in a secure, state-of-the-art environment, live data may be accessed remotely from any location with internet connectivity.
- **Automatic updates and backup** — DDI System handles the server side feature upgrades and data backup with no downtime. No need

for a dedicated IT position.

- **Cost control** — Software as a service avoids the large upfront capital expenditure, introduces one predictable cost and avoids the constant cost of upgrading hardware and the personnel to support it. This alternative to an in-house server solution helps smaller distributors take advantage of the tools and techniques often used by larger companies.

DDI System's inform distribution management software is an end-to-end solution for wholesale distributors. It combines everyday operational benefits in accounting, inventory, sales and purchasing with advanced calendaring, contact and sales management, direct marketing, and e-commerce.

Call DDI at 877-599-4334 to schedule a demonstration.

## Houston plumbers gather for annual fishing tournament

HOUSTON — The annual Houston Plumbers Fishing Tournament was held May 1-2 at Jackson Hill Marina on Lake Sam Rayburn. This is an invitation-only tournament that's been held every spring for the past 45 years.

More than 75 plumbers from the Houston area competed in the event. A Judges committee was comprised of manufacturers' representatives and wholesalers from the Texas market.

In excess of 600 pounds of Crappie was caught during the tournament, with the largest weighing in at 2.4 pounds. The winning team from Cy-Tech Services took home a 7-foot tall trophy and bragging rights until next year's tournament. Additional awards were given for the top three teams and for the largest crappie and bass caught. A Sportsmanship Award was presented in the name of Joe Craw-

ford, former owner of McFadden and Associates Plumbing Company in Houston, who passed away suddenly late last year.

In 2011, the tournament will return on May 1 to the Jackson Hill Marina on Lake Sam Rayburn.



Above, Ty Tipton of Tipton Co. shows off the 2.4-lb winning Crappie. Below, is the team from Cy-Tech Services.





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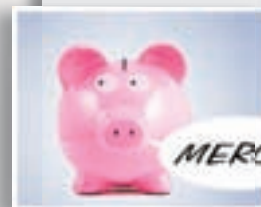
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## Habegger thriving on green products

LEXINGTON, KY. — In a year when many in the HVAC industry are paring down, cutting back and laying off, at least one independent distributor is growing — and even building. The Habegger Corporation, a Bryant distributor with 22 locations in the Midwest and Kentucky, attributes its success in part to a burgeoning interest in green heating and cooling technologies.

Habegger just put the finishing touches on its new state-of-the-art training center, showroom and warehouse — a building three times the size of its old digs. According to regional manager Mike Lohbeck, the company is also making two new hires, and will add a third position before the end of the year. “We have weathered the recession so far without a single layoff,” Lohbeck said, “and now we’re pleased to be adding new jobs.”

The company has added a new truck, increased its warehouse space from 85,000 to over 310,000 cubic feet, established a same-day delivery policy within Fayette County, and has plans to expand even more in the next three to five years. The beefed-up training center will make it possible for more technicians to learn the ins and outs of environmentally friendly technologies that have gained popularity since federal tax credits became available for installing efficient equipment. Technicians who broaden and deepen their training now, said Lohbeck, will have a leg up in a very tough market — and that will likely help them keep a more secure foothold as business begins to pick up again.

The new space features many opportunities for hands-on learning, with three fully functioning comfort systems and a Bryant whole-house standby generator. Students will be able to “touch and feel” while they learn to install, troubleshoot and maintain a Bryant Hybrid Heat gas furnace/geothermal heat pump, a high-efficiency variable speed Evolution heat pump and a Mitsubishi Mr. Slim ductless heat pump air conditioning system, with two zones.

“We have the geothermal system set up so that we can go out to the wells and they can see how the pipes are fused together and follow the pipes all the way back inside,” said Lohbeck. “Especially in our region, these systems are absolutely

essential to know about if you want to remain competitive in the future. We had 300% growth in geothermal sales last year over the year before. Green technologies are in high demand, and dealers and contractors who know how to install and repair them will be in high demand as well.

“In the next three to five years, we are planning to expand our territory farther south in Kentucky as well,” Lohbeck added. “Interest in green technologies has helped us not only survive, but also grow, through one of the hardest periods our industry has ever seen. And we don’t plan to stop growing anytime soon.”

## New websites opened for JADO and Porcher

PISCATAWAY, N.J. — Luxury and sensibility rule in new websites recently launched by JADO and Porcher, makers of high-quality bath and kitchen products, and part of the American Standard family of brands. Designed with the end user in mind, the new websites provide visitors convenient and direct access to the tools they need to assist them in whatever the project entails — from



a simple replacement to a complex bathroom remodel or new construction.

Each site features expanded information and photography sections and new collection pages with multiple suite photos. A product “Quick Look” function provides essential information as well as complementary and similar product searches. Special professional community tabs on both sites provide easy access to technical documents, literature and other useful resources.

Visit [www.jadousa.com](http://www.jadousa.com) and [www.porcher-us.com](http://www.porcher-us.com).

## American Standard kicks off Responsible Bathroom Tour

PISCATAWAY, N.J. — With a goal of saving two billion gallons of water this year, the American Standard Responsible Bathroom Tour will visit more than 300 plumbing wholesale locations in the U.S., Canada and Mexico through November.

Open to the public, the warm-paneled walk-through mobile plumbing showrooms are designed to attract plumbers, specifiers and other construction professionals, along with environmentalists, researchers, housing authority and utility personnel. Visitors will experience product demonstrations, giveaways and water conservation education.

American Standard Brands expects the Responsible Bathroom Tour to contribute two billion gallons of water savings over the next seven months simply by convincing attendees to adopt new water conserving behaviors and replace old leaky fixtures with top-rated WaterSense® toilets, faucets and showerheads. In total, American

Standard expects to help the U.S. save a total of 18 billion gallons of water this year. The Responsible Bathroom Tour microsite links to the recently launched [TheResponsibleBathroom.com](http://TheResponsibleBathroom.com), a fun, interactive educational website. Points earned for pledging different water conservation behaviors can be used to enter sweepstakes for prizes ranging from free products to a luxury eco-friendly vacation.

American Standard markets products under the American Standard®, Crane®, Eljer®, Porcher®, JADO® and Fiat® brands.



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# Niagara Conservation celebrates Earth Day

CEDAR KNOLLS, N.J. — The Environmental Protection Agency highlighted various programs at an Earth Day Weekend event on the National Mall in Washington, D.C., on April 24-25. EPA displayed WaterSense-labeled products, including Niagara Conservation's new Stealth toilet. Niagara Conservation® has been a leading manufacturer of water- and energy-saving products for more than 33 years and joined WaterSense as soon as the program opened partnership opportunities for plumbing manufacturers. The Stealth toilet has earned the WaterSense label, the symbol for high-performing, water-efficient products. It is available with the ability to achieve a powerful, quiet flush using just 0.8 gallons of water.

During the Earth Day 40th anniversary weekend celebration, EPA hosted the sixth annual National Sustainable Design Expo featuring the EPA's P3 (People, Prosperity and the Planet) Awards Competition. EPA encouraged attendees to take action to protect our planet by hosting interactive displays, exhibits and demonstrations that have been developed as

part of the EPA's "Healthier Families, Cleaner Communities, A Stronger America" effort. One of the interactive displays featured the Stealth.

Water conservation in the bath is important to the overall efforts of conserving water in the U.S., as the country has an estimated 241 million toilets, which use an estimated 1.3 trillion gallons of water. The techno-

logically advanced engineering inside the Stealth toilet uses 77% less water per flush than the older style 3.5-gallon toilet, saving up to 20,000 gallons of water per year and as much as \$150 in savings annually per household on water usage, depending on the wastewater rate.

"We are thrilled to be celebrating Earth Day by working with the EPA to

display the Stealth toilet," said Carl Wehmeyer, Niagara Conservation's executive vice president. "For more than three decades, our company's mission has been to help save water and energy. We're committed to constantly seeking new ways to push the envelope of new technology, ultimately developing products that help save our planet and save homeowners money on their water and utility bills."

For more information, visit [www.niagaraconservation.com](http://www.niagaraconservation.com).

## OBITUARY

### Marcus L. Jones III, plumbing industry veteran

ANNISTON, ALA. — Marcus L. Jones III, 82, passed away on April 16. Jones was born in Goldsboro, N.C., in 1927 and graduated from Goldsboro High School in 1944. After service in the U.S. Navy during World War II and the Marine Corps during the Korean War, he went on to establish a career in the plumbing industry.

From humble beginnings as an apprentice plumber and blessed with remarkable people skills, Jones advanced to a position in national sales promotion with the Cast Iron Soil Pipe Institute. He moved to Anniston in 1962 to join Alabama Pipe Company, later Mead Corporation, and finished a distinguished career in sales and promotion at Lee Brass.

A Memorial Service was held on April 19 at Gray Brown-Service Mortuary. In lieu of flowers, memorials may be made to the Donoho School Endowment Fund, the Shepherd Center, Atlanta ([www.shepherd.org](http://www.shepherd.org)), or the charity of one's choice.

Survivors include his wife, Jackie B. Jones; three sons and their wives; seven grandchildren, six great-grandchildren; and his sister. Jones was preceded in death by his parents, Harry L. Jones and Faye B. Jones, and son, Hugh Douglas Jones.



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# H<sub>2</sub>Oh!

Some years ago, The Lovely Marianne and I visited Rome with friends and on a gorgeous Sunday morning in early spring, we got up early to attend high mass at Saint Peters. To a good Catholic lad, the Vatican is Disneyworld.

On our way into that geographically smallest of nations, we passed dozens of street vendors who were selling holy cards, plastic statues of saints, and, of course, rosary beads. I checked out the prices and thought they were reasonable, so I asked The Lovely Marianne if she wanted to buy something. "Let's wait until after mass," she said, and so we did.

But after mass was also when the throngs of people gathered in the square to see Pope John Paul II appear at his window, where he would speak to us in Italian and give us his blessing. We didn't want to miss that, so we stood there with about a million people and watched out for pickpockets. Later, we returned to the street vendors, who were right at the outskirts of Vatican City. I noticed that the prices of everything had doubled since earlier that morning and I asked one of the vendors what the heck had happened. He smiled, gestured grandly at his wares, and in perfect English said, "Worth more now because blessed by Papa!"

Get it? Value is perception.

I remembered that incident a few weeks back when I read a news story about a couple of heating technicians who had gone to Madonna's digs in England to repair one of her radiators. She has those classic European panel radiators and each has its own set of valves. The techs had shut off the radiator and were draining the water from it when the maid showed up and screamed.

You see, Madonna is a disciple of Kabbalah, which concerns itself with the mystical aspects of Judaism. Part of that belief system involves Kabbalah water, and Madonna had had her radiators filled with that very expensive version of H<sub>2</sub>O. The maid was concerned about spillage because

Madonna had spent about \$10,000 on the stuff, which proves, once again, that it's good to be crazy rich.

No matter what you may have heard, water is not water. I learned this as a young Catholic boy when my mother taught me how to bless myself with the holy water before entering the nave of any church. The nuns reinforced my dear mother's teaching with a 12-inch ruler. Some waters are more special than others, or so I perceive, and that is where the value lies.

I was at a tradeshow in Atlantic City and I was thirsty, so I looked around for a water fountain. The one I found was right next to a machine that sold (you guessed it) water. I stood there for a while and thought about how in America you can sell absolutely anything to just about anyone if you do a good enough job of describing the thing's virtues and value.

The brand of water in the machine was Dasani, a product of the Coca-Cola® Bottling Company. I went to their Web site to see what made this water better (and certainly more ex-

**I met a contractor who told me that he adds a quart of Mr. Clean to every hot water system he does. He claims that the liquid detergent makes the water more slippery, so that it scoots through the pipes more easily, slides around the corners like silk, and slithers through the valves effortlessly.**

pensive) than common tap water, which was free for the taking and right there next to their big, expensive machine. The Dasani site explains that the good folks at Coca-Cola begin with "the local water supply" and filter it. Then they add a special blend of minerals "to make it taste crisp." In other words, it's filtered tap water in a plastic bottle — for two bucks. Oh, but they also provide nutritional information on the label, for those who are health conscious. This is good to know: Dasani water contains 0 calories, 0 fats, 0 sodium, 0 carbohydrates, 0 protein. This is because it is water. Nevertheless, it is very special water. Otherwise, why would it cost two bucks?

Once again, value is perception.

I was visiting the Lochinvar factory near Nashville a few years ago and Marianne and I stayed at the nearby Gaylord Opryland Nashville Hotel, which is Disneyworld for country music fans. This hotel is so vast that they give you a piece of cheese when and if you are able to find your room. Marianne and I wandered around and gawked at the place. They even have their own indoor riverboat ride, and we didn't want to miss that, so we plunked down about 10 bucks apiece and climbed into a boat with lots of other

gaping tourists and their rotten children. The ride lasted about 15 minutes and took us on a tour of the place, where we watched people eating in the many restaurants, and others trying to find their rooms.

I probably would have thought that this was a waste of money but then I spotted a sign that explained how the folks who run this behemoth of a hotel had put out the call for small bottles of water from all the rivers and oceans and lakes and streams of the world. They had then poured these samples into their indoor river, making it the most unique body of water on the planet. It's a regular hydronic League of Nations, and they convinced me that it has great value.

I stared at that special water as we floated by the tourists, and it gave me an idea. What if contractors from all across the land (or all over the world) filled their heating systems with tap water, as usual, but then added a bit of exotic (and perhaps expensive) water from some other locale. Why in the age of the Internet, I'll bet we could get a decent water exchange

going between contractors from all over the planet. We could become brokers for this water and make a fortune. We'd buy small vials of West Coast water and resell it to the guys on the East Coast. We'd sell Coney Island water to the contractors in Arizona and sparkling Rocky Mountain water (think Coors) to the contractors on the Great Plains. Or how about some water from that melting glacier in Iceland? I'll bet that would bring in the big bucks. Water from the Dead Sea? The Great Salt Lake? Wow. And I'm sure building owners would be happy to pay a premium for this premium water sample because it would make their personal heating system like no other heating system in the world. And doesn't everyone want to feel special?

And beyond the romance of all of this, there's also a practical side of adding special stuff to plain tap water. I met a contractor who told me that he adds a quart of Mr. Clean to every hot water system he does. He claims that the liquid detergent makes the water more slippery, so that it scoots through the pipes more easily, slides around the corners like silk, and slithers through the valves effortlessly. "It allows me to use smaller pumps, and that saves energy," he said. "It's very green. And clean! Here, pour some



**BY DAN HOLOHAN**  
*Wet head*

Mr. Clean on your hands and rub them together. See what I mean?"

I did. Such value!

But I should end with Madonna.

I once visited the building that houses her sprawling Manhattan cop. I was there because the heat was uneven and lousy. Everyone in that Turn of the Century brick palace shares an antique one-pipe steam system that was suffering from neglect. That system has these huge and positively gorgeous, screwed pipes (I'm talking 12-inch). I stood there like a gaping idiot, just ogling those pipes, all of which contained steam and condensate, made from plain New York City tap water. Boring.

I'll bet that if they ran that steam system on Kabbalah water, some soft hydronic chanting would replace the psychotic pounding of water hammer in those big pipes. I'll bet an evenness and balance would replace heating chaos, and I imagine boiler blow-down would be a thing of the past. There would be no need for blow-down with water so special. Besides, look at what it costs.

Value is perception. ■

*Dan Holohan began his love affair with heating systems in 1970 by going to work for a New York-based manufacturers representative that was deeply involved in the steam and hot-water heating business. He studied hard, prowled many basements and attics with seasoned old-timers, and paid close attention to what they had to say. Today, Holohan operates the popular website, [www.HeatingHelp.com](http://www.HeatingHelp.com). He has written hundreds of columns for a number of trade magazines, as well as 15 books on subjects ranging from steam and hot water heating, to teaching technicians. His degree is in Sociology, which Holohan believes is the perfect preparation for a career in heating. Holohan has taught over 200,000 people at his seminars. He is well known for his entertaining, anecdotal style of speaking. Holohan lives on Long Island with his wife, The Lovely Marianne. They have four incredible daughters, all out in the world and doing wonderful things.*

- **Real value and perceived value are two completely different things**
- **People are willing to pay extra for any product they deem 'special' — even if it's mundane stuff**

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John Hazen White, Jr., Owner



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See contact information on page 82

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200 Heartland Blvd.  
Edgewood, NY 11717  
Phone: 631/242-4800  
Fax: 631/242-6900  
www.advancetabco.com

**Advanced Stainless & Alloys Inc.**

8266 Phlox St., P.O. Box 97  
Downey, CA 90241  
Phone: 562/869-7321  
Fax: 562/869-7820

**AIV L.P.**

7140 W. Sam Houston Pkwy. N. #100  
Houston, TX 77040  
Phone: 713/462-4181  
Fax: 713/462-4187  
www.aivinc.com

**Allied Piping Products PA Inc.**

P.O. Box 878  
Oaks, PA 19456  
Phone: 610/666-5950  
Fax: 610/666-7606  
www.alliedpiping.com

**APC**

4433 South Drive  
Houston, TX 77053  
Phone: 713/926-1490  
www.apchouston.com

**BAVCO**

20435 S. Susana Road  
Long Beach, CA 90810  
Phone: 800/458-3492  
Fax: 310/639-5231  
www.bavco.com

**Boshart Industries**

25 Whaley Ave.  
Milverton, ONT  
Phone: 519/595-4444  
Fax: 519/595-4830  
www.boshart.com

**The Brenner Company**

55 Jiffy Rd.  
Somerset, NJ 08875  
Phone: 732/873-1500  
Fax: 732/873-8847

**Cambridge-Lee Industries**

P.O. Box 14026  
Reading, PA 19612  
Phone: 610/926-7325  
Fax: 800/255-7317  
www.camlee.com

**C.D. Sales**

160 Middlesex Turnpike  
Bedford, MA 1730  
Phone: 781/272-6600  
Fax: 781/275-3354

**Central Components Mfg.**

Phone: 1-800-882-7783  
Fax: 1-800-882-9765  
www.centralcomponents.com

**Conbraco Industries**

P.O. Box 247  
Matthews, NC 28106  
Phone: 704/841-6000  
Fax: 704/841-6087  
www.conbraco.com

**Control Supply Corp.**

6 Ditomas Court  
Copiague, NY 11726  
Phone: 631/789-5100  
Fax: 631/789-3885  
www.controlsupplycorp.com

**Editor's note:** We made every effort to include all master distributors in this listing. We regret if there are any omissions; any master distributors not included in this list are encouraged to contact us so we may update the directory.

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Phone: 510/580-3030  
Fax: 510/580-3045  
www.decorativeplumbing.com

**Distech Controls**

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Phone: 800/404-0043  
www.distech-controls.com

**Dodson Global**

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Stone Mountain, GA 30083  
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**Economy Plumbing & Heating Supply Co.**

875 Morton Street  
Mattapan, MA 02126  
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Fax: 857/598-1586  
www.economyplumbing.com

**Ferguson**

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Plymouth, MN 55441  
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Fax: 763/797-7011  
www.ferguson.com

**Forgings, Flanges & Fittings  
(see also Global Stainless Supply)**

8900 Railroad Drive Suite B  
Houston, TX 77078  
Phone: 713/695-5400  
Fax: 713/695-4016  
www.onestoppvf.com

**Global Stainless Supply  
(see also Forgings, Flanges & Fittings)**

8900 Railroad Dr., Suite A  
Houston, TX 77078  
Phone: 713/890-5089  
Fax: 713/980-5099  
www.onestoppvf.com

**HD Supply**

3100 Cumberland Blvd., Suite 1700  
Atlanta, GA 30339  
Phone: 770/852-9079  
www.hdsupply.com

**Hirsch National Sales**

7142 E. Slauson  
Commerce, CA 90040  
Phone: 800/445-1600  
Fax: 800/895-1477  
www.hirschnational.com

**Industrial Valco**

3135 E. Ana Street  
Rancho Dominguez, CA 90221  
Phone: 310/635-0711  
Fax: 310/635-5201  
www.industrialvalco.com

**Ironbound Valve Actuation**

146 Jackson St., P.O. Box 5210  
Newark, NJ 7105  
Phone: 973/589-5209  
Fax: 973/589-4859  
www.ironbound.com

**JCR Distributors**

6400 Maple Ave., Ste.950  
Dallas, TX 75235  
Phone: 800/442-6096  
Fax: 888/854-3798  
www.jcridistributors.com

**J-K Enterprises Inc.**

525 S. 16th Street  
La Porte, TX 77571  
Phone: 281/470-6530  
Fax: 281/470-6551  
www.jkenterprises.com

**J & L Valve & Fitting Corp.**

8801 Edgeworth Dr.  
Capitol Hgts., MD 20743  
Phone: 301/336-7676  
Fax: 301/336-7142  
www.jlvalve.com

**Kelly Pipe**

11680 Bloomfield Ave.  
Santa Fe Springs, CA 90670  
Phone: 562-868-0456  
Fax: 562-863-5695  
www.kellypipe.com

**KSD-Kessler Sales & Distribution**

500 Green St.  
Woodbridge, NJ 07095  
Phone: 800/526-5104  
Fax: 800/438-7823  
www.ksdusa.com

**Kolson Inc.**

653 Middle Neck Rd.,  
Great Neck, NY 11023  
Phone: 516/487-1224  
Fax: 516/487-1231  
www.kolson.com

**M.A. Stewart & Sons Ltd.**

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Fax: 604/594-4335  
www.mastewart.com

**M.A. Stewart & Sons (USA) Ltd.**

803 Pressley Rd., Suite #107  
Charlotte, NC 28217  
Phone: 704/527-0722  
Fax: 704/527-0791  
www.mastewart.com

**Maintenance Metals LLC**

1215 Lathrop St.  
Houston, TX 77020  
Phone: 713/673-0095 or 800/435-9952  
Fax: 713/673-0094  
www.mainmetals.com

**Martin Walshin Inc.**

70 Saw Mill River Rd.; P.O. Box 9  
Hastings-on-Hudson, NY 10706  
Phone: 800/431-1521  
Fax: 914/478-1901  
www.walshin.com

**McCullough Steel Products Inc.**

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www.mcculloughsteel.com

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**Multalloy**

8511 Monroe St.  
Houston, TX 77061  
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Fax: 713/943-3645  
www.multalloy.com

**N Merfish Pipe & Supply**

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Houston, TX 77220  
Phone: 800/869-5731  
Fax: 713/867-0738  
www.merfish.com

**Neuco Inc.**

5101 Thatcher Rd.  
Downers Grove, IL 60515  
Phone: 630/960-3800  
Fax: 630/960-3830  
www.neucoinc.com

**Newdell Company**

13750 Hollister Road  
Houston, TX 77086  
Phone: 877/510-7853  
Fax: 713/590-1319  
www.newdellco.com

**PAC Stainless Ltd.**

P.O. Box 13510,  
Seattle, WA 98198  
Phone: 206/824-7780  
Fax: 206/878-2475  
www.pacstainless.com

**PHAC Products Inc.**

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Albany, NY 12205  
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Fax: 518/453-9019  
www.phacproductsinc.com

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Phone: 251/679-1333  
Fax: 251/675-5088

**Ridgewood Corporation**

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Fax: 201/252-8081  
www.ridgewoodcorporation.com

**Robertson Heating Supply Co.**

2155 W. Main St.;  
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Phone: 330/633-0990  
www.rhs1.com

**Service Metal Products Co.**

4001 N. Kingshighway  
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Fax: 314/231-1821  
www.servicemetal.net

**Showroom Supply LLC**

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Sandy, UT 84070  
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www.showroomsupply.com

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(Continued from page 24.)

## Southwest Stainless Inc.

8505 Monroe  
Houston, TX 77061  
Phone: 713/943-3790  
Fax: 713/948-5600  
www.sw-stainless.com

## Specialty Flange & Fitting Inc.

649 Lebanon Ave.  
Williamstown, NJ 8094  
Phone: 856/728-8530  
Fax: 856/728-1304  
www.specialtyflange.com

## Ta Chen International Inc.

5855 Obispo Ave.  
Long Beach, CA 90805  
Phone: 562/808-8000  
Fax: 562/808-8125  
www.tachen.com

## TAPCO

P.O. Box 2812  
Pittsburgh, PA 15230  
Phone: 412/782-4300  
Fax: 800/223-1067  
www.tapcogenuinepartscenter.com

## Texas Pipe & Supply Co.

2330 Holmes Road,  
Houston, TX 77051  
Phone: 713/799-9235  
Fax: 713/799-8701  
www.texaspipe.com

## The Distribution Point

3242 Moody Pkwy.; P.O. Box 157  
Moody, AL 35004  
Phone: 866/837-2550  
Fax: 866/837-2517  
www.thedistributionpoint.com

## The Stock Market

P.O. Box 2940  
Newport News, VA 23609  
Phone: 800/467-8625  
Fax: 800/909-7215  
www.the-stockmarket.com

## Trumbull Industries

300 Dietz Road NE  
Warren, OH 44483  
Phone: 800/477-1799 or 330/392-1551  
Fax: 330/392-2527  
www.trumbull.com

## United Logistics of America

1101 Cornwall Rd. Sanford, FL 32773  
Phone 407-324-4035  
www.unitedlogistics.net

## United Pipe & Steel

83 Turnpike Rd., Ipswich, MA 01938,  
Phone 800/777-7473  
Fax: 978/356-5553  
www.united-pipe.com

## Universal Alloy Valve & Fitting Co. Inc.

1111 Fellows Rd.  
Houston, TX 77047  
Phone: 713/434-8900  
Fax: 713/434-0277  
www.universalalloyvpf.com

## U.S. Metals Inc.

19102 Gundle  
Houston, TX 77073  
Phone: 281/443-7473  
Fax: 281/443-6748  
www.usmetals.com

## Val-Fit Inc.

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Cudahy, CA 90201  
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or 678/775-4660 (Atlanta office)  
Fax: 323/562-1638 (LA office)  
or 678/775-4661 (Atlanta office)  
www.valfit.com

## Valves Unlimited Inc.

3572 E.T.C. Jester Blvd.  
Houston, TX 77018  
Phone: 713/956-5670  
Fax: 713/956-7423  
www.valvesunlimited.com

## Warren Alloy

5721 Harvey Wilson Dr.  
Houston, TX 77020  
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Fax: 713/672-8549  
www.warrenalloy.com

## Watson McDaniel Co.

428 Jones Blvd.;  
Limerick Airport Business Center  
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Fax: 610/495-5134  
www.watsonmcdaniel.com

## W.F.F. Fittings & Flanges (Canada) Ltd.

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**DODSON  
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See contact information on page 82

**TOP SECRET!**

INCIDENT REPORT  
CASE# 437295

A customer entered an HVACR wholesale supply company at 11:27am requesting a part they did not have in stock. The employee remained calm and quickly contacted a company called Neuco. Neuco was able to ship the part directly to the customer the same day.

When we spoke to the customer, they were unable to identify Neuco as the sender. The package looked as if it was sent directly from their wholesaler. There wasn't any reference to Neuco, even the packing slip listed the wholesaler's information. There wasn't a single clue to indicate Neuco was behind this. It was obvious they did not want the customer to know they were an accomplice.

Neuco's commitment to confidentiality made this one of the toughest cases to crack that I've ever experienced.

We are going to stay on the lookout for Neuco!

**NEUCO'S LINES:**

Honeywell  
Johnson Controls  
Siemens  
Robertshaw  
Schneider Electric  
KMC Controls  
White-Rodgers  
Barber-Cotman  
Asco

Bell & Gossett  
Maxitrol

Lemnox and other  
OEM Lines

There are many many  
other lines too!

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Your City, State, Zip

Sold to: Your Customer's Name  
Your Customer's Address  
Your Customer's City, State, Zip  
Customer P.O. #

Ship to: Your Customer's Name  
Your Customer's Address  
Your Customer's City, State, Zip

| Part Number      | QTY | SHIP | W/O |
|------------------|-----|------|-----|
| Part Description | 2   | 2    | 0   |

**EXHIBIT A**

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**EXHIBIT B**

CASE #437295

**NEUCO INC.**  
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Fax: (800) 453-9244  
www.neucoinc.com

**Metropac Industries****Master distributor solidifies commitment to wholesalers through tough economy**

BY MARY JO MARTIN  
Editorial director

During the last few years, as this industry has dealt with challenges and repercussions caused by the recession, some wholesalers and manufacturers have had to reduce inventory as part of their cost-

sale without increasing their own inventory. Metropac's motto is: "Our warehouse is your warehouse." They will stock the products for you and have them shipped to you, your customer or even directly to a job site.

Metropac began the process by increasing their on-hand quantity of some of their most common items in-



cutting measures. This can leave them vulnerable to losing sales, making a bad situation even worse.

Metropac, however, took a different path. The HVACR master distributor located in Foxboro, Mass., took this opportunity to reaffirm their commitment to wholesaler distributors by adding additional product lines and increasing their inventory of existing product lines. This provides wholesalers the ability to retain the

cluding Honeywell zone valves, thermostats, actuators, combustion products and zoning products, and then went on to expand their inventory of products from Johnson Controls, White Rodgers and Maxitrol. To add even further depth to their inventory, Metropac brought in Danfoss heating, Braeburn and Caleffi as new product lines.

Among Metropac's major lines are Honeywell, Johnson Controls, White



Purchasing director Matt Trelegan and vice president Bryan Cosentino.

Rodgers, Invensys/Robertshaw, ITT/McDonnell & Miller, Siemens, Schneider/TAC/Erie/Barber-Coleman, Asco, Fireye and Grundfos.

Metropac has roughly 75,000 part numbers set up in their system, and stocks 15,000 SKUs from 50-plus vendors — a number that has grown 50% in the last 10 years. And according to purchasing director Matthew Trelegan, Metropac plans to further increase their number of SKUs in the near future with the addition of several OEM lines such as Reznor, Rheem, York, Teledyne Laars and several others.

"As long as our customers keep requesting new product lines, we'll keep bringing them in," said Trelegan. "With our vice president Bryan Cosentino and general manager Tom Trelegan also serving as salesmen answering the phones, it's pretty easy for our customers to convey their needs."

Training is a high priority at Metropac, and each member of the sales staff is equipped with the knowledge and tools necessary to quickly meet the needs of wholesalers with product selection, cross referencing, technical support and more. "Our sales staff is not outsourced," said Cosentino. "When you call Metropac, your call is answered by an in-house salesperson with years of experience in the HVAC industry. While not every call will result in a sale, if we help the customer in some way they will remember that and continue to call us in the future."

Training is always available to customers as well. In addition to in-house training, Metropac is now conducting on-line webinars. This offers wholesalers around the country an economical way to stay informed about new products. These webinars are free of charge and are usually an hour long. Attendees are given an opportunity to ask technical questions

and interact live with trainers from various manufacturers that Metropac carries. To be informed of upcoming webinars, sign up for Metropac's newsletter at [www.metropac.com/newsletter.html](http://www.metropac.com/newsletter.html).

As a further commitment to cus-

**"When you call Metropac, your call is answered by an in-house salesperson with years of experience in the HVAC industry."**

tomers service, Metropac offers confidential drop shipments, seasonal hours, guarantees same-day shipping of all in-stock items, and offers next day air packages weighing 10 pounds or less for a flat rate of \$15.00 with a \$50.00 minimum order.

#### Technology as a tool

Metropac believes strongly in the value of technology and uses it as a tool to enhance their relationship with customers. They consistently update and upgrade their management software to stay ahead of the curve. This software allows Metro-



President Ronnie Cosentino in the computer room that houses servers and equipment.

pac to best forecast inventory trends. The company also is constantly improving its warehouse functions to increase speed and accuracy. They currently maintain a 95% order fill rate and an accuracy rate of 98%. And whether your order is faxed in, phoned in or ordered on-line, it's picked, packed and on the loading (Turn to Metropac holds... page 30.)

## A nod to Metropac's history

As the effects of the Great Depression were beginning to be felt around the country by families and businesses alike, Metropac founder Bert Cosentino realized there was a growing demand for oil heating equipment parts and service. In 1937 he set up a small parts shop in a garage in Everett, Mass., and called the business Metro Supply Company.

Originally, Cosentino's mission was to acquire an inventory of hard-



to-find aftermarket parts for heating systems by repairing equipment, components and the parts themselves, and by collecting used parts and pieces. Because he understood the wide range of his customers' needs, Cosentino began offering some assembly and manufacturing. Among the products manufactured by Metro Supply were its unique

water/air furnaces, shell-head oil burners and Quiet-Flame water heaters. As the business grew, the garage had to be rebuilt to better house the inventory and to service the many customers.

In the early 1950s, Cosentino decided to give Metro Supply a new and more modern name; hence the launch of Metropac Industries. The company acquired the Tux and Autopulse divisions from Walbro Corp. and produced those lines into the early 1980s. As Metropac's stock of ever greater inventory from other manufacturers grew, they chose to exit manufacturing and instead concentrate their efforts solely on wholesale distribution.

Today, Metropac Industries has developed a customer base of thousands of wholesalers and OEMs in the U.S. as well as Canada and Puerto Rico. With 50-plus product lines in stock, their inventory encompasses all areas of the HVACR market, from residential and commercial controls to draft controls and venting equipment to hydronic and steam specialties. ■

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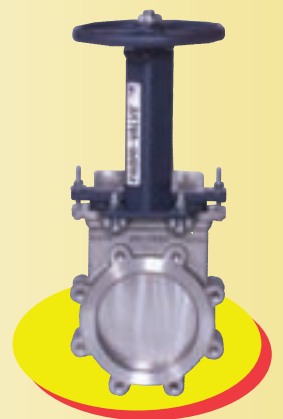
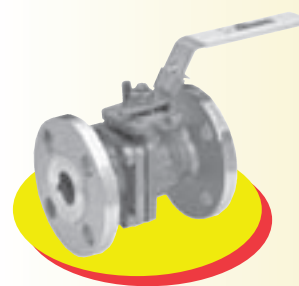
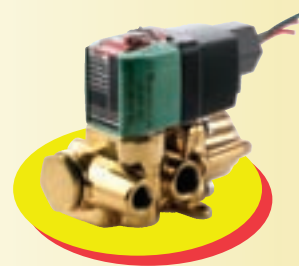
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## Metropac true to the channel

(Continued from page 28.)  
dock within 15 minutes.

Metropac's website serves many functions, not the least of which is to conduct business; in fact almost 50% of the company's sales are done through on-line ordering — a number that continues to grow every year. "Because of the ease and convenience of our on-line ordering system we have been able to increase our sales without adding more customer service or salespeople," Cosentino remarked, "which helps keep our costs down so we can continue to offer our best prices to our customers."

With an ID and password, customers can log into the on-line ordering system 24/7 to check stock, prices, place orders, view specials and promotions, download price sheets, cross reference part numbers, check their account, etc. Customers who place their

orders on-line receive timely e-mails notifying them of order and shipping



confirmations. And as an incentive, extra discounts are passed onto customers who order on-line.

Among the resources offered on Metropac's website include:

- Product spotlights
- On-line manufacturer catalog
- Package tracking
- Cross-reference guides
- Warranty tags
- Credit applications
- Training videos.

Over the years, the team at Metropac has witnessed a number of changes throughout the industry. Cosentino commented on some of the key shifts he has seen: "Consolidation of mom-and-pop wholesalers is one of the major changes that has occurred over the last 20 years or so

and, as a result of this, some of our older customers are now more resourceful and may not rely on us as much as they did in the past. They may need us for the occasional oddball part or to cross reference an item, but that's okay by us — we're here to help them any way we can.

"We've also found that many wholesalers are turning more often to on-line ordering for ease and convenience. They are savvy enough now to expect their suppliers to have an informative and functional presence online. Finally, we've seen that both quality and price remain important today — our customers still want to purchase quality products at a competitive price from a company with a solid reputa-



Metropac stocks 15,000 SKUs from 50-plus vendors and has roughly 75,000 part numbers set up in their system. They have plans to add lines from several OEMs soon.

tion that will be there to provide the products and support they need to be successful."

Metropac continues to sell exclusively through HVACR wholesale distributors and OEMs, a tradition they believe is crucial to safeguard their reputation.

"We are committed to our wholesalers and we have stood behind our pledge of 'wholesalers only' for decades," Cosentino explained. "That's our business model and that's how it will stay. We firmly believe that master distribution will continue to grow. Wholesalers are relying on master distributors much more often to fill the voids in their inventories — especially in light of current business conditions — and we stand prepared now more than ever to serve them."

For additional information, visit [www.metropac.com](http://www.metropac.com).

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**Inventory, service, experience**

# Your 'other' Warehouse thrives on serving its customers

BY MARY JO MARTIN  
Editorial director

Originally founded in Baton Rouge, La., in 1987 as a spin-off of the LCR Corporation, Your "other" Warehouse is now part of The Home Depot family, servicing the special order side of the company's retail stores while, at the same time, providing the service and product availability for their traditional wholesale customers they have been known for. The affiliation with The Home Depot creates an interesting situation not easily repeated in the market in regards to allowing YOW

cessories for residential and commercial applications, as well as offering door hardware, custom keying services, and an assortment of both plumbing and lighting products from their private label brand. Among the more than 100 distinct brands they carry are American Standard, Kohler, Delta, Moen, Price Pfister, Grohe, Elkay, Blanco, Hansgrohe, Jacuzzi, Kindred, Robern and St. Thomas Creations.

They strive to continuously expand their offerings — both in terms of categories and variations of product. For this year in particular, YOW will highlight its home accessibility and safety products, as well as the items



to establish and leverage better buying agreements and shipping arrangements with a broader scope of vendors with better pricing.

YOW currently operates from two wholesale distribution centers — Hagerstown, Md., and Baton Rouge, La. — together totaling 1.1 million square feet of warehouse space. They proudly report a 98% in-stock fill rate, with in excess of 32,000 stocked SKUs available for same-day shipping. YOW added 22 new brands during 2009 and so far in 2010 has already added more than 5,000 new SKUs.

"Our depth and breadth of product offering is extensive," noted senior merchant Brad Wiesner. "We offer the longest customer service hours and one of the most knowledgeable staffs in the industry. Also, YOW does not sell directly to the end user. We are in constant conversation with our vendors to improve offerings, safe delivery and customer satisfaction on a daily basis."

YOW specializes in plumbing products including fixtures, faucets and ac-

cessories for residential and commercial applications, as well as offering door hardware, custom keying services, and an assortment of both plumbing and lighting products from their private label brand. Among the more than 100 distinct brands they carry are American Standard, Kohler, Delta, Moen, Price Pfister, Grohe, Elkay, Blanco, Hansgrohe, Jacuzzi, Kindred, Robern and St. Thomas Creations.

that are WaterSense and eco-friendly — factors that are important to today's consumer. Their 130 Customer Service Representatives are ready to serve customers seven days a week and cover exceptionally long hours — Monday through Thursday, 7:30 a.m. to 10:00 p.m.; Friday, 7:30 a.m. through 8:00 p.m.; Saturday, 9:00 a.m. to 8:00 p.m.; and Sunday, 10:00 a.m. until 7:00 p.m.

YOW's Customer Service Reps undergo seven weeks of intensive training that focuses on product knowledge, plumbing terminology, shipping methods, company policies, and the software that enables them to quote product availability and calculate freight. YOW is quick to note that the training exercises don't end there. "Our CSRs take part in monthly vendor training provided by vendor representatives so they receive the product information first hand," said Mike Hogenmiller, general manager. "In addition, our team is provided with vendor updates regarding new products, changes to existing products, price lists, and color



Among the key management of Your 'other' Warehouse are (from left): senior merchant Brad Wiesner, national sales manager Ray Coskery, general manager Mike Hogenmiller, Call Center director Mary Murphy, and director of specialty supply chain Tom Mace.

charts regularly to ensure that we are providing customers with the most up-to-date information available. This team also experiences ongoing call monitoring with scoring and one-on-one call training."

In total, YOW employs over 800 among its call center, distribution centers and service centers. Its Order Entry team also undergoes a significant amount of training — five weeks of preparation to help them enter orders quickly and accurately. They are also provided with up-to-date product information and changes to ensure the best service available.

YOW currently serves more than 7,000 Business-to-Business customers — a number that has grown significantly over the years. The company's Sales Team is in the field targeting potential new customers every week. Its customers range from traditional brick and mortar showrooms and plumbing supply houses to e-commerce customers and buying groups.

"Our dedicated Sales Team is built around our commitment to putting customers first and we are always looking for ways to improve their business," noted national sales manager Ray Coskery. "The Sales Team is focused on our existing customer relationships and working together on strategic growth initiatives, as well as welcoming new prospects for future business opportunities. The partnership between YOW and our customer base is strong because of our loyalty

to customers and genuine desire to help grow their business.

"We have a unique service that is beneficial to so many players in the plumbing community. We are, however, very careful not to cannibalize our business. We go to additional measures to make sure that a potential customer is not a likely customer of our existing customer base. We are very loyal to our customers in that regard. Other measures we take to market the business and attract potential new customers include industry media advertising, as well as prominent positions at many of the local and national trade shows showcasing our products, service and delivery capabilities."

Your "other" Warehouse offers two websites to meet the various needs of its customers: [www.yourotherwarehouse.com](http://www.yourotherwarehouse.com) lets customers view the company's catalogs that launch directly to the manufacturers' websites for specifications. In addition, any YOW customer can access [www.shopyow.com](http://www.shopyow.com) by using their account information and a password to check real-time inventory and availability.

The logistics and purchasing departments of a master distributor are key areas that must operate at peak performance in order to consistently serve customers without missing a beat. YOW's Merchandising Team works closely with vendors to ensure that its product assortment is current with the most innovative products on the market, while replenishing older best sellers at the same time. Investing in new suppliers and new items has helped YOW's product assortment evolve and grow over the years.

The Merchandising, Supply Chain/Logistics and Purchasing departments all work hand in hand to ensure that the products are in stock and available when customers need them — and all have a customer-first focus in any decision being made.

(Turn to Unique... page 34.)



YOW operates wholesale distribution centers in Hagerstown, Md., and Baton Rouge, La., totaling 1.1 million square feet. They report a 98% in-stock fill rate, with in excess of 32,000 stocked SKUs available for same-day shipping.

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## Unique service ethic benefits all players in YOW's community

(Continued from page 32.)

"Understanding the needs of our customers gives us better insight for managing logistics and purchasing, and providing direction for the company," explained Wiesner. "Buying trends dictate how much of a SKU to have on hand, which brands to bring

on board and how many people to staff on any given day of the week."

YOW believes that in this market, both price and quality are extremely important to customers.

"We believe that both attributes are important to our customers, but the professional focuses on quality and

reducing callbacks and overall time on the job, which can ultimately reduce or enhance profits," said senior merchant Brad Wiesner. "YOW maintains focus on what's important by not only offering a wide product breadth and depth but also offering knowledgeable customer service associates that are on stand-by whenever the need arises, and a 99.5% on-time delivery rate which allows for value-added business. Overall, our customers are drawn by our

service and delivery."

Of course, warehouse organization — and maximum use of space — is critical to accurate, timely shipping. And YOW excels in this area.

"Our YOW distribution network utilizes multiple distribution points to move items efficiently and effectively to our customer base," remarked senior director of supply chain Tom Mace. "Our facilities are designed to systematically manage large volumes of products, both inbound and outbound in an effort to sustain our broad assortment and execute our same-day shipping strategy. The buildings have assortments that range from small faucet parts to large shower enclosures and space is uniquely organized to quickly move units from their stocked location to our packaging and shipping areas with a high degree of efficiency. We package and protect our orders through various means to reduce damages, whether we are shipping parcel or on a pallet to our end consumer. Our Supply Chain/Logistics team is highly integrated with Merchandising, Inventory Planning



As shown on the cover, national sales manager Ray Coskery explains the benefits of one of YOW's 35,000 ready-to-ship items to a showgoer.



At this year's K/BIS, the YOW staff greeted visitors at this impressive show booth.

and Purchasing teams to ensure alignment in delivering on our customers' expectations."

Today's economy is creating even greater demand for master distributors, as wholesalers are trying to cut back on their inventory overhead. And YOW stands ready to fill that need.

"It makes sense for us to be Your 'other' Warehouse," said Coskery. "Let YOW cover the expense and allow our customers the luxury of knowing that there are over 35,000 items at their fingertips and just a phone call away for same day shipment — and never a minimum order quantity."

Hogenmiller is dedicated to the future of master distribution and YOW's role within that niche.

"Master distribution will continue to play an important role in the industry as the end consumer continues to drive towards what's now known as a need for 'instant gratification' or 'deliver now to my doorstep,' he said. "With the growth of digital content at your fingertips and order capabilities without leaving your home or office, manufacturers will continue to partner with master distributors to grow not only this segment of the business, but the traditional over-the-counter business the pro will always dominate. The manufacturer does not have the foundation or the supply chain leverage to inventory and ship same-day, single-piece orders that YOW ships between 15,000 and 20,000 times every day.

"In addition, the inventory and process requirements to manage an inventory across a large number of suppliers, size and weight variables, and multiple packaging and shipping methods with a high quality of service will continue to be the cornerstone of a master distributor's service to the industry for some time to come."

For additional information, visit [www.yourotherwarehouse.com](http://www.yourotherwarehouse.com).

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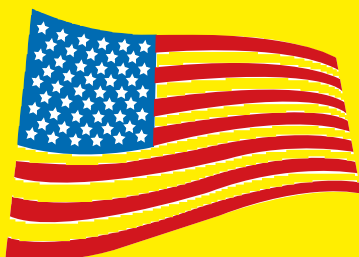
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## Q&amp;A with Gyl and Roy Grinberg

## Quality, inventory and service drive Val-Fit

BY MARY JO MARTIN  
Editorial director

**H**onest, straightforward business dealings have been the hallmark of Val-Fit since the company was founded in Los Angeles in 1979. Still 100% owned and operated by members of the Grinberg family, Val-Fit now operates from two stocking facilities that total approximately 200,000 square feet of covered warehouse space.

For many years, Val-Fit was a regional master distributor with a single



stocking location in California. When the Grinbergs began growing the business at a more aggressive pace in 2004, they felt it was important to increase their already substantial inventory by opening a second location in Atlanta. They also capitalized on the additional warehouse space by not only increasing the amount of A and B type product they carried, but also adding more complementary C and D items.

Val-Fit got its start specializing in carbon steel butt weld fittings, flanges and forged steel, in sizes from 1/2" to 60" and wall thickness starting in Sch 10 through XXH, with flanges that range from 150 to 2,500 lb. Their forged steel fittings and outlets inventory includes material in 2000-, 3000- and 6000-pound ratings. In addition to a full line of A and B commodity products, Val-Fit also carries special

items such as crosses, reducing elbows, stub ends, reducing flanges, orifice flanges and long weld neck flanges. Val-Fit will source other products for customers who want to buy a complete list of materials from a trusted source. This can include products such as pipe nipples, swages, valves, barred tees, galvanized product and AWWA flanges. The company also offers specially machined products with quick delivery times.

Recently, president Gyl Grinberg and executive vice president Roy



Grinberg spoke at length with editorial director Mary Jo Martin about what they believe are the benefits of doing business with Val-Fit and the future direction of the company. The Grinbergs are very optimistic about the future for Val-Fit – believing there is still room for additional, substantial growth by adding other locations and product lines.

**MJM:** Do you strictly sell through wholesale distribution? Why is that important to you to maintain?

**Gyl Grinberg:** Yes! We continue to only sell through wholesale distribution. All master distributors make this claim, but many still sell to a variety of end users. We fully believe in the master distributor model and we are quite content in solely dealing through distributors. I am proud to say that many of our customers send



Val-Fit president Gyl Grinberg (right) and executive vice president Roy Grinberg (left), with their father, 85-year-old Ismael Grinberg, who remains active within the family's businesses in Mexico.

orders for direct shipment to their customers (end users) having complete trust in Val-Fit. We train all employees on how to deal with end user inquiries and we try to refer any end users that contact us to a list of distributors in their area.

**MJM:** Describe the focus you put on employee training to ensure their ability to assist customers?

**Gyl Grinberg:** Selling fittings and flanges in many ways is like selling a strict commodity product where there are not many identifiable differences or advantages versus the fittings and flanges sold by our competitors. It differs tremendously from selling a technical product, such as valves, that has a variety of differences and patents. We train our employees on all relevant specs and how these change among different products and size ranges. They also have a wealth of information regarding diagrams of products, chemical compositions, yield strengths for different materials, etc. Many end users ask our wholesaler customers questions regarding certain specifications, and our staff is very knowledgeable at helping solve these issues. Furthermore, we have documentation on many hot topics such as the new "Buy America" provisions that have caused so much confusion in the industry.

**MJM:** Is much business conducted through your website or is it more informational?

**Roy Grinberg:** Our website is purely informational. We are planning a complete overhaul of our site in the coming year trying to offer more added value to our customers. We might incorporate some guidelines for pricing reference, but we will continue to have our sales staff receiving and approving orders. We don't want to lose our relationships and we certainly don't want to lose the ability to be flexible given specific customer needs.

**MJM:** How many SKUs do you typically stock?

**Roy Grinberg:** We heavily stock about 8,000 SKUs, but we also have a smaller inventory and factory direct shipments of many products, bringing our SKU total closer to 20,000.

**MJM:** What sets your company apart from its competition?

**Gyl Grinberg:** I believe Val-Fit's ownership has many very unique, long-standing relationships with numerous players all over the world. As proud as we are of Val-Fit's 30-year existence, it is still our youngest company within the group! My father, Ismael Grinberg, is now 85 and has been in the steel industry for over 60 years. He remains very involved in the business in Mexico. Our main distribution business in Mexico (Tuvansa) is a PVF wholesaler that was started in 1956. We also used to own a butt weld fitting manufacturer (Empresas Riga) that we sold in 2001. With our mill, we used to sell to master distributors around the globe, including many of our current competitors in the U.S. In Tuvansa, we sell to the Mexican end user market while sourcing from mills and master distributors in Mexico and the U.S.

What I'm trying to show you is that not only have we been in the industry for over 60 years forging many relationships along the way, but we have also lived many different roles. This gives us a great understanding of our product, our customers and our vendors. At Val-Fit, we know exactly the issues facing our factories because we had a mill just like them! Likewise, we fully understand all the issues facing our Val-Fit customer base since we have a wholesale distribution business in Mexico that sells to the local end user market. This perspective and understanding goes a long way in developing relationships and helping us adapt to vendor/customer needs. Furthermore, these relationships ensure

(Turn to Val-Fit... page 40.)



Val-Fit heavily stocks about 8,000 SKUs and also has a smaller inventory and factory direct shipments of many products, for a SKU total closer to 20,000.



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## Val-Fit relies on unique, world-wide relationships

(Continued from page 38.)

that we can source quality product at very competitive prices.

**MJM:** Describe the relationship you have with your foundries and the importance you put on quality?

**Gyl Grinberg:** Quality is extremely important, and sometimes very difficult to identify when it comes to commodity products such as fittings, flanges and forged steel. Many people believe “an elbow is just an elbow,” and so they will take the most economical option available since quality issues often cannot be determined visually. Most quality problems will show their ugly face during actual installation and/or line operation. This can be extremely dangerous.

Val-Fit will only buy from ISO-9000 approved factories that have passed through our own quality checks and personal run-through audits. Our long-standing relationships

and experiences help this process tremendously. Having owned a factory ensures that we know all the “ins and outs” of manufacturing — making our analysis very detail oriented. Most of our current mills have been selling to us for decades, and that certainly adds to the security and continuity of product quality. Apart from the extensive liability insurance Val-Fit carries, we also require our vendors to carry their own liability insurance. Finally, if we start to see quality issues from a vendor, we will cut ties with them completely.

**MJM:** Is today's economy creating even greater demand for master distributors, as wholesalers are trying to cut back on their inventory overhead?

**Roy Grinberg:** Yes it is. Many wholesalers got caught — as did master distributors — with extensive tonnage of high-priced inventory, making 2009 and 2010 very difficult

years. Buying product from overseas vendors can be quite challenging due to long delivery times, full container loads, pricing volatility, and overall international trade intricacies. Many wholesalers have determined that it is

more efficient for their companies to have a smaller inventory while relying on master distribution as part of their sourcing, instead of trying to manage large inventories and all the associated problems and risks that go with it. In addition, we require no minimum order quantity, and proudly serve our customers from the largest to the smallest orders.

**MJM:** What is more important to your customers — quality or price?

**Roy Grinberg:** Well, price has always been a very important factor, but this recession has really made it

the driving factor. We have never seen such pricing pressure. Also, I think customers have come to expect quality as a given and try to source product based on price. At least at Val-Fit, our customers expect quality



Val-Fit buys only from ISO-9000 approved factories that have passed through its own quality checks and personal run-through audits. Most of its current mills have been

selling to Val-Fit for decades.

with every shipment, regardless of the negotiated price.

**MJM:** What can a customer expect when placing an order with your company?

**Gyl Grinberg:** Obviously, our customers expect a quality product priced competitively. More importantly though, wholesalers have grown used to a total service package from Val-Fit. We offer 24-hour service, MTRs free of charge with every shipment, machining capabilities, and same-day shipping on most sensibly sized orders. We have friendly customer service personnel who bend over backwards to help solve any issues our customers might encounter. When requested, we ship products from specific countries of origin and can pack crates according to customer specific procedures.

An overlooked advantage we offer wholesalers is great freight rates. We do so much volume with freight lines that our discounts are quite deep. If we need to ship a small order that is not freight allowed (anywhere in the country), we get competitive rates that make the transaction very affordable. The freight savings are completely passed on to our customers.

**MJM:** What do you see as the future of master distribution?

**Gyl Grinberg:** We believe there will always be a need for master distribution, given all the inefficiencies and sourcing difficulties within our global industry. A master distributor really adds a great deal of value to the supply chain. I'm sure many important changes will affect the way we do business, but the overall model should not change drastically. ■

For additional information, visit [www.valfit.com](http://www.valfit.com).

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## Checklists are the key to preventive maintenance

BY JASON BADER

*Inventory management specialist*

Don't you hate it when things don't work in the warehouse? You jump on the forklift, ready to unload a 40-foot trailer, and the battery is dead. As you are cursing your misfortune, you grab the pallet jack and the hydraulic pump is shot. The thoughts of creeks and paddles are now dancing through your mind. This is going to be a really bad day.

I have recently been teaching a class on warehouse management. When we reach the topic of preventative maintenance, the room is filled with stories of mishaps and the law according to Murphy. For those of you who are unfamiliar with this expression, Murphy's Law suggests that anything that can go wrong, will go wrong. In a distribution warehouse, it is usually at the worst possible time. Mechanical things break down. Especially, if they are not main-

tained properly.

Who is supposed to remember the maintenance schedule of every piece of equipment? The warehouse manager? The branch manager? The individual operator? Most preventative maintenance tends to fall through the cracks. We assume that it is someone else's responsibility and ultimately an item fails when it is most mission critical. Every owner I know would rather invest in maintenance than pay for repair after it is too late. So how do we get ahead of the problem? It all comes down to a system of checklists.

### Building a checklist

Checklists are the key to preventative maintenance. We simply can't expect our team to prioritize maintenance without reminders. By developing a series of required inspection documents, we are emphasizing the care of company assets. If you are a company that shares profit with the employees, it is

easy to remind them how much it costs when a piece of mission critical equipment goes down.

• **Delivery vehicles** — When a truck goes down, we are clearly in jeopardy of failing to serve the customer. It is really frustrating to have a vehicle break down with half a load still waiting to be delivered. It is maddening when the breakdown occurred because the transmission fluid had not been changed since we put it in service. Start with a weekly inspection of the vehicle. This inspection should be completed by the driver and reviewed by their direct supervisor. Break the checklist down to functional areas: fluids, lights and signals, tires, etc. If you are unsure about the items on the list, consult the dealer who sold you the truck. They can help advise you on preventative maintenance. Don't forget about sales vehicles. I once had a vehicle break down because the salesperson didn't know it was his responsibility to change the oil.

Don't overlook critical equipment that should be on each vehicle: safety gear, proper jobsite safety apparel, cargo tie down equipment and material handling equipment. Work with your



drivers to develop a solid list. Don't forget to include a weekly cleaning. Cleanliness of your delivery vehicles speaks volumes about the professionalism of your company.

• **Material handling equipment** — These are the forklifts, hoists, pallet jacks, order picking carts and even the hand trucks. Basically, I am referring to any piece of equipment that helps us move inventory in the warehouse. De-  
(Turn to Bader, page 44.)

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## Bader

*Continued from page 42.)*

velop a weekly checklist for each of these items. Obviously, forklifts and lifting equipment will have more points of inspection. Work with your dealer to come up with items to inspect. If necessary, pay for someone to come in and train your people. By the way, having an outside vendor come in and perform regular maintenance is perfectly acceptable. I guarantee that they are working from a checklist. Some of you may be raising an eyebrow when I ask you to include the hand truck in your program. Are these critical pieces of material handling equipment? Try moving a keg of hex nuts without one.

• **The racks and shelves that store all your money** — I couldn't resist a subtle reminder that inventory is just cash. We need to inspect the condition of our shelving. Are we using the right type of shelving for our needs? Are any of the shelves sagging under the weight of our material? This is just an accident waiting to happen. Have any of the pallet racks been run into by the forklift?

Believe me, this happens all the time.

Beyond inspecting defects, we should be actively replacing poor shelving choices. Do you still have plywood shelves with 2x4 supports on your pallet racks? This is a fire hazard and it leads to shabby looking product. Actively replace plywood racking with wire decking. It allows light to get through, prevents dust build up and allows water to reach the floor in the event of a fire. Used wire decking is really prevalent. This is a great time to upgrade.

• **Create checklists to help you maintain building and property fixtures** — Inspect overhead doors for proper operation. Do you still have to give that outside door a little hip check to get it open? Can you properly secure the facility? Don't overlook weatherization and insulation components in the inspection. Make sure to include dock features in your program. Is the dock leveler in need of maintenance? Do you have trailer restraining devices? Many of these items are on the exterior of the building and take a pounding from the elements. They need additional attention.

Walk around the building. Are there interior or exterior lights that need to be replaced? Do you have drains in the parking lot? Is the parking area in good condition? When I was driving for my company, there were several lots I wouldn't drive in to for fear of a bent rim. If you deal with fasteners, run a magnetic floor sweeper around the lot so that you don't cause flat tires.

I know the lists can go on and on. That is the point. There are a lot of things to manage when you run a small business. When it was just one store with five to 10 employees, these things were easier to spot. Our businesses have grown over the years. We have more people and more locations to maintain. We can't expect people to take the same kind of ownership we felt in the early years. We need to help them remember.

Sit down with your operational managers. Develop checklists for all the material handling assets. Some inspections should be daily, others weekly or monthly. You all will come up with appropriate timelines. We give our people tools to be more efficient. Why jeop-

ardize that efficiency by running equipment to the point of failure? The goal is to get ahead of a problem.

I have recently been working with a client on incorporating a preventative maintenance program into their company. It has been our experience that no one takes it seriously until it affects their wallet. Our approach was simple. If the checklists are not completed, a portion of the branch manager's compensation is forfeited. Time will tell if they get the message. Good luck. ■

*Jason Bader is the managing partner of The Distribution Team, a firm that specializes in helping distributors become more profitable through operating efficiencies. The first 20 years of his career, were spent working in distributor operations. Today, he is a regular speaker at industry events and spends much of his time working with individual distribution companies. For more information, call 503/282-2333 or contact him by e-mail at Jason@Distributionteam.com. Also visit The Distribution Team's website at [www.thedistributionteam.com](http://www.thedistributionteam.com).*

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## New seminar series addresses hydronic balancing

EASTON, PA. — After a successful kick-off event at Cowboys Stadium on April 6, Victaulic and Tour & Andersson announced the remaining 2010 event dates in the TA Hydronic College series for design engineers and facility owners.

Seminar dates and locations following presstime are as follows:

- June 23 – Houston

- June 29 – Chicago
- September 9 – Vancouver, B.C.
- September 23 – New York City
- October 5 – Kansas City, Mo.
- October 27 – Washington, D.C.
- November 2 – Phoenix
- November 16 – Los Angeles
- December 2 – Atlanta.

In practice, even the most sophisticated controllers don't always per-

form as promised. However, balancing identifies and corrects potential problems. Through the seminar series, which is sponsored by Victaulic in partnership with Tour & Andersson, engineers and facility owners learn the key conditions required for hydronic balancing, to meet the goal of providing the desired indoor climate at the lowest energy cost. Atten-

dees benefit from a detailed overview of the theory and practical application of hydronic design and balancing,



and the "key conditions" needed to meet challenges.

Seminars are followed by individually scheduled "Lunch and Learn" events to build on the seminar and take a deeper look at the three keys to balancing, and provide in-house training sessions.

"Victaulic has a long history of providing innovative products and industry solutions," said Gary Moore, Victaulic executive vice president. "By partnering with Tour and Andersson on the TA Hydronic College, we are continuing that commitment by providing educational opportunities and resources that will allow engineering professionals to make informed decisions on hydronic balancing that will directly impact their business."

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### OBITUARY

## David Lozuaway, industry executive

FENTON, MICH. — David Lozuaway, age 77, died Thursday, May 13, 2010, at his residence. He was born August 7, 1932 in Jackson, Mich., the son of Clarence T. and Eleanor H. Lozuaway, and married Darlene Madsen in 1957.

Lozuaway was a graduate of Parma High School and a veteran of the U.S. Marines serving from 1949-1953. He was co-owner of Wagner Wholesale Plumbing in Kalamazoo and co-founder of Genova Products Inc., where he served as vice president-sales and marketing.

As president and CEO of David Lozuaway and Associates, he was honored by the Michigan Plumbing and Mechanical Contractor Association for his generous contributions of time, effort and money for its programs and activities. He was named MAD's Rep of the Year in 1988.

Surviving are: wife Darlene; son Mark (Dawn) Lozuaway; daughter, Michelle Lozuaway (fiance Joshua Lanahan); and four grandchildren.

The funeral service was held May 18, with burial at Great Lakes National Cemetery in Holly. Those desiring may make contributions to Adopt-A-Pet or McLaren Hospice.

Online Tributes may be posted at [www.sharpfuneralhomes.com](http://www.sharpfuneralhomes.com).

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# Industry outlook and market opinions

Is it June 2010 already? While the official first day of summer is June 21, I plan to use the entire month of June and forward to think like it is summer — think like it is indeed the construction season, the build-a-little-inventory season, the forming of new partnerships with wholesalers and end-user contractor season, the “get back on our feet” season, the “get busy again” season. Know what I mean?

I'd say that we all have had enough snow, economic bad news, floods, economic bad news, volcano ash, economic bad news, news of attempted bombings, economic bad news, terrible oil spills, economic bad news, earth quakes, economic bad news, news of disputes on U.S. boundary closings, economic bad news, daily news of continued fighting and wars all over the world — and economic bad news!

Get the central message here? The economic bad news is and will control our lives, business lives, thoughts and plans if we don't get it out of our system, and try to make “good stuff”

- Niche players in better position
- The new realities
- A.A.R.A. white paper in the works
- Inventory log jams
- Improvements spotty

happen every where and every time we can. How about let's all work together on the one single issue where we should be able to have good solid input in our daily economic work lives through our companies.

Hello, and welcome back to “Martin's Corner!” I'm hoping the long commentary above has laid interesting yet critical groundwork needed for us to be able to spend some quality time together in this edition of “The Corner” — to pick us all up a bit and kick off some “good stuff” and “good news” for our lives and businesses.

## First of all, how is business?

It isn't so much that hard times have come or are coming, rather the change that has been observed in the recent past and currently is mostly that soft times are gone or are going! This quote was made by Groucho Marx many years ago, yet it so fits our current times in my mind! Said another way: If you don't economize, you're gonna agonize! I think these thoughts must be applied today in running our businesses and making daily decisions that effect our P&L and balance sheets. What about the market and current/future available work/projects in your market place? From where I stand with the ability to look at our company volume across the U.S. — and being blessed to have national friendships across the country with other manufacturers and

many contractors and associations — allows me great discussions in many open forums concerning this issue. *Every sector in this great country is different.* Some are busy, and some are not.

Many wholesalers that have a nice niche in the market they serve are better off at times than the ones that, let's say, take a broad brush approach to several market segments at one time. The niche player is better suited via his focused field and inside personnel, correct and abundant inventory SKUs for that niche business, and honestly better and stronger market understanding than most. I am not speaking against the good wholesaler that is in the “broad brush” business, just taking a shot at trying to cover the difference as I see it in how each performs in our market world today which requires wholesalers to perform at the top of their game — *all the time!*

For example, I believe we all have to get over the fact that 2007/2008 was a grand and outstanding period of time for most businesses in our industry as well as most others. You must get over the numbers you created during that time from volume and revenue and net income, and just know and believe that it “ain't” gonna happen like that again for some time. Measure and manage yourself and your company at a different and more realistic level — such as possibly 2005 and 2006 lev-



BY JOHN E. MARTIN  
PVF industry veteran

els. I was with a good friend of mine a while back (a wholesaler) who told me that even though his 2009 year was some 30% to 35% off his 2008 revenue pace, his budget for 2010 is 5% better than 2009. What does that mean? To me it means a “slow crawl” back up is positive and better than the alternative. After all, as Frank Hubbard once said and I quote: “The safe way to double your money is to fold it over just once, then put it back into your pocket!” Very good advice I'd say for your personal bucks, and your company's balance sheet.

So, I believe the best position to take in any business to deal with that “economic bad news” issue that everything you hear and/or read tells ya, is to make sure you have some kind of a niche product offering in your bag if you can — make sure you and your folks only spend what they need to on your best accounts to keep them in the loop, travel wisely spending both the dollar and the hour in the most efficient manner. Listen to your customers. Take away all the objections you can as to why they do not have you set up as their key supplier or vendor of choice. As you eliminate them one by one, you will get closer to that account and let them see that you are trying to understand their company, their business and their supply chain. Make a sincere effort to show them and help them get rid of redundant cost, and other costs that are inside their company and are not seen everyday — receiving methods, shipping methods, design methods on jobs/project, etc. You confirm through this process with them that it is *not* always about invoice price. Anyone that always pushes to buy from the “low bidder” is looking for trouble for both his company and the supplier, pure and simple.

The MCAA Annual Convention just held in San Francisco was very well attended. About 1,800 folks, which was down only about 8% to 10% from last year. Was a blessing really, as the hotel was packed and getting events done and done cor- (Turn to Economize or... page 50.)

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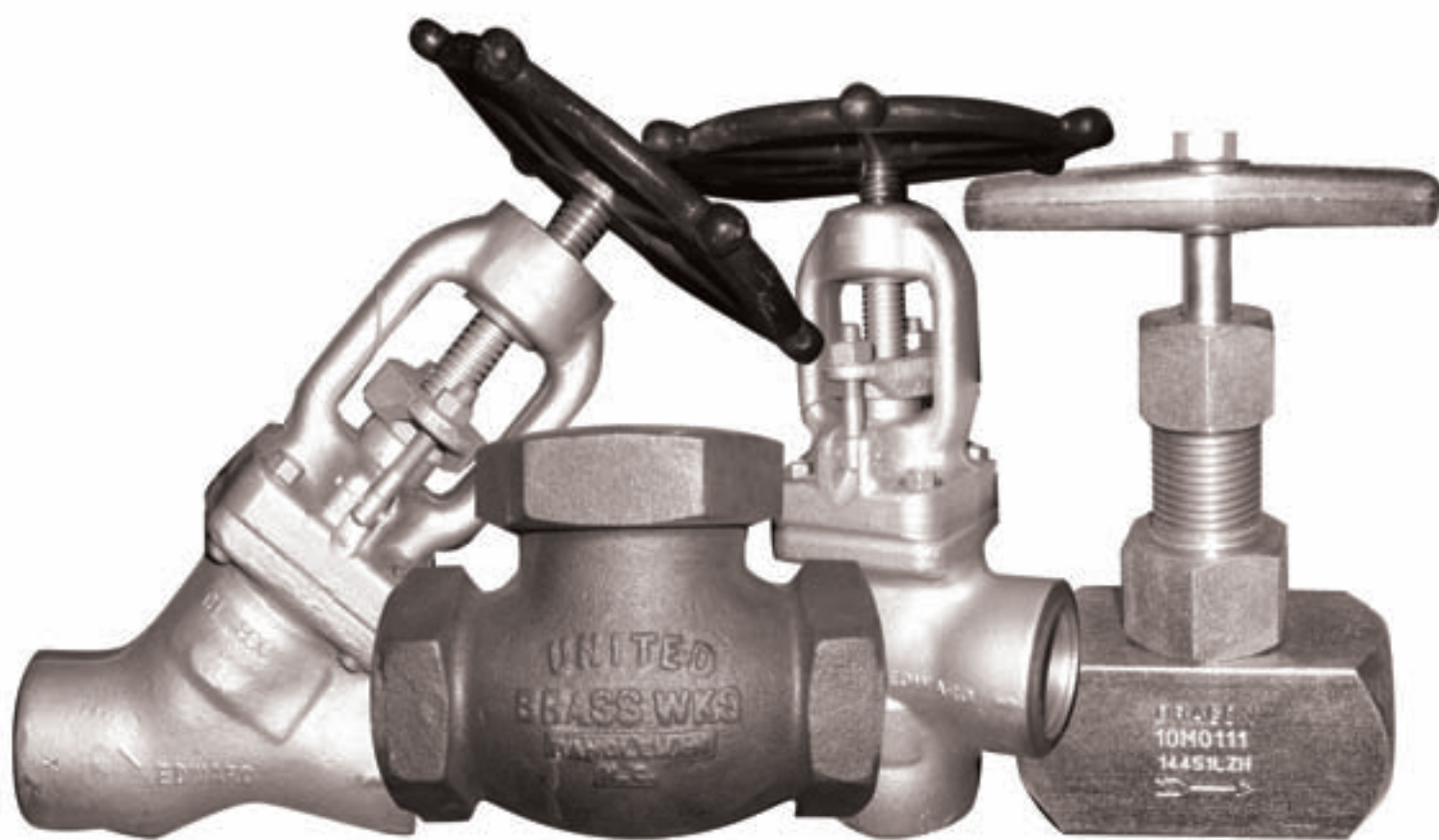
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# Economize or agonize

(Continued from page 48.)

rectly for a group that large in the city is a job unto itself! Every — and I mean every — major union contractor (and regional players as well) were there from around the U.S. representing every major market segment. It was interesting to hear in their own words the ones that felt they were concerned about the future as they burn through their current back log, and the ones that felt upbeat due to some major back log they had in the bag or in the bid state to get them into and even through 2011. This pretty well lines up with my statements above reference some sectors of the country are busy, and some are not.

## Worldwide sourcing

Now, enter “Buy America,” “Buy American” and “A.R.R.A” specified products! Another issue — and a

super important one to all suppliers that produce and/or acquire world wide commodity products to complement their U.S.-produced products or to simply have a quality import offering as well for the markets here that use and accept them — is that as wholesalers, you need to be interested and involved in the process and request for these three classes of specified products as well. In the end, it is the contractor's job and duty to tell you what the job calls for, especially if it is a government recovery act job (A.R.R.A). We have a committee within MCAA (I am on it) working hard to prepare a definitive white paper (one page) to boil down the facts (if we can ever understand all the facts) and share them with you and the industry. Please feel free to call me with any questions or email me at [jmartin@anvilintl.com](mailto:jmartin@anvilintl.com) with written questions.

What about raw materials and price increases in these trying times?

You know in most industries, everything reference pricing of finished products is dictated by raw material increases such as petroleum products, transportation cost, steel, iron ore, pig iron, scrap, copper, resin, zinc, etc. — the list goes on and on. In the production of most PVF materials used for plumbing, mechanical, industrial and piping projects around the world, the rising or falling cost of all the materials mentioned above play a huge part in the end cost of product on your shelf or at the contractor's jobsite.

Coming off of the very high cost of raw materials as the end of calendar year 2008 rolled around, all producers — be they U.S. products or import products — had to deal with those very high-priced raw materials that were in their cost of goods sold at depressed pricing throughout most of 2009. As the market fell, inventories were pulled back and projects

came to a halt.

Same exact thing happened to you the wholesaler who had bought inventories at the peak times when the curve went down like a rock with almost no bottom. Contractors with cash in mid-to-late 2008 that hedge-bought for projects anticipated in 2009 were also caught in a huge inventory log jam, priced at peak numbers. While I'm pretty sure I'm preaching to the choir, I feel an obligation to tell you all that while not as deep, I think the same thing is lining up to happen again — like pretty soon.

## Raw materials increasing

Why? Same old issue. Raw materials like steel and scrap have been going up big time for the past six to eight months (mostly manipulated I feel) banking on a coming demand. Anticipated uptick in the oil & gas industry, all this promised A.R.R.A. and “Buy America/American” work, etc., is a driving force. (China making *Turn to It's not... page 52.*)

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## MARTIN'S CORNER

### It's not gonna be like it was

(Continued from page 50.)

a several-month run to buy all the scrap in the world for their own future consumption has not helped the issue either).

Here comes the latest booking price for import steel (July shipments) and for the most part, it is over \$1,000 per ton again for commodity product. People from New York to Texas to California are afraid to buy.

Why? Obvious. If this anticipated increase in business does not rise out of the ashes by the middle or late third quarter, then there could be some strong price adjustments in a lot of these increases — not just steel, but all products for the fourth quarter. I'm guessing softness in pricing of maybe 10% to 15%. That is not a good thing, especially if you have big import bucks on the water, know what I mean?

#### Recovery under way but inconsistent

Business is better, yes indeed. Any big jumps coming? I don't think so in general, but in some locations, yes. You need to be ready. Work with your good accounts; work with your key vendors also. We all need help. We are all in this together, and we can climb out together. To paraphrase a scripture in The Good Book: "From those who give much, much is expected," and "From those who give little, little is expected." My interpretation of this is two fold. One is for my family and personal life for eternity, and the other is hoping and looking for the best with max effort for our industry. I sure hope you share these feelings and efforts with me.

I attended the Annual WSA Regional Convention in May in California. I was on a panel with Kip Wixon (AB&I) and Mike Workman of Workman Associates in College Station, Texas. Most of you know Mike I'm pretty sure. I have known him for at least 25 years and although he is from Texas A&M, he is a wonderful guy — and he really knows our industry and the concepts of distribution. We sent out a letter in advance asking registered attendees to review and study four specific questions — and have their best answers prepared to bring with them to the convention. Anything positive that comes from the forum will certainly help all of us plan and prepare for the future business ahead. Those four questions were:

- Based on changes we have experienced and are currently experiencing, what is the most significant change in your relationships with

your distributors, manufacturers and customers that have occurred in the past two years?

- What will contribute to the biggest change that will occur in our businesses in the next five years (excluding governmental influence)?

- What is the most innovative thing you've seen happen to your businesses over the past five years?

- What do you perceive to be the hardest thing about our channel to change — but if we could change it, would make the greatest impact on long term profitability for all, including distributors, manufacturers' reps, manufacturers, customers?

#### See you next month

In my July "Corner," I'll share the results of this forum. It should be very insightful!

Thanks for taking the time to read my take on these issues. Remember this until we once again get together for another "Martin's Corner": A very thoughtful lady by the name of Hanna Moore is quoted as saying, "Forgiveness is the economy of the heart. Forgiveness saves the expense of anger, the cost of hatred and the terrible waste of spirits."

Be careful, if you travel for a living, please be safe, and feel free to continue to call or e-mail me anytime with any comments. Blessings to you. See ya next time! ■

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

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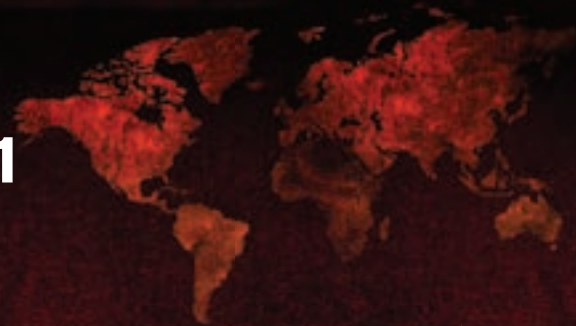


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**Stainless Steel Floaters**



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## K/BIS 2010 post-show report

## What's new and hot with K/B products

There were many new and hot products shown at K/BIS 2010.

Yes, I had to work harder, longer and smarter during these challenging economic times to find the gold! I want to apologize in advance and acknowledge the many great and visible bath and kitchen manufacturers that are not included in this article, but still developing innovative new products, especially

in these tough times.

## Bathroom trends and new products

For the past four years in my columns, I have written about “electronics” in bathrooms becoming bigger and bigger. From electronic faucets, floor warming, chromeatherapy showers and baths, magnification mirrors and back-lit lighting systems, washlet seats and bidets, heated

toilet seat, steam baths with sound systems, saunas, towel warmers, night lights with wall switches, and much more. Now we have “The Shower Goes Digital” from **Levaqua** ([www.levaqua.com](http://www.levaqua.com)) that is operated with the easy-touch remote control panel. Yes, this shower offers a “One touch” pause massage and pre-set programs in a high-end luxury shower experience. **TOTO USA** ([www.totousa.com](http://www.totousa.com))



BY PETER SCHOR  
Showroom specialist

showed “Luminist” lighted lavatories which create a soothing ambience and The LED lighting system that comes with the product is very easy to use. You can turn the light on and off at the power source. Luminist lavatories also had the light color on the drain from blue (cold) to red (hot) so you knew what the temperature was before you touched it. Aptations/Kimball and Young ([www.kimballyoung.com](http://www.kimballyoung.com)) has their magnification mirrors and lights with LED energy-saving lighting which last 50,000 hours of time before replacement. Truly green!

## Plumbing fixtures manufacturers

**Kohler Company** ([www.kohler.com](http://www.kohler.com)) had some nifty new and innovative products such as the “Karbon” and “Stance” faucets and some cast iron bubble massage bathtubs. The company I see with some of the best high-end plumbing fixtures and the one that will be making some bold industry in-roads in 2010 and 2011 is **American Standard Brands** ([www.americanstandardbrands.com](http://www.americanstandardbrands.com)). I went to New Brunswick, N.J., to visit their new Design Center recently and saw many new and exciting products from three of their brands: American Standard, Porcher and Jado. Their new management team and the addition of Sun Capital Investment will surely energize product innovations and sales!

The **Kingston** ([www.kingstonproducts.com](http://www.kingstonproducts.com)) Body Dryer offers a unique drying experience that is energy efficient and environmentally friendly (green). It will eliminate or minimize the need for towels resulting in lower energy and water consumption costs. Speaking openly, I envision the Body Dryer being one of the top picks for the 4- to 5-star hotel industry bathrooms. Can you imagine the savings in hotel bathrooms – energy, water, labor, detergent, and much more, even if the guests only use it 50% of the time?

## Best new bath products

One of the hottest first-time exhibitors was **Electric Mirror** ([www.electricmirror.com](http://www.electricmirror.com)), which has been selling their exclusive, innovative and extraordinary Back Lit Lighting System in the 5-star hotel bath industry for 10 years.

**Diamond Spas** ([www.diamondspas.com](http://www.diamondspas.com)) has a complete line of stainless steel, copper and patina copper – bathtubs, countertop lavatories, pedestal lavatories, shower bases and walls, and outdoor spas. While the shower still dominates, the bathtubs with whirlpool air massage, air-whirlpool, chromatherapy, aromatherapy, sound immersion speaker system, automatic ozone sanitation system, digital (Turn to After K/BIS, page 56.)

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## After K/BIS

(Continued from page 54.)

LCD Controls, and much more will continue to make bathing rock!

One company that was not at K/BIS but that I saw at a Hotel Technology Event, was **Unique Automation**. Their "Bath-O-Matic" is an automatic digital bath filler and temperature control system that fills the tub to the exact level and temperature via a wall-mounted touch control panel. It can be installed on new or existing baths. Not only does it prevent possible flooding and scalding, but saves energy and water.

Shower columns were abundant at K/BIS 2010, a prediction I made a few years ago. These columns are totally pre-plumbed and hook up to the 1/2-inch ips shower connection and fasten to the wall in less than 15 minutes. There were many good ones. One that caught my eye was **Pulse Shower Spas** ([www.pulshower.com](http://www.pulshower.com)) who has developed the line nicely over the years.

One of the most innovative shower product inventions is **Quick Drain USA** ([www.quickdrainusa.com](http://www.quickdrainusa.com)). They won the #1 Bath "BEST of K/BIS" Award in 2009. Furthermore, they have won numerous awards, such as The Healthcare

Design Convention, the Nightingale Award, and accolades from Michael Graves at his keynote speech on sustainable design as "Quick Drain, a must have!" The low-profile linear shower drain is clean and unobtrusive – the outdated center shower drain is no longer needed. You can put the drain at the back and in the sides.

Again, a lot of new technology around showering such as more LED lighting use through the shower head is now available. The shower has just gotten a lot better with **Mr.Steam's** ([www.mrsteam.com](http://www.mrsteam.com)) Spa Package which includes Steamtherapy™, AromaSteam™, ChromaSteam™ and in-shower Musictherapy™ speakers. The Mr.Steam ChromaSteam System integrates light with a steam selection of colors ranging from blue to red. Complete with electronic chromalogic for single or rotating color selection, it features multiple vapor-sealed, low-voltage, high-performance LED light modules. Mr.Steam's innovative AromaSteam system releases aromatherapy essences electronically into the steamroom. They also offer moisture-resistant Musictherapy.

There were many new toilet innovations, too numerous to write on at this point. **American Standard**, in my professional opinion, has the best. **Caroma** toilet technology rocks; and **Kohler** and **TOTO USA** are right up there. Dual flush and 1.28 gpf have become the standard. **TECM** had a simple and easy-to-

install "Bathroom Anywhere" ([www.bathroomanywhere.com](http://www.bathroomanywhere.com)) toilet system. It is an innovative macerator toilet system which ties into a home's main wastewater line and pumps up to 18 ft vertically and 150 ft horizontally. They are excellent choices for cottages, basements, barns, pool house, or anywhere larger volumes are not needed.

**Linkasink** ([www.linksink.com](http://www.linksink.com)) continues to lead the way in lavatory styles and shapes. In 2010 they will introduce 51 new ones. There was a white mother of pearl design, complimented by a satin nickel finish that took my breath away.

There was a lack of presence of some of the major faucet manufacturers at K/BIS 2010. One of the most complete statements by any faucet company was **Rohl LLC** ([www.rohlhome.com](http://www.rohlhome.com)). There was every type of design and style in the line and the booth would have easily won an award for best merchandise at K/BIS 2010.

**Mr.Steam's** ([www.mrsteam.com](http://www.mrsteam.com)) towel warmers comprised of four wall-mounted models featuring all welded steel construction and advanced heat technology. Each model comes complete with a stainless steel heating element, UL-listed temperature control, high limit control for precise heating, and exemplary product performance. This collection is available in four designer finishes — polished chrome, satin nickel, oil rubbed bronze and white. Mr.Steam also offers towel warmer accessories including an aromatherapy oil well, robe hook, single bar towel rack and triple bar towel rack.

**Great Grabz** ([www.greatgrabz.com](http://www.greatgrabz.com)) has award winning design of WAVE decorative ADA-compliant safety grab bars with exceptional mounting kits. **Healthcraft** ([www.healthcraftproducts.com](http://www.healthcraftproducts.com)) has a whole new generation of bath products with solutions for those wanting assistance without compromising luxury.

Their Invisia Collection won "The Best of K/BIS 2010" for Universal Design products.

**Adaptions/Kimball and Young** ([www.kimballyoung.com](http://www.kimballyoung.com)) has fantastic magnification mirrors with lights and continues to lead the field with LED lighting. Their LED lighting lasts 50,000 hours and uses only a fraction of the power that other lighting products use. These mirrors are exceptional for make-up and grooming, those with eyesight challenges, and as a subsidy around poor overall task lighting for the family. They also launched three Back Lit Lighting Mirrors in distinct styles that are 34"x24" and can be mounted horizontally or vertically. This mirror/light changes an ordinary bathroom necessity into an attractive, decorative and functional piece.

**Lasertron** ([www.lasertron.com](http://www.lasertron.com)) offers new Designer LED Stainless Steel Cabinets. Customizable to any size, with unlimited designer cut-outs available, these recessed stainless steel cabinet emit a rainbow of light, illuminating the contents and adding drama to any interior or exterior space. When I was in Atlanta earlier this year, I saw a great showroom "Decorative Mirror Line" ([www.venetiagems.com](http://www.venetiagems.com)). I checked them out and they sell many DPH type showrooms.

### Tile

**Hirsch Glass** ([www.hirschglasscorp.com](http://www.hirschglasscorp.com)) is a one of the most comprehensive glass tile product lines. Their products consist of glass mosaics, braided glass mosaics, stained glass, and much more. You must see the "Art Glass Panel Vanity Top" in many decorative glass finishes! These products are hot! Isn't it time that you add "tile" to your showroom to make it a one stop shop. It is a highly profitable line with a great display program.

### Water Treatment

Major Avignon of **Water Inc.** is a legendary water treatment expert who has distributed Everpure for 30 years. Avignon created the **Body Glove** ([www.waterinc.com](http://www.waterinc.com)) line of filtration systems manufactured by 3M. The Body Glove filter system offers 50% more flow and 1.2-micron water filtration through a patent-engineered carbon-block technology. Water Inc. also manufactures a great "Instant Hot and Cold" unit with an innovative design and that has the ability to stay on in a locked position. It has a very graceful spout and comes in three finishes — chrome, satin nickel and oil rubbed bronze. I also loved the Integrated Faucet Filtration by **Rohl Inc.** ([www.rohlhome.com](http://www.rohlhome.com))

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



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## Wholesale inventories, sales on upswing

The closely-watched U.S. wholesale/sales inventory statistics revealed an upward tilt as the first quarter came to an end. This was also true of the manufacturing sector, as well as activity at the retail level.

For the past six months, it's become apparent that the slow economic recovery is almost exclusively driven by demand. Previous rebounds from recessionary periods in past decades generated expansions that encapsulated optimistic future projections. Much of this dynamism was based on business growth premised on solid new order input or expansion expectations.

The current recovery is increasingly looking to react to ongoing demand. Projects, which had always been in the forefront of anticipated growth by end users, are more sparse than normal during this stage of the recovery. Whereas industry in general counted on 50% of growth activities to be pro-

vided by new projects, and the remaining amount historically comprised by maintenance and repair, the current split is less than 25% new projects.

This is especially true of commercial activity, which is still suffering from the over-building of the red-hot first seven years of this decade. The good news is that corporations, large and small, are now holding on to their monetary liquidity, but, when using these funds, they are primarily utilized to become more productive, or for the issuance of additional dividends to stockholders. The pace of corporate acquisitions seems to have slowed to a crawl for now.

If the current trend persists, the overall bias of the economy will be on the upside. However, unemployment will stay in the high double digits.

As mid-term Congressional elections approach, almost all industrialists with whom I have contact hope for a

more balanced approach by government toward taxes, the long-term debt and deficit, and severity of regulations.

### World Trade Organization forecasts banner boom in 2010-11

The WTO, not known for optimistic hyperbole, is predicting a major comeback in global trade. They have even indicated that such world import/exports will elevate revenues by close to 10% in 2010, with even greater expansion in the offing in 2011.

Although it would take an additional 14% increase next year to return global interchange to 2008 levels, WTO's optimistic tone is derived from the current rebound in Southeast Asia. With the developing nations leading the global recovery, there is a need for the tools to develop these agrarian nations into more balanced economies.

This trend will engender export sectors in the industrialized West. It



BY MORRIS R. BESCHLOSS  
PVF and economic analyst

will particularly benefit America's export sector, dominated by aircraft, armaments, machine tools and mill supplies. Also benefiting will be the Mideast oil monopolies, as well as such commodity-rich nations as Australia, Canada and Russia. The fear of protectionism, if it should become reality, is that both developed and emerging nations will attempt to protect indigenous producers, both agricultural and industrial.

However, world dynamics now



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seem to be more in tune with benefits derived from global interaction than the disastrous economic isolationism that prolonged and magnified the Great Depression of the 1930s.

If the WTO turns out to be correct, the increasing momentum of international trade interaction will sweep away diminishing protectionist trends.

#### Commodity prices surge worldwide

With the global economic recovery in its early stages, the big surprise has been the surge of demand in commodities as well as accompanying price increases. Natural resources like oil, iron ore, nickel, copper, steel and aluminum have posted annual price changes in the double- and triple-digits. These expansions could be the prelude of a developing bubble.

A simple explanation is the combination of unprecedented commodity accumulation by China and India and the re-awakening of developed national economies (U.S., Western Europe, Japan,) that had allowed inventories to be dangerously depleted.

Although the most glaring spotlight has been on oil and its derivatives as well as copper, due to their high-profile status in the communications media, iron ore (the basic steel resource) has had the greatest annual increase at 170%.

These developments have had a particularly difficult effect on American manufacturers attempting to bring their just-in-time inventories inline with the slowly uplifting demand by end-users, who have been laggard in placing orders during the recession. When the normal supply/demand balance settles in, I believe this current scenario will cool off and keep prices from rising further.

#### Productivity trumps employment in recovering economy

Although the leading Administration voices trumpeted the minuscule March job creations as signaling an employment turnaround, Secretary of the Treasury Tim Geithner was right on the money when he painted a pessimistic picture regarding a significant jobs turnaround this year.

What makes the current economic recovery different from its predecessors is that this expansion is literally jobless. The statistics speak for themselves. Although the overall business/industry downturn in comparison to the first six months of 2008 is only 3%, the number of employees working full time has been reduced by more than 15%.

My anecdotal surveys reveal that most companies are opting for mechanization, automation, and upgrading on the shop floor as well as the back office, to maximize productivity. In-

ventories have been reduced to the bare minimum required to meet current demand. The almost one-to-one ratio between sales and inventory has provided U.S. business/industry cofers with maximum dollar liquidity with which to insure survival, buy back stock and increase dividends.

Ironically, fear of further government expenditures following the multi-trillion dollar takeover of universal healthcare, and the anticipation of onerous tax increases and stifling

regulations has served to instigate a defensive posture by an increasingly untrusting number of CEOs.

It has also convinced most businesses that they can get the job done without adding to company payrolls. When hiring today, businesses are much more discriminating in the caliber of personnel hired. In years past, such care in hiring even shop workers was never a factor at a time of business expansion.

To make this scenario even more

somber, the two leading economic production sectors, manufacturing and construction, have significantly decreased in scope, making job reduction a permanent fixture within a recovering U.S. economy.

Only an inflated increase in government job rolls will make a significant difference the rest of the year. ■

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



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## Kelly Pipe opens branch in Las Vegas

SANTA FE SPRINGS, CALIF. — Following the acquisition of Iron County Pipe's assets, Kelly Pipe opened its newest branch in Las Vegas, Nev.

Headed by Jerome Lowe, the branch will operate as a master distributor for pipe products throughout Nevada. With an emphasis on supplying local distributors with piping for infrastructure projects, Kelly's latest branch aims to boost the service levels of their customers throughout the region. Applying Lowe's extensive technical background in combination with Kelly's processing and sourcing capabilities, the branch will also focus on supplying fabricated products for the mounting geothermal and water distribution markets.

John Wolfson, Kelly's vice president-Western region, said that Kelly is committed to growing business in

this area, as demonstrated by its intention to move to a sizeable new storage site. Branch operations at Kelly Las Vegas are supported by salesman Tim O'Roarke, previously with Superior Supply, and assistant manager Howard Mattix, Kelly's prior QA manager at its main office in Santa Fe Springs.

## Eemax: Earth Day is important observation

OXFORD, CONN. — April 22, 2010 marked the 40th anniversary of the first Earth Day, and with a new anniversary comes a new meaning for the day. Started in 1970, Earth Day was originally conceived as a day in

which the people of the world could come together and educate themselves about the needs of the planet. In many ways, this year's celebration is somewhat of a rebirth. The day that was originally created to spread awareness and education of the planet's problems has now become a day in which the world works together to protect the planet that we all call home.

As we celebrate Earth Day's 40th Anniversary, Eemax encourages everyone to think about these three little words: *Use Water Wisely.*

Of all the water on earth, 97% of it is salt water that is unfit for human consumption, unsuitable for washing cars, unhealthy for preparing and cooking food, and unsafe for watering lawns. The remaining 3% of the water on earth is fresh water, of which 2% is frozen in the polar ice caps leaving just 1% of the most precious resource on earth for our use. Communities across the country are starting to face challenges in main-

taining healthy and affordable water supplies. The U.S. Government has estimated that by the year 2015, 36 states will face serious water shortages. That's why it's more important



than ever to use our water wisely and not waste it.

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## Eastern Industrial opens new location in Charlotte

CHARLOTTE, N.C. — Eastern Industrial Supplies Inc. officially opened its new location on North Tryon Street in Charlotte on May 6. The



Grand Opening event featured a catered barbeque lunch and product demonstrations by Anvil International, Apollo Valves, Bradford White, Lenox, TOTO USA and Tyler Pipe. More than 75 people attended.

The Charlotte location stocks a full-line inventory of pipe, valves, fittings and plumbing supplies. Celebrating 30 years of experience, Eastern's Charlotte associates are ready to serve the commercial plumbing, mechanical and industrial markets with a substantial depth in inventory. Branch manager Shelby Jones commented, "Our new location

increases our ability to exceed our customers' expectations. Please stop by our counter and let us show you our vast product selections. We look forward to showing you why we are 'The Company You Can Trust.'"

Independently owned and operated, Eastern has continued to grow across

the Southeast to better serve their customer base. Eastern's business model includes a daily commitment to exceed customer expectations while honoring five core values: Honesty, Integrity, Caring, Self-Responsibility and Being Positive.

Visit [www.easternfirst.com](http://www.easternfirst.com).

## Xylem to roll out pre-paid freight policy

CUMMING, GA. — Xylem instituted a pre-paid freight policy in the continental U.S. market to coincide with its new price book, which was scheduled to release May 15. The move is in response to customer requests and an effort to simplify the ordering process. Along with making it easier to work with the catalog and pricelist, the pre-paid freight policy adds significant value to the fair pricing practices Xylem is already known for.

The new pre-paid freight policy is expected to lead the way to a higher

level of customer satisfaction.

"This initiative will redefine the margin relating to shipping in our category," explained Hal Weinstein, president and CEO of Xylem Group. "Our new prepaid freight policy reinforces our commitment to customer service by solidifying our position as an industry design and price leader who continually strives to add value to our product and processes."

Xylem, a brand of the Xylem Group LLC, designs and manufactures a diverse selection of products

including vanities, faucets, mirrors, and sinks for the bath in traditional, transitional and modern styles.

Visit [www.xylem.biz](http://www.xylem.biz) and [www.zolicorp.com](http://www.zolicorp.com).

## Wolverine Tube (Canada) is now Great Lakes Copper

LONDON, ONT. — After 52 years, Wolverine Tube (Canada) Inc. now has a new company name: Great Lakes Copper Inc.

In July 2008, the London-based plant of Wolverine Tube Inc. was sold to a group of Canadian private investors, which includes members of the London management team. The company has since invested in new equipment, new products and acquisitions to offer customers a broader range of products and better service.

Great Lakes Copper Inc. was chosen from over 150 names submitted through an internal contest held with the employees of the London plant.



# DuraMAC™ Pump Systems

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See contact information on page 82

# Product tester #473

He chased 6 girls. Dug up 12 rocks. Found 4 beetles (one of which is waiting in his shirt pocket for just the right moment in reading circle). Jumped off the swings 19 times. Into the mud. And now he's been ordered to wash up in the bathroom before he dares set foot back in Mrs. Sanders' 3rd grade classroom. Timmy doesn't care that you've installed T&S faucets. That they've been failure-tested to 100,000 cycles. That, like all T&S products, they're made out of nearly indestructible components. That you can get replacement parts overnight (on the extremely rare chance you should ever



even need a replacement part). Frankly, Timmy doesn't even care whether or not your T&S faucets work. But you care, thanks to all the Timmys out there. Yes, indeed, boys will be boys. Install T&S.



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contributing  
to LEED  
certification

See contact information on page 82

## Triangle Tube opens new training center in Denver



Triangle Tube has opened its all-new training facility in Denver, Colo. Equipped with four operational condensing Prestige Boilers, courses offer hands on training on proper installation practices, system and pump sizing and troubleshooting. After successfully completing the two-day course, all participants receive a two-year parts and labor warranty on all Prestige boilers they install. For training dates and the Registration Form, visit [www.triangletube.com](http://www.triangletube.com).

## First anniversary of Haws' HydrationStation coincides with Earth Day

SPARKS, NEV. — Haws Corporation participated in Earth Day with a variety of events to honor the one-year anniversary of the environmentally friendly HydrationStation™. The touch-free, hygienic unit dispenses filtered water, which helps users reduce bottled water use. Each HydrationStation saves over 37,000 16.9-ounce bottles per year, with average use. Over the past year, the HydrationStation has been installed at numerous schools and buildings across the nation including Notre Dame, University of California at Davis, and Monarch Mountain Ski Resort, with an estimated savings of over 18,900,000 16.9-ounce plastic bottles. Last fall, Haws was the first Nevada company to encourage employees to “Ban the Bottle” and held an “iRefill” pledge day sponsored by Washoe

County Health District.

On April 20 Haws donated reusable water bottles and other giveaways to the University of Nevada-Reno Earth Day festivities. UNR recently installed the HydrationStation in its new Joe Crowley Student Union to rave reviews from students and faculty. In addition, Haws hosted its own Earth Day/HydrationStation anniversary party on April 22 for employees. The celebration was held in conjunction with Haws' 10th annual “Bring Your Child to Work” day where employees bring their children to educate them on Haws and their products, including the HydrationStation and the importance of environmental conservation.

Visit [www.stayhydrated.net](http://www.stayhydrated.net). or [www.hawsc.com](http://www.hawsc.com).



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See contact information on page 82

# The passion behind the product.

Our employees are passionate about delivering top notch customer service and high quality products on time. That's why many customers have put their trust in Viega's system solutions.

A streamlined distribution center with superior customer service is an essential factor of success and a competitive advantage. Viega has spent over a century perfecting this concept.

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- Your order is handled with the most efficient and innovative logistics system in the country. Your order is processed and shipped within 24 hours from the distribution center closest to you.
- Continuously expanded distribution center coverage ensures you will get your products fast and with minimal freight charges. Viega currently has three full-service distribution centers in the United States and plans for expansion in the near future.
- On-time delivery allows you to order products when you need them, which means no more excess inventory on your shelves.

The Viega logo consists of the word "viega" in a bold, lowercase, sans-serif font. The letters are white and are set against a solid black rectangular background.

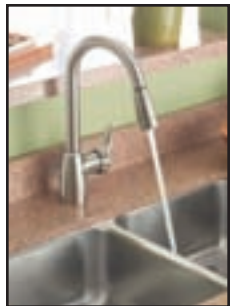
See contact information on page 82

**Viega... The global leader in plumbing and heating systems.**

[www.viega.com](http://www.viega.com)

1.800.976.9819

## Faucet suite



Baystone transitional-style faucet suite offers new configurations for the kitchen and bath. Kitchen and single-handle lav faucets can be installed as part of a single-hole application or with a 3-hole coverplate for conventional sinks. All lav faucets are WaterSense certified; water-saving shower trim options are available. Ceramic disc cartridges provide durability. Neoprene gaskets take the place of plumber's putty, saving time and money. Pressure balancing and temperature limit stops are standard on shower valves.

**Cleveland Faucet Group.**

[www.cfgonline.com](http://www.cfgonline.com)

## Deep bathtubs

The 5' Maui/Deep Soaker and the 5' Mauicast bathtubs have full 15" sump depths and 16<sup>5</sup>/<sub>8</sub>" apron height for



standard outlet applications. The 15" sump depth is over 2" deeper than the standard 5' bathtub and both models offer 35° lumbar support for bathing comfort. Mauicast has characteristics similar to cast iron less the weight. Both comply with ASME A112.19.1-2008, ASTM E162-08 Surface Flammability and ASTM E662-06 Smoke Density.

**Bootz Industries.**

[www.bootz.com](http://www.bootz.com)

## High-tech bidet

Premium bidet line offers high-tech features and multiple health benefits. Two models available. BA-13 was customized for U.S. homes to fit any toilet type or size, offering all the



high-tech elements that complete the modern bathroom. BA-17 is the next generation eco-friendly bidet; self-powered using pressure from the water flow to generate sufficient electricity. Models use less than 1 gal of water per day for the average family, reduce the need for toilet paper and save energy.

**Coway.**

[www.coway.com](http://www.coway.com)

## Seat fastening system

STA-TITE Seat Fastening System is now available with the residential Mayfair Designer Series of molded wood toilet seats. These metal hinged products are available in styles including Easy\*Clean & Change and Whisper\*Close. After mounting the seat on the bowl, nut is finger tightened and then secured by a wrench. When correct tightness is achieved, the lower section of the nut shears away, ensuring proper installation with no guesswork and no risk of over tightening or bowl damage.



**Bemis Manufacturing.**

[www.bemismfg.com](http://www.bemismfg.com)

## Pump controller

The Dwyer Mercoid MPC Pump Controller provides versatile level control in a standard 1/4 DIN package. Designed for use with almost any style level transmitter, the unit displays the present level and main set point value. Features a programmable level differential for on/off control of 1 or 2 pumps, valves or other devices through 2 SPDT relays, as well as 2 additional programmable alarm contacts with front alarm light indication.

**ITM Instruments.**

[www.dwyer-inst.com](http://www.dwyer-inst.com)



## New bath collection



Waveland Collection is a new line of traditionally styled low-flow, water-conserving faucets and fittings. Equipped with low-lead waterways and ceramic disc cartridges; faucets are available in 2-handle, 4" centerset and wide-spread center options that can fit hole patterns as small as 4".

**Gerber Plumbing Fixtures.**

[www.gerberonline.com](http://www.gerberonline.com)

## Universal rough-in valve

The iBox Universal Plus Rough-In Valve can be used for all shower solutions. Developed specifically for the North American market, this sin-



## Hospitality faucets

Manufacturer provides a one-stop shop solution for the hospitality industry's fixture needs. These 9 new Hospitality Design faucet lines feature distinctive styles ranging from everyday and transitional to traditional and contemporary designs. Available in chrome and feature 2-3 lavatory faucet options ranging from single hole to wide spread to vessel, accompanied by matching showerheads, shower valves, tub spouts and trim options.

**Elkay.**

[www.elkay.com](http://www.elkay.com)



gle rough replaces all 13 existing roughs for the Hansgrohe and Axor brands. Sets new standards in terms of flexibility, noise reduction, safety, inventory reduction and ease of installation.

**Hansgrohe Inc.**

[www.hansgrohe-usa.com](http://www.hansgrohe-usa.com)



## Root cutting machine

The economical Metro-Rooter is the Mini-Rooter of root cutting machines. With a capacity of 75 ft of <sup>5</sup>/<sub>8</sub>" Flexicore wire rope center cable, it handles roots and other tough stoppages in 3"-6" lines. Or switch to 100 ft of <sup>1</sup>/<sub>2</sub>" cable for smaller jobs. Narrow profile for easy handling, has a fold-down handle, truck loading wheel and tough lightweight frame on 10" heavy duty wheels.

**General Pipe Cleaners, a division of General Wire Spring Co.**

[www.drainbrain.com](http://www.drainbrain.com)

## Kitchen faucets

Named for the cooking spices that served as their inspiration — Basil, Cayenne, Coriander and Saffron (shown)— each of these new kitchen



faucet collections incorporates superior functionality with innovative ergonomic designs for kitchen sink activities. With drip-free ceramic disc valve cartridges and 8" spouts that swivel either 150° or 180°.

**JADO.**

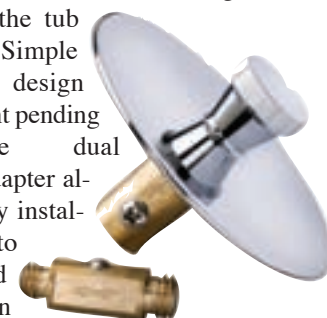
[www.jadousa.com](http://www.jadousa.com)

## Tub stopper

Quick Cover Up Tub Stopper's extra large diameter push/pull style stopper covers old, discolored, worn or unwanted tub drain finishes. Eliminates need to remove the drain strainer or replace entire drain to change the look of the tub drain. Simple screw-in design and patent pending reversible dual thread adapter allows easy installation into <sup>5</sup>/<sub>16</sub>" and <sup>3</sup>/<sub>8</sub>" drain strainers. Available as stopper alone, stopper and a faceplate, or stopper and a Seal Test™ faceplate.

**Keeney Manufacturing.**

[www.keeneymfg.com](http://www.keeneymfg.com)





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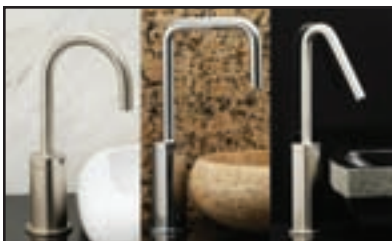
### Aging in place

Functional, elegant and decidedly NOT old, these grab bars and bathroom accessories are an ideal finish for any luxury bath. Many uses when installed anywhere in the bathroom; ensure safety in bathrooms used by differing generations. Available in multiple configurations and styles, from traditional to modern, mounted in 90° angles, straight, horizontal or an inverted "T." Other aging-in-place products by this company are adjustable-height hand shower systems with a slide bar, as well as shower door pulls. **Jaclo.**

[www.jaclo.com](http://www.jaclo.com)

### Vessel sink faucets

Models FA400-1200 are automatic hands-free faucets for vessel sink applications. Made of lead-free brass



tube with extra wall thickness. Vandal-resistant aerator built into tube, which is seamlessly welded to sensor base for clean minimalist look. Available in 18 models of varying heights, and 20 industrial-grade finishes. Powered by MAC 400 system, with robust electronics and solid brass solenoid valve. **MAC Faucets.**

[www.macfaucets.com](http://www.macfaucets.com)

### Positive displacement pumps

Line of high-pressure positive displacement pumps has been expanded to 190 gpm, with sealless



Viking Mag Drive, single or double cartridge seals, component mechanical seals or lip seals. SG series offers 29 displacements, with pressures to 500 psi standard, (some up to 2,500 psi). All operate at up to 4-pole motor speeds, and offer either foot bracket or close-coupled motor mount to both NEMA C and IEC frame motors. Handle liquids from 1 to 250,000 cSt viscosity. **Viking Pump, a Unit of IDEX Corporation.**

[www.vikingpump.com](http://www.vikingpump.com)

### Water conservation

Earth Massage showerheads offer a luxurious shower without sacrificing water, energy and utility bill savings. Can help save nearly 7,300 gallons of water per year; available with 1.25, 1.5 and 2.0 gpm flow rates.



Patented, non-removable compensator device in the showerhead maintains a consistent flow rate by adjusting flow as water pressure fluctuates from 30 psi to 80 psi. Feature 9 jets that are adjustable from a gentle spray to a forceful turbo jet massage. Available in 3 sleek styles: an easy-to-install wall mount available in a white or chrome finish, a pampering chrome-finished handheld with a 72" tangle-free hose and the Earth Soap & Soak showerhead in white or chrome, which helps achieve optimum water savings by giving the user control of the water flow with a patented pause valve. **Niagara Conservation.**

[www.niagaraconservation.com](http://www.niagaraconservation.com)



### Accessories package

The Valet Package offers several accessories to accompany the 200 Series towel warmers, including a robe hook in polished chrome or oil-rubbed bronze; eucalyptus aromatherapy oil for the built-in essential oil well designed to release aromas that create a calming experience; and 24/7 Digital Timer with Cover Plate that can be programmed to turn the unit on or off at pre-selected times. **Mr.Steam.**

[www.mrsteam.com](http://www.mrsteam.com)

### Fire sealant

FSP Firestop Putty creates an instant smoke- and gas-tight fire seal to fill voids around pipes, electrical conduit, data communications cables, duct work, and between walls and floors. Constructed of a blend of organic and inorganic intumescent materials, putty expands with extreme heat to prevent the spread of fire and smoke. Acoustically tested to reduce transmission of noise and vibration. Pressed in place by hand; requires no special equipment. Pre-mixed and ready to use right out of the box. Stays pliable at all times so can be easily removed and reapplied. Available in bars or as putty pads. **Nelson FSP®.**

[www.nelsonfirestop.com](http://www.nelsonfirestop.com)



### Test plug

Patent-pending Test-Tite mechanical cleanout test plug enables quick testing of plumbing DWV systems with-



out tools, compressors, pumps, hoses or gauges. Tighten by hand in seconds to test pressure or temporarily block DWV systems for up to 40 vertical ft of pipe. Provides a positive seal. Clear cap enables users to ensure drainage is complete. Poppet valve on the top plate enables easy drainage. Available to test 2", 3" and 4" pipe. **IPS Corporation.**

[www.ipscorp.com](http://www.ipscorp.com)

### Pump installation kit

Circulator pump installation kits for the extensive Isolator line feature valves for installation on both intake



and discharge sides. Each kit includes an original Isolator and patented Isolator with drain and choice of stationary or rotating flanges, 2 full-faced flange gaskets, mounting hardware and wing style T handles. **Webstone.**

[www.webstonevalves.com](http://www.webstonevalves.com)



### Pump series

This company's Commercial Pump Division continues to expand its KS Vertical In-Line Split Coupled Pump line with the KS8016. The rugged, ductile iron cased KS8016 (8x8x16) is equipped with an 8" suction/discharge and a 16" bronze impeller. Available in 3 50Hz versions — 1160, 1450 and 1750 RPM — and has operating capacities up to 3,500 gpm and heads up to 280 ft. Can be mounted on an optional ductile iron support stand. **Taco Inc.**

[www.taco-hvac.com](http://www.taco-hvac.com)

### Hands-free faucets

Contemporary faucet collections — Loft 24, Transitional 29, Huntington 318 — have brains as well as beauty. Controlled by placing



hands under faucet; capacitive sensing technology enables touch-less activation. Available in array of styles and finishes; ideal for both commercial and residential applications. Available in 2 setup options: a single-lever mixer, or a widespread with handles that allow temperature control. **Watermark Designs.**

[www.watermark-designs.com](http://www.watermark-designs.com)

### Stainless steel fittings

Stainless steel full-flow fittings are comprised of Type 304 or 316 stainless steel; solution annealed for more corrosion resistance. Have UL, ULC, IAPMO, NSF-61 and NSF-61 Annex



G approvals for most applications. Line consists of 45° and 90° elbows, tees, reducing tees, concentric reducers, eccentric reducers and end caps. Sizes 1" to 12" (DN25 to DN300) to fit Sch. 5, 10 or 40 stainless steel pipe. **Grinnell Mechanical Products, a brand of Tyco Fire Suppression & Building Products.**

[www.grinnell.com](http://www.grinnell.com)

# Great warm-ups.



## The Taco Family of Solar Products

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

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

## Flexible applications.

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



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## 4th location expands Comfort Supply's reach in Tenn.

(Continued from Comfort, page 1.)

The 8,000-square-foot Clarksville location of Comfort Supply offers everything that residential and commercial contractors need to install and service HVAC equipment. Comfort Supply hosted an open house for contractors at the new location on May 12.

"Clarksville is a particularly good location for Comfort Supply because the residential construction industry has fared much better here than in most other Tennessee cities during the economic downturn," said Jimmy Shelton, sales consultant for the new store. "We see a great potential for growth in this market."

In November of last year, CNNMoney.com ranked Clarksville fourth in the nation in terms of mid-sized cities in which to start up a new business. The article cited an influx of manufacturing jobs, including the new Hemlock Semiconductor plant, which is expected to employ up to 800 people.

"We have been wanting to expand to Clarksville for a some time now," said Clay Blevins, Comfort Supply CEO. "We look forward to working with the contractors in the community and being a part of this great city."

Like Clarksville, Comfort Supply has grown at a rapid rate in recent years, expanding into Murfreesboro in 2006 and Cookeville in 2008. The company's revenue has grown at an annual rate of approximately 15% for the past four years.

"We are grateful to have experienced success

during these challenging times," Blevins said. "People will choose to do business with you, we believe, if you provide great service and an outstanding product at a fair price."

This is what we have built our business on, and we look forward to bringing the same customer-focused approach to our Clarksville store."

In additional news, Comfort Supply has announced a "Certified Green Contractor" program to recognize HVAC contractors who make special efforts to be environmentally friendly with respect to the equipment installed

and practices on the job site and in the office. Homeowners who hire these green certified contractors can be assured that the work will be done professionally and with an eye toward environmental friendliness.

HVAC contractors will earn points by executing green tasks. Once contractors generate 100 points, Comfort Supply will verify certification and award successful contractors with special graphics for uniforms, vehicles and correspondence. Comfort Supply will list certified green contractors on their web site and blog and in their newsletter.

"We've found that little steps can add up and we wanted a way to recognize these efforts for our customers," said Blevins. "The Certified Green Contractor program is just our step in reducing the impact on the environment. We hope through simple, responsible behavior shifts from our customers, we can do our part to make the world a better place to live."



## Unique new brand integrity program for Franke

(Continued from Franke creates, page 1.)

and ensuring that each and all will get what they pay for when acquiring products bearing the Franke name.

According to FPLG general manager Charles Lawrence, "Consumers are all familiar with brand loyalty programs that serve the brands; but we were determined to create a partner loyalty program that protects and rewards our partners who share our commitment to the creative design, quality and heritage that define 21st Century luxury. We think it's fitting that as the brand nears its 100th birthday, Franke Authorized Resellers forms a quality-assured network of support reaching seamlessly from manufacturer to consumer."

The mutually binding agreement commits the partners to moving beyond simple order taking to the level of assisted sales and service. The AR partners will be distinguished by the willingness to provide proper displays, a trained sales team, pre- and post-sale service. They reaffirm that "a good deal" involves much more than simply offering the lowest advertised price.

Consumers and end users including builders, architects, designers, plumbers and other Authorized Resellers will recognize the authorized marketing partners by their licensed use of Franke

trademarks, copyrights trade dress, etc. Resellers operating without the Franke license are prohibited from using these symbols of brand integrity.

Additional tools Franke will use to protect

**"Consumers are all familiar with brand loyalty programs that serve the brands; but we were determined to create a partner loyalty program that protects and rewards our partners who share our commitment to the creative design, quality and heritage that define 21st Century luxury."**

the image and reputation of its branded products will include:

- The strengthening of its selective distribution network
- A Minimum Advertised Price (MAP) policy
- Elimination of drop shipments for internet resellers
- Graphic standards and trademark guidelines
- Authorized dealer locator at [www.FrankeKSD.com](http://www.FrankeKSD.com)
- Unauthorized customer list on [www.FrankeKSD.com](http://www.FrankeKSD.com).

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Eljer Current/Obsolete  
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Royal Brass Current/Obsolete  
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Sterling  
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See contact information on page 82

## WIT & Co. 2010 Distributor/ Vendor Conference

CHICAGO — WIT & Co., LTD recently hosted its 2010 Distributor/Vendor Conference at the Hyatt Regency O'Hare in Rosemont, Ill. This annual event, which began with a Board of Directors meeting on March 1, continued through Friday, March 5 and included General Sessions for WIT Owners and Vendors, WIT Works networking roundtable discussions, a Purchasing Agent Workshop and two full days of distributor/vendor meetings. The event not only created a networking opportunity for distributors and vendors, but it also launched many business plans to be executed throughout 2010.

The main kick-off for the distributors was Tuesday, March 2 at the General Session, where Colin Perry, WIT president and principal at Rampart Supply in Colorado Springs, Colo., recognized several owners for their contributions to the group. Ross Supply, one of WIT's founding companies, was recognized for 35 years as a WIT Distributor. The award was presented to Charlie Wallace, who is a long-standing WIT owner. Awards were also presented to the top 20 owners based on purchasing volume within WIT.

The WIT Distributor/Vendor meetings were a big hit; one of the vendors who partners with WIT commented, "The WIT show by far is the best working show of the buying groups."

Established in 1974, WIT & Co. is a pioneer in the plumbing, heating and cooling industry. As members of the oldest member-owned buying group in the industry, owners are independent wholesale distributors committed to growth and to each other's success.

Contact Sabrina Hawthorne, marketing services coordinator, WIT & Co., LTD, Phone: 972-957-3027, Fax: 972-957-3023, shawthorne@wit-co.com.



Distributors who were recognized for Growth in 2009 were (from left): Rod Essig, Carr Supply Inc.; Todd DeWald, Montgomery Plumbing Supply Co.; Bruce Tucker, General Plumbing Supply Inc.; Jim Woodruff, Woodruff Company; Bill Vivlamore, Frontier Supply Inc.; David Lopatin, Next Plumbing Supply; and Larry Cohen, Next Plumbing Supply.



The WIT Top 20 Volume distributors in 2009 were (from left): David Weiner, SOLCO Plumbing Supply Inc.; Chip Lee, Lee Supply Corp.; Glenn Fuller, Northside Plumbing Supply Inc.; Craig Rubenstein, Rubenstein Supply Company; Brendan Donohue, Cregger Company Inc.; Brian Fowler, Security Supply Corp.; Sid Mealar, Plumbing Distributors Inc.; Dee Ward, Jackson Supply Company; Bruce Tucker, General Plumbing Supply Inc.; Karla Neupert-Hockley, Consolidated Supply Co. (Oregon); Dick Fager, R. F. Fager Company; Howard Rose, The Portland Group; Colin Perry, Rampart Supply Inc.; Corbin Ensign, VAMAC Inc.; Huey Long, Apex Supply Company; Brian Cobble, G.W. Berkheimer Co. Inc.; Bill Meyer, Wm. F. Meyer Company; Steve Kelly, Goodin Company; and Nick Formento Jr., Canyon Pipe & Supply Inc.

### More images from the WIT & Co., LTD 2010 Distributor/Vendor Conference



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## Independent distributors meet in Houston

(Continued from page 10.)

national MRO commodity management and procurement services company. Representatives of the supplyForce Government Solutions Division announced they had received a GSA Federal Supply Schedule and reviewed the key opportunities that this new development presents to meeting attendees.

Held in conjunction with this

meeting are the Annual Network Awards, which identify individual Affiliates who have demonstrated outstanding performance, and/or leadership. Congratulations to the 2010 Plumbing & PVF Division's award winners listed below:

### 2010 Plumbing Network Award winners

- Greatest Overall Growth — Pace Supply Corp., Great Western

Supply Co Inc.

- Greatest Participation Growth — Aaron and Company Inc., Texas Plumbing Supply Co. Inc.

- Conversion Award — Eastern Industrial Supplies Inc.

### 2010 PVF Network Award winners

- Greatest Overall Growth — Liberty Supply Inc., All-Tex Pipe & Supply

- Greatest Participation Growth — MKS Pipe & Valve Company,

Louis P. Canuso Inc.

- Conversion Award — Cooney Brothers Inc., Mechanical Supply Company

- Service Awards — Ernie Coutermarsh, F.W. Webb Co. (service to PVF Divisional Board); Jill Hurd, All Tex Pipe & Supply (service to PVF Divisional Board); Kip Miller, Eastern Industrial Supplies Inc. (service to PVF Divisional Board); Dan Byrum, Bakersfield Pipe & Supply Inc. (service to PVF Product Committee).

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## HVAC/R

(Continued from Noland, page 1.)

Baton Rouge location,” said Jim Adcox, Noland Company chief operating officer. “It's an area with great potential for Noland and fits in with our strategy to open locations in the right places with the right people leading them to provide quality products and service customers need in local markets.” The new location is managed by Randy Marcello, a 13-year HVAC industry veteran.

Among the lines Noland in Baton Rouge distributes are NuTone Heating and Cooling Products, LG air conditioners, Larkin refrigeration equipment, Honeywell and White-Rogers thermostats, and A.O. Smith and Emerson motors.

Noland Company's more than 70 locations distribute plumbing supplies and HVACR equipment mainly in the Southeast. The company is a wholly-owned subsidiary of Win-Wholesale.

## All Raypak Revit BIM files now on website

OXNARD, CALIF. — Raypak Inc. now has available Autodesk Revit BIM files for its entire product line on a mini CD. It includes the complete families of commercial boilers, water heaters and storage tanks; i.e. Raytherm™, Hi Delta™, MVB™, XTherm™ and XFyre™.

Revit Files, a mainstay of the Autodesk cache of software products, facilitate the opportunity for architects and engineers to drop selected products directly into their Autodesk Revit building projects. They allow the designer to drop in product dimension, clearance and connection specifications. This greatly speeds their capability to correctly specify installation spacing, as well as properly size or route vent/gas/water connections for each selected product.

Downloaded Revit files from the website at [www.raypak.com](http://www.raypak.com).

See contact information on page 82

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See contact information on page 82

## Taking measures of all kinds

(Continued from page 8.)

is easy to spot values that are improving or digressing. (Example — When selling expense was 18% of sales last month and is 22% of sales this month, it may be cause for some additional analysis.)

### Pre-employment intellectual horsepower

This greatly improves the effectiveness of your hiring process when it is added to the other screening activities that are used to determine whether an individual should be hired. Testing people to measure intellect is an objective and cost effective process so there are no excuses for not adding it to your hiring toolkit. When you set thresholds that are related to success in your company it will help to build a great team. You only hire people who are smart enough to do the job, or ideally who are good enough to excel at the job and to be promotable. There is no better way to hire the best and brightest. (As always check with your labor at-

torney as you implement any labor related policy.)

### Inventory measures of all sorts — For many companies, the biggest and least managed asset

• **Daily Inventory Report.** I like a daily report for each location in the following priority order:

1. Customer backorders not delivered by as-promised date — Broken promises should be tracked and addressed with great urgency and with customer coordination.

2. Stockout of never-be-out-of (NBOO) items — This is really bad since you were never supposed to stock out and somehow stocked out. The reaction is emergency replenishment.

3. Forecast stockout of NBOO items — No harm yet but someone had better act quickly to prevent a stockout. In effect, we are well below order point and special handling is required.

4. Stock out of stocked items

5. Forecast stockout of stocked

items

6. Items to be replenished — At order point thus addressed by the normal replenishment process.

### • Monthly Inventory.

1. Inventory turns calculated using:

— Monthly average inventory

— Only sales from stock (no non-stocks, directs or special orders) since this is a measure of inventory efficiency

• **Monthly inventory in transition report.** This is the basis for a planning meeting between the inventory management team and the sales and marketing team. The purpose is to make decisions regarding:

1. New product performance — New products should be reviewed monthly where most wholesalers review them yearly or never

— Are the new products on plan?

— Should the plan be changed?

(Revised stocking levels; Adjustments to the sales and marketing activities; Discontinue and execute the manufacturer pre-nuptial and return the remaining inventory)

2. Non-performing products — To re-

view the low-turning products and lines to take action in a timely fashion

— Is the issue too much stock?

— Is the problem too little sales focus? (Do the customer know we sell the product? Do the salespeople know we sell the product?)

— Is the product out of favor with the customer base?

— Is the price set too high?

3. Sales and marketing input into the purchasing process regarding trends and upcoming projects. I am adamant that sales and marketing remain involved in the inventory forecasting process. Often they take a hands-off approach then blame the purchasing guys for stockouts and excess inventory.

### Operating measures

Ideally every area will have measures that reflect the accuracy of their work and the efficiency of their work. When possible I try to find measures that also mirror your service to a customer.

Errors often directly impact and irritate your customers so picking, shipping, delivery, order taking errors are great measures for accuracy. They can then be used to correct problem processes or problem people.

In implementing performance measures, it is important to keep it simple, to get one or two measures in place and debugged before moving on to the next area or measures. In many instances the act of providing a measure has, in my experience, caused teams to up their game without any sort of management involvement. This has the added benefit of allowing the team to voluntarily take a personal stake in the situation. They can address problems themselves and get the feeling of accomplishment that comes with “fixing” problems.

On a different topic, our company SPAM checker changed recently and it now seems to allow “male enhancement” offers through and screen out mail from some wholesalers. If you have requested reprints or information and have not received it, please e-mail (rich@go-spi.com) again or call me (314-872-9199). I apologize if we have not responded. ■

*Rich Schmitt is president of Schmitt Consulting Group Inc., a management consulting firm focused on improving the profitability of distribution and manufacturing clients.*  
[www.go-scg.com](http://www.go-scg.com)

*Rich is also the co-owner of Schmitt ProfitTools Inc. (SPI), a business producing print, CD-ROM, web and palm-based catalogs as well as pricing management and analysis software for wholesalers.*  
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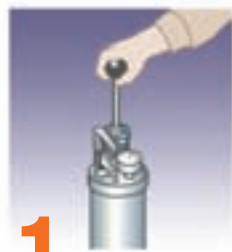
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See contact information on page 82

# Globe Union, Hajoca honored with Crystal Vision Awards

CHICAGO – The Storehouse of World Vision hosted its 10th Anniversary Celebration of the Crystal Vision Award Breakfast on April 17 during the Kitchen & Bath Industry Show. This special event celebrates selected industry leaders for their humanitarian efforts benefiting American families in need.

This year's event honored Globe Union and Hajoca Corporation. Globe Union was selected for its do-



Accepting the Partner of the Year Award on behalf of Hajoca Corporation is (left) Roy Pitts, national director of vendor relations & purchasing, with World Vision's corporate relations director Efrain Perez.

nation of many products to underprivileged families, the support of World Vision's School Tools program, and for having consistent, long-term involvement with the Storehouse and Crystal Vision Award Breakfast. Hajoca was honored for making World Vision one of its key

charities that hundreds of its retail locations in the country support.

These two industry leaders were recognized for their outstanding commitment to displaying vision, leader-



Efrain Perez (left), corporate relations director of World Vision, presents Michael Werner, president & CEO of Globe Union Group, with the Crystal Vision Award.

ship and efforts to improve housing and community facilities that support World Vision's mission of serving children and families affected by poverty.

World Vision's Storehouse network is comprised of nine warehouses across the U.S. that receives corporate donations of new, top-quality goods made available to local community partners for distribution. Goods that are distributed include building materials, school supplies, personal care items, and clothing to over 1.6 million people in low-income communities annually.

Visit [www.worldorganization.org](http://www.worldorganization.org).

## OBITUARY

### 'Beau' Armbruster, manufacturers' rep

NAPLES, FLA. — John Arthur Armbruster (Beau), 85, passed away Monday, March 29. He was a founding partner of BWA South Co.

Armbruster was born in Sandusky, Ohio, on September 9, 1924. He served his country with distinction in the European Theatre during World War II as a soldier with C Company, 334th Infantry, 84th Division. Armbruster earned the Bronze Star medal for valor and two Purple Hearts during the Battle of the Bulge.

Armbruster earned a Business Degree from Dyke and Spencerian College, Cleveland, Ohio, and was a loyal Ohio State University supporter. He was a founding partner of

BWA South, a Columbus-based manufacturers' representative company serving all of Ohio and surrounding states. He was recently honored at the 50th anniversary celebration of the company.

He is survived by his loving family: wife, Joy; sons and their wives Robert (Linda) and Jay (Kathy); stepchildren Mary Anne Wittpenn and Ted Callahan; and four grandchildren. He was preceded in death by his wives Marjorie Clark and Patricia Heim, son David and granddaughter Kelly.

Memorial contributions may be made in his name to Naples Community Church or a charity of choice.

# CLASSIFIED Ads

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## EMPLOYMENT OPPORTUNITIES



### REGIONAL SALES MANAGER - COMMERCIAL

1. **NORTHEAST REGION**
2. **SOUTHEAST REGION**

At Crane, we strongly believe that attracting and retaining the highest quality people assures us of success. Our objective is to recruit talented people and then train them within a culture that calls for performance with trust and respect.

1. **Regional Sales Manager - Commercial (Northeast)** located in the NY, NY, MD, CT or MA area will be responsible for meeting sales and market share growth goals and will be required to focus on managing our knowledgeable manufacturers representative network.
2. **Regional Sales Manager - Commercial (Southeast)** located in the VA, FL, GA, NC, SC TN area will be responsible for meeting sales and market share growth goals and will be required to focus on managing a highly-qualified manufacturers' representative network.

These two field-based positions will be responsible for promoting and selling Crane Energy industrial valves throughout the assigned territory working through assigned Specifying Engineering Companies, Mechanical Contractors, OEMs, to achieve sales goals and company objectives.

This position requires previous experience calling on the mechanical/HVAC PVF market.

Crane Energy Flow Solutions offers a competitive salary, incentives, paid vacations, medical, 401(k), quality health benefits, flexible spending accounts, income protection benefits (life insurance) and tuition reimbursement.

It is the policy of Crane Energy to provide equal employment opportunities to all applicants. We assure you that your opportunity for employment depends solely upon your qualifications.

Please send resumes in confidence to:

General Manager  
North American Valve Group  
[tfavilla@craneenergy.com](mailto:tfavilla@craneenergy.com)



### REGIONAL SALES MANAGER - INDUSTRIAL

1. **GULF COAST REGION**
2. **PACIFIC WEST REGION**

At Crane, we strongly believe that attracting and retaining the highest quality people is the best assurance of success. Our goal is to recruit talented people and train them within a culture that calls for performance with trust and respect.

1. **Regional Sales Manager - Industrial (Gulf Coast)** located in the Houston, TX, New Orleans, LA or Southwest area will be responsible for meeting sales and market share growth goals and will be required to focus on managing an our factory sales support team.
2. **Regional Sales Manager - Industrial (Pac West)** located in the Los Angeles, CA, Phoenix, AZ, Las Vegas, NV or Pacific West area will be responsible for meeting sales and market share growth goals and will be required to focus on managing our experienced factory sales team.

These field-based positions will be responsible for promoting and selling Crane Energy industrial valves throughout the assigned territory working through assigned OEM's, specifying engineering companies, EPC's, Mechanical Contractors, and Industrial End-Users to achieve sales goals and company objectives. This position requires previous experience calling on the industrial PVF market.

Crane Energy Flow Solutions offers a competitive salary, incentives, paid vacations, medical, 401(k), quality health benefits, flexible spending accounts, income protection benefits (life insurance) and tuition reimbursement.

It is the policy of Crane Energy to provide equal employment opportunities to all applicants. We assure you that your opportunity for employment depends solely upon your qualifications.

Please send resumes in confidence to:

General Manager  
North American Valve Group  
[tfavilla@craneenergy.com](mailto:tfavilla@craneenergy.com)

Be sure to watch for *The Wholesaler's* 38th annual Top 100 Wholesalers issue next month!

### WESTERN REGIONAL MANAGER

John Guest USA is a leading manufacturer of push-to-connect fittings and systems for the plumbing, water filtration, and OEM markets.

We are currently searching for a Western Regional Manager, covering the states of California, Washington, Oregon, Alaska, and Hawaii. The selected candidate will work with our Rep Agencies as well as our Industrial Distributors to drive demand and grow market share in this region.

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Send resumé to:

[sadie@tmbpublishing.com](mailto:sadie@tmbpublishing.com)

(More classified ads on page 80.)

## EMPLOYMENT OPPORTUNITIES

## OUTSIDE SALES REPRESENTATIVES NEEDED

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## INSIDE SALES POSITION

Master Distributor of Pipe Fittings and Valves looking for an experienced Inside Sales Person.

This position will be responsible for the development and expansion of our products lines within the PVF, Fire and Waterworks markets located in the United States and Canada. All resumes will be held in strict confidence.

Please send to [sales@napacinc.com](mailto:sales@napacinc.com).



## REGIONAL SALES MANAGER – MIDWESTERN U.S.

Basco, premier shower enclosure manufacturer, has sales management opportunity available for a results-driven individual who takes responsibility for success. Under the direction of a Vice President of Sales, the Midwestern Regional Sales Manager will have regional responsibility for territory management and market development in the Midwestern United States from Illinois to Texas. Duties include execution of channel strategies, building relationships with key customers, and engaging and developing the field sales team while delivering on key growth and financial metrics. Sales experience in the plumbing wholesale channel or glass distribution channel required. Attractive compensation package including salary, performance based bonus, 401(k), car allowance and more. Ideal candidate will be currently based in the Midwestern U.S. Please forward resume and salary requirements in confidence to:

HR Department  
BASCO

7201 Snider Road, Mason, OH 45040

e-mail:

[hrdept@bascohowerdoor.com](mailto:hrdept@bascohowerdoor.com)

Fax: 513-229-3434

## REGIONAL MANAGER WANTED

Red-White Valve Corp. seeks regional manager to promote and manage radiant product line. Position requires 50-60% travel throughout upper Midwest and Northeast with management responsibility for Performance Plus radiant product line in assigned territory. Candidate should have a minimum of 7 years sales experience with radiant products. With working knowledge of radiant systems, customer requirements and industry standards. Will work with existing representatives to market the PP product line. Apply in confidence, please email resume to Jerry Priest: [jpriest@rwvusa.com](mailto:jpriest@rwvusa.com).

## REPS WANTED



## MANUFACTURERS REPRESENTATIVES WANTED! NATIONWIDE

CRANE Energy Flow Solutions is looking for manufacturers' representatives to market our industrial and commercial valve product groups to support our aggressive U.S. sales growth initiatives.

You must be an extremely aggressive rep firm with PVF experience, a solid succession plan and be able to demonstrate a strong sense of urgency.

Please send letter of interest, coverage map and current line card to:

General Manager  
North American Valve Group  
[tfavilla@craneenergy.com](mailto:tfavilla@craneenergy.com)

## REPS WANTED

freewatt®, an advanced residential cogeneration heating system that generates eco-friendly electricity for the home, is seeking independent manufacturers' representatives to market products in Kansas and Missouri territories. Ideally, prospective Reps should be HVAC Reps or Alternative Energy Reps and have contacts within the residential market. Please contact Kevin Mayer, Regional Sales Manager, at (210) 376-0307 or [Kevin.Mayer@ECRIInternational.com](mailto:Kevin.Mayer@ECRIInternational.com). For additional product information, visit [www.freewatt.com](http://www.freewatt.com).

## REPS WANTED

We are looking for aggressive sales Reps for a well established product. It serves the plumbing, HVAC, roofing and electrical industry. We pay top commissions. Please visit our website for more product information. Our website is:

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[gcelorier@heat-flo.com](mailto:gcelorier@heat-flo.com)

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Manufacturer of solar tubing for thermal systems is seeking manufacturers representatives in Georgia and Florida.

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• POSTMASTER: Send address changes to The Wholesaler, Creative Data Services, 519 E. Briarcliff Road, Bolingbrook, IL 60440. [clewis@cds1976.com](mailto: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

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# Alternative energy: We're going kicking and screaming



BY JIM SCHAIBLE  
Managing editor

I've loved motorcycles since I was five. In 1974 I finally bought one, a well-used '72 BSA B50, a 500 cc single-cylinder "thumper" that was a challenge to operate but a blast to ride. It was among the last of the BSAs built as that once-dominant, fine old English manufacturer slid into extinction.

My life has taken some dramatic twists and turns since 1974, but I still have that old "Beeza". A network of dedicated suppliers and dealers has the parts I need to keep it running. Despite the times the bike has spit me off, we've become comfortable old friends. I still love riding it, but lately I've been looking at its biggest drawback — based on 1950s technology, it's a gross polluter. It spews CO, NO<sub>x</sub> and unburned hydrocarbons like an old tractor, and the mechanical clatter from the engine rates as genuine noise pollution. I guess it's a factor facing everyone who operates antique vehicles. We do our best to make up for it by owning newer, low-polluting vehicles for everyday transportation.

Recently, however, the motorcycling media has been reporting on a small but growing movement toward electrics. Not hybrids, but all-electric motorcycles. The technology is in its infancy, but already an electric racing bike has lapped the famous Isle of Man race course, all 38 miles of it, at an average speed of 87 mph, clocking 102 over one stretch. It did this almost silently and emitting no pollution. Several small, start-up manufacturers already offer all-electric motorcycles at retail. They're mostly off-road playbikes and small commuters, all with limited range, but it's a significant beginning.

What I'm getting at here is that the alternative-energy market has legs. How do a few electric motorcycles relate to your business? Just this: They indicate a much larger, and potentially unlimited, market in alternative energy of all types. Naysayers abound, mostly with political agendas, but among the ranting from the political right and the happy-talk chatter from the left is the solid fact that serious research is beginning an effort to wean this nation from fossil fuels.

One argument is that batteries can't supply the kind of energy fuels do, and that is true. Or is it? Tesla Motors, manufacturer of the Tesla Roadster, is proving that advanced lithium-ion batteries can power an all-electric, high-performance sports car to a range of 245 miles between charges.

Delivery trucks, which consume the bulk of their fuel during acceleration, deliver significantly improved economy from diesel-hybrid technology.

Battery research is aimed at greater density and faster charging. Solve those

problems and all-electric vehicles become practical, and you can bet there's a serious race to do just that. Imagine the market for practical battery power.

Couple practical batteries with efficient photovoltaic (solar) cells, and there's zero everyday operating costs for a vehicle. I know this sounds like pie-in-the-sky dreaming, but plenty of earnest, knowledgeable people believe it can happen and are working toward it.

Already, solar energy is a growing market. Sadly, the American market has fallen behind the Chinese and Europeans in utilizing alternative energy of all types. The Germans aren't waiting to determine whether solar cells are practical for normal use; they're installing kilometers of them in their power grid. The Chinese, seeing a vast market, churn solar cells and collectors out by the millions, undercutting American manufacturers.

No matter who makes them, solar collectors of all kinds are at the vanguard of a huge movement toward sustainable energy. Detractors claim that the United States generates less than 2% of its power with alternative sources, but that's because we haven't yet dedicated ourselves to doing more. The state of Iowa generates 14% of its electric power via wind turbines, and that's a significant amount. A small but growing group of contractors, largely in the Southwest, specialize in solar installations for DHW and space heating, and cooling as well. Their efforts point the way; there's no reason buildings everywhere can't gain some benefit from solar energy. Someone has to stock and sell the products for this movement; it might as well be you.

As I write this, British Petroleum is trying to stop the disastrous oil leak from one of its deep-sea wells in the Gulf of Mexico. The effort shows signs of success, but the event clearly illustrates the Devil's bargain we've made with fossil fuels. We either buy them from unstable, repressive, antagonistic nations, or we pump it from the seafloor and risk hundreds of miles of delicate coastline and the livelihoods of coastal residents. Sure, there are plenty of fossil fuels to be had, but they are increasingly difficult and expensive to obtain in monetary, political, environmental and human costs.

Alternative energy is win-win. Every installation reduces the amount of fossil fuels used for heating and power generation and saves it for things like aircraft, trains and over-the-road trucks, which so far need liquid fuels.

My point to all this rambling? Alternative energy is here to stay and represents a quiet revolution. While politicians and pundits bloat, more level-headed researchers and businesspeople are developing the technology and the market. One day, maybe not far off, we'll think nothing of buying all-electric, solar-charged vehicles and specifying all-solar heating and power systems for our buildings. This industry stands to gain a tremendous amount and can either get out in front of the parade or clean up afterward. ■

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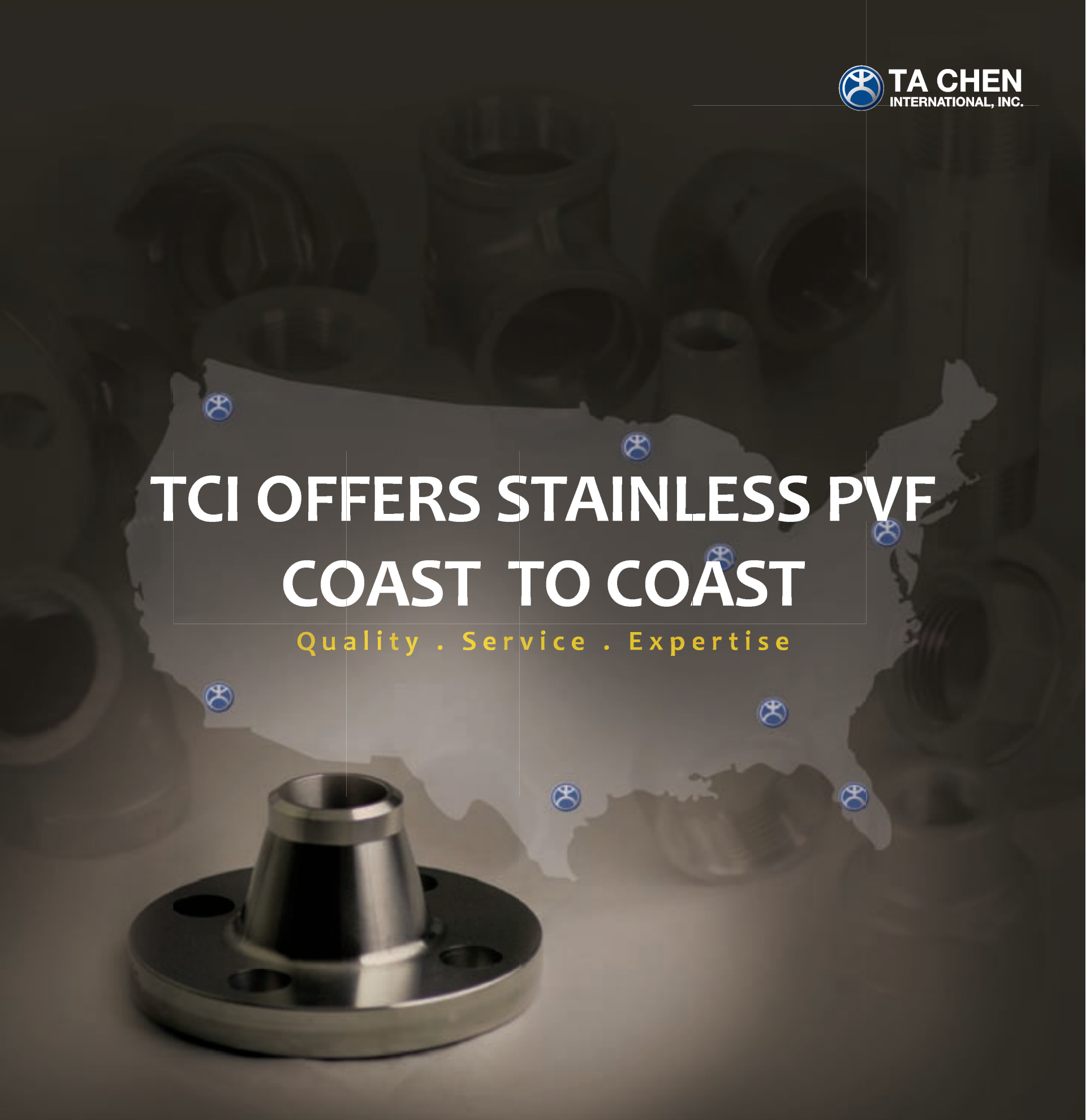
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