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



**Incorporating our 2011-12 Listing of Manufacturers' Representatives!**

Section begins on page 40.

## A. O. Smith to acquire Lochinvar

MILWAUKEE — A. O. Smith Corporation has signed a definitive agreement to acquire Lochinvar Corporation of Lebanon, Tenn., for \$418 million and will not assume Lochinvar's existing debt.

Privately held Lochinvar is a leading manufacturer of high-efficiency boilers used in commercial and residential hydronic heating and hot water applications. A. O. Smith expects the acquisition to be accretive  
*(Turn to \$418m deal... page 94.)*

## NIBCO expands PEX operations

ELKHART, IND. — NIBCO held a ribbon-cutting ceremony and open house on June 9 to mark the official completion of its iron valve plant expansion and grand opening of its new distribution center at 4747 State Highway 151, Blytheville, Ark. The event was well attended by a large group of customers, city and state officials, business leaders and NIBCO executives.

*(Turn to Gala marks... page 103.)*

The Executive Committee of the Association of Independent Manufacturers Representatives are (top row, l-r): Rick Root, Bailey Sales & Assoc.; Alan Guidish, CPMR, Preferred Sales; Ken McGregor, CPMR, McGregor & Associates; and Mark Creyer, L&R Associates. Across the bottom are: Brian Burke, CPMR, Burke Agency, Inc.; Steve Fleming, CPMR, Reid Pacific Co.; and Mike Parham, Pepco Sales. See Mary Jo Martin's Q&A with incoming AIM/R president Ken McGregor on page 24.

## United Pipe & Steel opens Texas facility

**BY MARY JO MARTIN**  
*Editorial director*

Believing that the Texas, Oklahoma, Louisiana and Arkansas markets represent

great opportunity for the future, commodity pipe master distributor United Pipe & Steel recently opened its seventh distribution center — this one in Corsicana, Texas, just south of Dallas.

With headquarters and a DC in Ipswich, Mass.,



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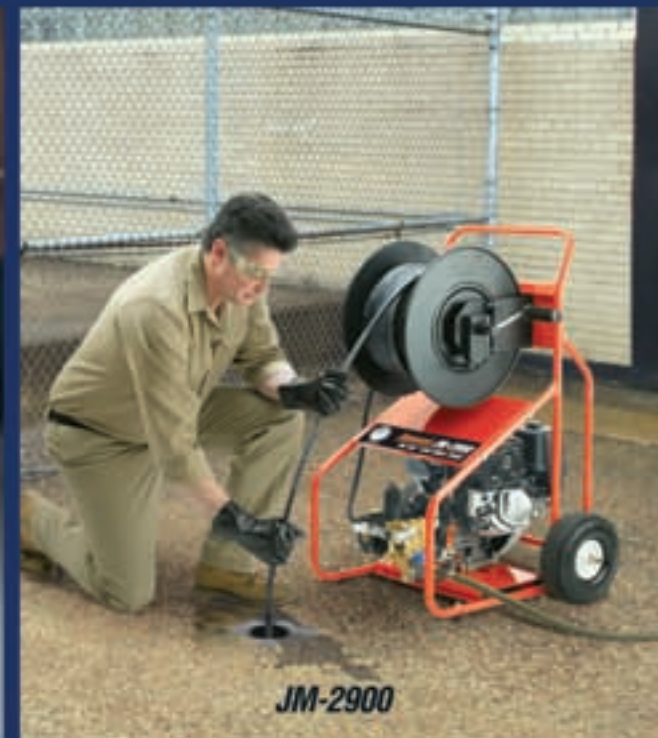
United Pipe also has distribution centers in Easton, Pa.; Elyria, Ohio; Franklin, Ind.; Burlington, N.C.; and Loves Park, Ill. This network of DCs allows United Pipe to ship to wholesalers in 38 states.

This massive 200,000-square-foot facility  
*(Turn to New Texas... page 107.)*



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See contact information on page 114

## Northeastern Supply expands and relocates

BALTIMORE — As Northeastern Supply continues to move forward on its long-term commitment to its customers, the company is opening a new branch in Pocomoke City, Md., opened a larger location in Landover, Md., and recently relocated its Salisbury, Md., store to a more expansive and more convenient site.

The new Salisbury site, at 2114 Shipley Drive, is nearly double in size — 11,500 square feet, with 32-foot ceiling height, as opposed to the old location's 6,804 square feet, with a ceiling height of 18 feet.

According to Salisbury branch manager Steve Smith, "The new location has a better appearance inside and out and has tripled our interior material storage capacity." The new site will stock some 4,000 SKUs and

will have access to Northeastern's 16,000-plus stock SKUs and countless special order products.

Smith said, "The new site is only five minutes from the other location, and traffic is not tough, making for easier in-and-out than before; our parking lot here is huge, with a much larger pipe yard. Inside, the inventory was jammed in the old place; here we are very organized, spaced out and stocked with increased inventory. We carry more pipe, more water heaters, more HVAC products, more ductwork and fittings, commercial cast iron pipe and fittings — one of the biggest selections in the area."

Ready when needed, Smith said he is always available. "We have what you need, and if not, we'll get it. If my customers need me they can call me on



Northeastern Supply's new Salisbury, Md., branch boasts 11,500 square feet and a 32-foot ceiling height and will stock some 4,000 SKUs.

the weekend; I will be right there. And when they walk out the door, they know I will follow up with them."

Staff includes Randy King, an assistant manager for eight years with another eight years as an HVAC installer, and Don Stafford, who has worked in delivery, warehouse maintenance and counter work for 20 years.

Pocomoke staff will include Wilson Stewart, who has 30-plus years in plumbing and heating, and who specializes in well and septic, and branch manager Rachel Levin, who has eight years experience working for contractors in plumbing, heating and commercial electrical.

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

## Murray Supply hosts Liberty Pumps events

WINSTON-SALEM, N. C. — Wholesale plumbing distributor Murray Supply Company has held a number of Liberty Pumps events at various branch locations. The Hickory branch held a "Lunch and Learn" for employees and customers on April 21, a Liberty Pumps Counter Day was held at the Winston-Salem branch on April 30, the Raleigh branch followed with a Counter Day on June 7 and the Charlotte branch hosted a Counter Day on June 8.

Representatives from Snider Inc. brought the Liberty Pumps trailer to showcase a variety of products at the counter days, and they also featured a product demon-

stration of the Omnivore Grinder. They placed various materials, such as jeans, in the grinder to illustrate the features of the Omnivore Grinder V-slice cutting system. Customers enjoyed watching the demonstrations as they discussed the features of new products in the marketplace with Murray Supply sales associates.

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

*A representative from Snider Inc. demonstrates the Liberty Pumps Omnivore Grinder with V-slice cutting system by feeding it hard-to-handle items such as blue jeans, which the pump easily ground up and spit out.*



## Panel meets to discuss counterfeit valves during Valve World

HOUSTON — IDS Tag Tech's director Ginger Restovic and Steve Butler of Shell's Projects and Technology Group co-chaired a workshop/panel discussion on "Counterfeit Valves — a Threat to the Valve Industry" at the recent Valve World of the Americas 2011 Conference held in The Woodlands June 21-22.

The Panel was a diverse group of highly respected valve industry personnel representing end users, distributors, manufacturers, engineering companies and industry supply chain experts. Also on the panel were:

- Max Casada — Conoco Phillips
- Bob Smith — McJunkin Redman (MRC)
- Ron Merrick — Fluor
- Ionel Nechiti — Platform Management
- Doug Jones — Array Products
- Tom Hannafin — KITZ
- Michael O'Quinn — ISV Valve

Counterfeit valve products have long been a problem for the industry as a whole and can cause any number of issues if allowed into service. The issues can be as severe as death and injury, environmental pollution, down-time at a facility, added costs, liability, etc. The panel focused on



education and awareness of the issue of counterfeit valves in the supply chain and what the industry could do to help foster change and prevention. Solutions were gathered from the audience and a blog site is being created for industry-wide response and additional suggestions on how to best curb this illegal activity.

There was a general consensus

among the panel as well as in the audience that stricter rules and use of technology could help reduce or solve the problem.

Now with the ability of new technologies such as RFID and other methods, it may be possible to stem this tide and mitigate or eliminate the issue by allowing for complete traceability and verification of authenticity of valves through the supply chain as well as the valve's complete life cycle. With new technology and more stringent requirements in place, there may be a decline in counterfeit valves for the first time in history.

Readers are invited to visit the blog site — The Valve World Counterfeit Valves Blog — and register their thoughts and comments on the best approaches and practices to improve the industry standards and stop this illegal activity: [www.valveworld-counterfeitvalves.blogspot.com](http://www.valveworld-counterfeitvalves.blogspot.com).

## BlueVolt, Matco-Norca launch online training

PORTLAND, ORE. — BlueVolt, a leading provider of online learning management systems for the distribution, manufacturing, construction and service industries, has partnered with Matco-Norca to launch the Matco-Norca University online training program.

As one of the largest independent sourcing companies for valves, faucets



and plumbing specialties for the plumbing, heating and industrial markets, Matco-Norca's online university is designed for company employees and representatives. Training participants will take detailed product information courses, such as faucet training, to ultimately help increase sales.

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**AUGUST 2011**

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### Next Month

See you at the ASA Convention – Las Vegas!

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# Summertime, summertime... time to turn up the heat on marketing action

I had the pleasure of attending the Southern Wholesalers Association (SWA) annual meeting in Hilton Head last month. As in past years, I continue to believe that SWA provides a valuable program for its members. The program included forums wherein wholesalers could discuss best practices and other challenges facing hard-good distributors. The groups were small enough that everyone had the opportunity to participate and contribute. I think all of the participants left with a few “nuggets” and even though the ocean was inviting, they were glad that they invested their time to attend.

Additionally, each year SWA tries to include a speaker from the industry to provide insights from a different point of view. This year, the speaker was David Kohler, President and Chief Operating Officer of Kohler Co. After providing some perspectives on the state of our industry and some insights about Kohler Co., David agreed to take questions from the group. Unlike many executives at David’s level, he placed no restric-

- Stay focused on sales
- Sell 'em over and over
- Small promotions can net big rewards
- “Outside” team means OUTSIDE!

tions on the topics and fielded questions for a couple hours. The topics ranged from his position on the policies established by his father regarding how Kohler products are marketed (“The apple doesn’t fall far from the tree. I am passionate about many things that my father is.”), to the impact of globalization on the industry and country (“Like it or not we need to participate and innovate.”), to the politics being played within our federal government (“Our country has significant problems that neither party seems willing to address and I am concerned.”) I think the group consensus was: Outstanding! Time well spent.

Kudos to Terry Shafer, SWA Executive Vice President, outgoing SWA President, Reggie Hickman (Brock McVey), incoming President, Randy Wool (Wool Wholesale Plumbing) and the SWA board for another great meeting.

So it’s mid-August and business is one of the following: 1) In the tank, 2) So-so, 3) Pretty good, or 4) Better than ever. I have a single prescription for all of these situations: Stay focused on selling! If things aren’t great, selling is probably your only salvation and if things are great, your situation could change in a heartbeat and selling is your best defense.

It’s time to pull out your selling bag of tricks and to start using them. Some thoughts:

1. Each sale is a very simple equation:

a. Ideally, at the instant that the customer determines that he needs something:

- One of your sales team is standing in front of him ready to write the order

- The customer is driving past one of your locations.

When this happens, your odds of making the sale are really good but your odds of this actually happening are very, very low.

b. Next is, when your customer determines that he needs something:

- He thinks of you in a positive way

- He then calls you or drives to one of your locations

Even with great marketing, your odds are not great because so many stars must align to get these two

**Try a driver promotion where your truck drivers present donuts, some other treat or just your latest monthly flier to the office while they make deliveries.**

things to occur. Plus you may have other wholesalers who are after the same business.

2. Being the best doesn’t insure that you get the call — Let’s assume that you really are the best wholesaler in your market. It is reasonable to assume that some contractors haven’t drunk your Kool-Aid. If every contractor had, you would have a market share of 100%. Some of the contractors may be too dumb to understand or some may remain unconvinced. Either way you have to do everything possible to get that first call.

3. The “First in mind” wholesaler who gets the call is often the most recent wholesaler who called that customer — Contractors, and all of us for that matter, have very short memories and attentions spans. So sometimes the company that they call is simply the last wholesaler to visit them, the last wholesaler to call them, the last wholesaler who sent them an e-mail blast, the last wholesaler to mail them a flier. So you have to continuously, constantly, just this side of nagging, work to be that last wholesaler who gets the opportunity. As I think about it, it may be better to go over the nagging line to insure that your customers know you want their business.

4. Your trucks are roving billboards — Your trucks can help you to stay



BY RICH SCHMITT  
Management specialist

first-in-mind with your trade customers. Just your company name on the truck helps but even better includes:

- What you sell
- Where your locations are
- Your website address
- Your phone number

To create the best impression, your trucks should always be clean and well maintained. Your customers will understand that they are not brand new but clean and maintained sends the best message.

5. Learn how each customer likes to hear from you — Try to communi-

cate with your customers in a variety of ways but, when possible, focus your efforts using their preferred communication method. In the customers’ busy season, rifle-shot communication will still make an impression. Snail-mail, fax, e-mail, verbal, personal visits, carrier pigeon or skywriter. When you know their preferences, you will face fewer barriers in communicating with them. When providing anything that a customer must read, remember to use our tried and true formula: Small words, big type, pictures and repetition.

6. Speaking of repetition, remember and practice the 8X rule of communication: The average person needs to hear something 8 times before it sinks in. That means a customer doesn’t know you have that new product and associate you with that product until you have told him 8 times, preferably 8 different ways, that you have it.

7. Have a little fun or more to the point some “little fun” — If all your “fun” activities are huge, expensive, time-consuming productions aimed at the owners and heavy-hitters, you’re missing many opportunities. While owners are critical, they may represent a small percentage of the group who make the buying decisions for their company.

(Turn to Simple... page 108.)

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## AIM/R readies for October conference

ALISO VIEJO, CALIF. — The 39th Annual Association of Independent Manufacturers/Representatives Conference, “The Future’s So Bright,” will be held at the Sandestin Resort in Destin, Fla., from October 10-14.

Among the key focus areas of this year’s conference will be:

- Industry Economic Trends

- Business Operations
- Sales Skills
- Networking.

The conference features Alan Beaulieu, senior economist for the Institute of Trend Research presenting “See the Future before Your Competition Does,” Larry Oxenham on ‘Asset Protection’, and ‘Managing Human

Resource Issues’ by Michael Bass.

Other educational sessions will include:

- Mergers and Conflicts
- The Training Paradigm Shift
- Managing the Manufacturer Relationship
- Why Are You Always Calling Me About Price?

## A. O. Smith donates to Habitat

MILWAUKEE — A. O. Smith Corporation has donated 40 natural gas residential water heaters to Milwaukee Habitat for Humanity.

The water heater donation is in conjunction with a three-year, \$6.8 million grant from the U. S. Department of Housing and Urban Development to build 100 houses in the City of Milwaukee. The grant equals approximately half the cost of building the homes; Milwaukee Habitat for Humanity is required to match the grant dollar-for-dollar with either

monetary gifts or in-kind donations of materials.

Last year, A. O. Smith donated 30 water heaters for Milwaukee Habitat for Humanity homes. In addition, the company has donated smaller quantities of water heaters for Habitat projects in Washington and Ozaukee Counties.

“We are pleased to be in a position to support the good work that Habitat for Humanity is doing in the Greater Milwaukee area,” Ajita G. Rajendra, president of A. O. Smith

Water Products Company, said. “Our company has been a long-time partner with Habitat, and this is the fourth consecutive year we have donated products to this worthy organization. In addition, a number of our employees have volunteered with Habitat over the last several years.”

The first 20 of the Promax® 40-gallon water heaters are scheduled for delivery to Habitat’s Milwaukee offices this week; the second shipment of 20 water heaters will arrive in August.

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• There will also be a panel discussion on enhancing rep relationships and much more.

The AIM/R Annual Conference has long been recognized as one of the signature networking events available to independent manufacturers’ representatives and manufacturers. This year, along with the normal networking opportunities, AIM/R will have a Rep Café.

This is the ultimate networking opportunity. For a complete conference agenda and additional information on AIM/R, visit [www.aimr.net](http://www.aimr.net).

*AIM/R — with its new tagline “The Place Reps Come To Succeed” — is an association of independent manufacturers representatives and manufacturers dedicated to promoting the professional sales representative function in the plumbing, HVAC/R, Kitchen and Bath, water-works industries.*

## Taco enhances iWorx with open protocol

CANSTON, R.I. — iWorx® from Taco Electronics Solutions is an affordable, web-based building management, monitoring and control system designed specifically for high-end residential and light commercial markets. The easy-to-install, simple-to-use solution provides a full suite of control product applications, including boiler controls, heating and air conditioning applications and even products for emerging new technologies such as Btu metering.

iWorx’ interface to the NiagaraAX Framework provides simple integration with other building automation systems, allowing easy upgrade of equipment control, addition of new equipment, building HVAC expansion or integration to an existing graphical front-end. It is a flexible, easily-scalable means of building control for integrating forced air and hydronic systems, including geothermal and solar, and for assuring that systems communicate effectively and work smoothly together. The system also performs Btu metering.

The online iWorx Selection Wizard ([www.iworxwizard.com](http://www.iworxwizard.com)) helps users create and specify iWorx projects in minutes. It creates a complete submittal package that includes wiring and air flow diagrams. Installation of the touch screen system manager and components is easy. No software programming is required, and the system is self-configuring. It’s modular: Add only the controllers you need. Web access permits system monitoring from any web-enabled device or PC.

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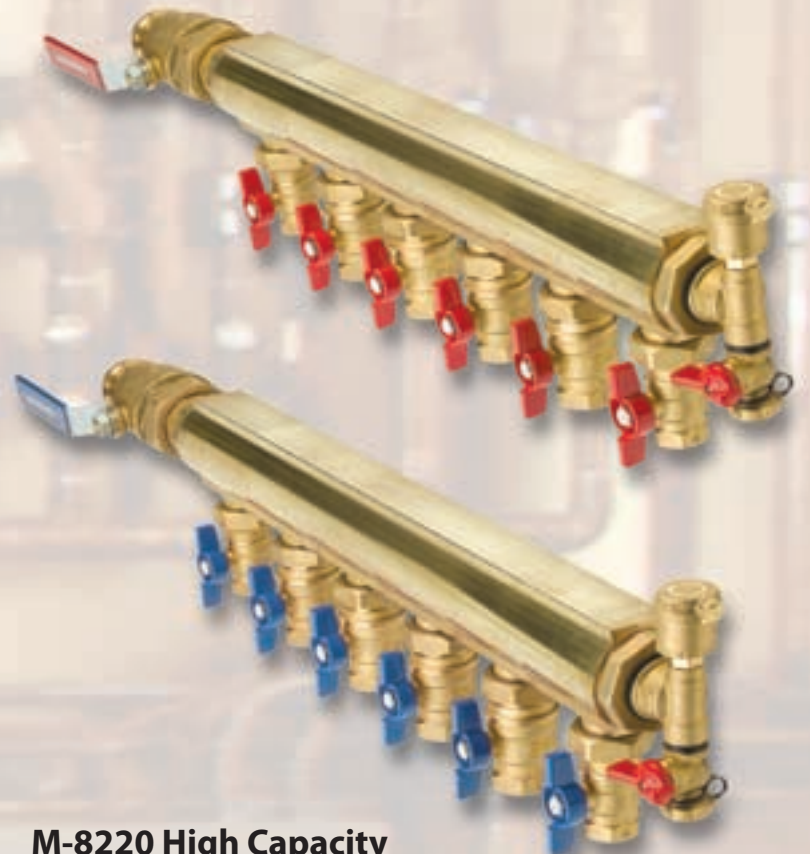
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## F.W. Webb opens new 'green' facility in SE Conn.

BEDFORD, MASS. — F.W. Webb Co.'s newly constructed "green" facility in Waterford, Conn., covers a nearly 70,000-square-foot parcel off Vauxhall Street Extension overlooking Interstate 95. The facility includes a 43,000-square-foot warehouse, administrative space, a bath center featuring plumbing-related products for the home, and a supply store specifi-

**The building has an array of solar panels on the roof, and one of those panels is used for its hot water needs.**

cally catering to the trade.

This marks F.W. Webb's first major footprint in southeastern Connecticut.

Brian Domanico, the general manager of the F.W. Webb complex in Waterford and an 18-year company

veteran, says the firm is excited about its new prospects locally. "There's going to be a fairly new customer base to establish here," said Domanico. "And there's plenty of room for growth. The convenience to (interstate) 95 is huge, and you can't beat this location."

He said the company recently took notice of this region's potential and scouted out a site that would be easily accessible — which is why the Waterford complex is so close to the busy I-95 and isn't far from Interstate 395.

The bath center and the counter space, are geared toward the trade, a mainstay of F.W. Webb's business. "We're big believers in supporting the trades," said Domanico.

The entire complex was built with energy-efficient systems to be more environmentally friendly and to save

on energy bills. Domanico estimates the new complex could save up to \$60,000 annually on its fuel-related bills because of the various energy-saving measures put in place during its construction. The building has an array of solar panels on the roof, and one of those

panels is used for its hot water needs. It also employs a geothermal unit for heating and cooling. The various instrumentation used to run and monitor the geothermal system is in full view in its warehouse, designed to be used as a teaching tool for those contractors who might be interested in installing such systems.

The family owned F.W. Webb is one of the Northeast's largest regional distributors of plumbing, heat-



*F.W. Webb Co.'s newly constructed 'green' facility in Waterford, Conn., was built with energy efficient systems to be more environmentally friendly and could save up to \$60,000 annually on energy bills.*

ing and air conditioning, refrigeration, LP gas, instrumentation and pumps, and industrial and biopharmaceutical piping supplies.

F.W. Webb employs about 1,500, and its 70+ branches throughout New England and New York are served by a 408,000-square-foot distribution center in Amherst, N.H.



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## HOLDRITE completes facilities expansion

VISTA, CALIF. — As of presstime, HOLDRITE®, a leading manufacturer in the plumbing industry since 1982, was scheduled to have completed their facilities expansion project in mid-July.

“The new locations will allow the business to better leverage the HOLDRITE brand,” said Michelle Hubbard, founder and owner of HOLDRITE, “while helping us to continue to provide superior service throughout North America and increasing our business square footage by 20%.”

The HOLDRITE expansion project includes expanding from one building in Southern California, to three



new facilities throughout the country. The executive team, consisting of Sales, Customer Service, Marketing, Engineering and Accounting, will move to a new office location in San



Diego. Operations and Distribution will now operate out of two factories — one in La Vergne, Tenn., and the second in Las Vegas.

Chip O’Neil, director of business development for HOLDRITE, noted, “The business enthusiastically looks forward to implementing our current and future growth plans, as well as continuing to successfully partner with various communities and indus-

try affiliates in 2011 and beyond.”

For over 29 years, HOLDRITE has been a market leader in pipe support and alignment bracket systems. The focus of “Converting Makeshift Methods into Engineered Solutions” has led to innovative industry product lines, including PexRite®, LockRite™, Stout Bracket®, Quick Strap®, Quick Stand™ and HydroFlame™.

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

## Liberty Pumps holds national sales meeting

BERGEN, N.Y. — Liberty Pumps recently held its national sales meeting at the Opryland Hotel in Nashville, Tenn. The meeting was attended by more than 100 salespeople and included representative agencies from both the U.S. and Canada.

The meeting highlighted new products, provided hands-on training



demonstrations and included an awards ceremony recognizing top agencies for their outstanding performance in 2010. The final day concluded with a social event at the Grand Ole Opry, featuring the Charlie Daniels Band as the closing act.

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

## West-Fair Winair Co. opens in Conn.

DAYTON, OHIO — WinWholesale Inc. has opened West-Fair Winair Co. in Stamford Conn., to serve Westchester County, N.Y., and southern Fairfield County in Connecticut with a complete line of HVACR products.

West-Fair Winair Co., like all Win-branded companies, has shared ownership between the company president, other stockholders and WinWholesale; but all decision making is done at the local level. Wayne Billingham is president of West-Fair Winair and also Shelton Winair in Shelton, Conn.

The new company carries a full line of products that include American Standard, Hart & Cooley, Fujitsu and other brands.

“Wayne Billingham is just an excellent wholesaler who runs a very successful company in Shelton. We know West-Fair Winair Co. will do a great job serving customers in its New York and Connecticut market area,” said Monte Salsman, WinWholesale chief operating officer.

WinWholesale consists of more than 450 local Win companies in 44 states and more than 70 Noland locations, mainly in the Southeast. Noland is a wholly-owned subsidiary.

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

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## Republic Company presents its 2010 Dealer Awards

DAVENPORT, IOWA — Republic Company, a leading wholesale distributor of electrical, heating, air conditioning, hydronics, refrigeration and sign support systems, recently presented 14 dealers with its 2010 Dealer Awards during the company's 95th Anniversary Dealer Summit. Each of the dealers represents the York or Luxaire brand of equipment from Johnson Controls, the global leader in delivering solutions that increase energy efficiency in buildings.

Guy Pauley, vice president-mechanical, made the presentations, noting, "It gives all of us at Republic great pleasure to recognize the achievements of this remarkable group of people. All have persevered in the face of challenging economic times and successfully demonstrated their commitment to our industry and the products they represent."

Awards in four categories were presented:

- Luxaire dealer Total Maintenance Inc., Bettendorf, Iowa, received the 2010 Dealer of the Year award.
- The Excellence in Marketing award went to York dealer Ingersoll Plumbing & Heating Inc. of Platteville, Wis.
- Republic recognized one dealer in each of three territories with its Outstanding Growth award — Western Territory, Independence Plumb-

ing Heating & Cooling Inc., Independence, Iowa; Northern Territory, Prier Brothers Inc., Dyersville, Iowa; Eastern Territory, Doug's Heating & Air Conditioning, Moline, Ill.

Republic also presented Outstanding Dealer awards to the following businesses, based on purchases in fiscal 2010, participation in Liberties programs, financial responsibility, technical expertise, brand commitment and marketing:

- Western Territory — Luxaire — Small Market — Fiedler Heating & Cooling, Fairfield, Iowa
- Western Territory — York — Small Market — Dalton Plumbing Heating Cooling Inc., Cedar Falls, Iowa
- Western Territory — York — Large Market — Lins Heating & Air Conditioning, Cedar Rapids, Iowa
- Northern Territory — Luxaire — Small Market — S&R Heating, Cooling & Plumbing Inc., Luxemburg, Iowa
- Northern Territory — York — Small Market — Splinter Heating & A/C, East Dubuque, Ill.
- Northern Territory — Luxaire — Large Market — Carroll's Plumbing Heating, Lancaster, Wis.
- Northern Territory — York — Large Market — Ingersoll Plumbing & Heating Inc., Platteville, Wis.
- Eastern Territory — Luxaire — Small Market — Dave Stepp Heating & A/C, LLC, North Liberty, Iowa



Total Maintenance Inc. received Republic Company's Dealer of the Year Award. Pictured (from left): Ron Jensen, regional sales manager with Johnson Controls; Rick Cudd, territory manager, Republic Company; Barron Sexon, president, Total Maintenance; and Doug Widenmann, regional vice president, Johnson Controls.

- Eastern Territory — York — Small Market — Chamberlin Heating and Air Conditioning, Muscatine, Iowa
- Eastern Territory — Luxaire — Large Market — Total Maintenance

Inc., Bettendorf, Iowa

- Eastern Territory — York — Large Market — Kale Company Heating & Air Conditioning, Moline, Ill.
- Visit [www.republicco.com](http://www.republicco.com).

## Worthington Cylinders buys BernzOmatic

COLUMBUS, OHIO — Worthington Industries Inc. announced that its Pressure Cylinders segment has purchased the BernzOmatic business from Irwin Industrial Tool Company, a subsidiary of Newell Rubbermaid. The transaction was financed with the company's revolving credit facility and is expected to be immediately accretive.

BernzOmatic is a manufacturer and global marketer of hand-held torches,

solder, accessories and related products, sold in retail and professional plumbing/HVAC wholesale channels with strong brand recognition.

The acquisition of BernzOmatic assets increases Worthington's product mix, adds new products, such as solder and accessories, and provides an entrée into the plumbing wholesale channel, currently sold under the Lenox brand, as well as international markets. The acquisition also directly supports Worthington Cylinders' established hand-held torch cylinder business.

BernzOmatic operates two manufacturing facilities, in Medina, N.Y., and Winston-Salem, N.C., and had revenues of approximately \$100 million in the 2010 calendar year.

"This acquisition accelerates our growth in the hand torch business with an established retail brand and gives us access to additional international distribution channels," said Worthington Industries chairman and CEO John McConnell.

"We can now offer customers the benefit and opportunity to purchase Worthington's hand torch cylinder and the BernzOmatic hand torch and accessories from the same manufacturer," said Harry Goussetis, president of Worthington Cylinders. "In addition to its strong brand, BernzOmatic has a history of product innovation. We anticipate enhancing that legacy with our manufacturing capabilities and expertise to grow existing and new product categories."

Log on to [www.worthingtonindustries.com](http://www.worthingtonindustries.com).

## Mincron rolls out new offerings at User Meeting

HOUSTON — Mincron Software Systems held its annual User Meeting April 10–13 at the Sawgrass Marriott in Ponte Vedra Beach, Fla. "We were excited with the attendance," said John MacBride, director of client development. "We have a lot of new products being released this year that will help our customers be more efficient and better manage their growth. Our customers have the lowest cost of operation in the industry and are always demanding better efficiencies. We feel that we have exceeded these goals and the turnout shows the excitement about these solutions."

"There was great anticipation around the release of the second version of MyHD. This rich window client added full integration to MS Office and onscreen graphing capability. The product is designed to work in conjunction with a multi-environment workbench. Each job function has its own workbench that allows the optimum in visibility and service for customers. We also added

easy importing of Excel."

Mincron also announced the design finalization of its Web and mobile platform. Drew Green, the chief architect of this tool, stated that the market for mobile has changed dramatically in the last 12 months. There were two options before the team — modify the existing programs or re-design with a look to the future. The decision was an easy one. "Our customers are some of the larger wholesalers in the industry. They need an infrastructure that will not only allow product and price inquiry but allow them to enter orders on any smart device," said Green. "We need this platform to manage future goals of more tightly integrating our customers to their customers and to the vendor, creating an end to end cohesive product. Providing these tools will be invaluable to them. We also see deploying these applications through App stores."

Rich Schmitt and Mincron announced the completion of integration into the PriceOptimizer™ which em-

powers the wholesaler to better automate pricing from the vendor to the end customer. This management tool brings automation to pricing and allows individualized profiles, where many customers have achieved 2% to 5% gains in margin. The product's uniqueness comes from the user's ability to have the software on their system, whereas most companies run the numbers offsite and deliver the results. Schmitt ProfitTools takes the mystery out of the equation and places them in the wholesaler's hands.

The Mincron User Group conference offered an array of educational, best practices and networking sessions throughout the event. "Networking sessions were just one of the highlights of the conference. Having the ability to discuss industry issues, obtain ideas and understand the direction other companies have taken with their software was well worth the trip," said Terry Dotson, president of United Pipe & Supply.

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



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## Winnelson and Windustrial provide commercial water heaters 24/7

DAYTON, OHIO – WinWholesale, along with its Winnelson and Windustrial wholesale companies, is providing commercial water heater availability 24 hours a day for contractors in eastern Indiana and from northern Kentucky to Bowling Green, Ohio.

Plumbing and mechanical contractors can call 877-94-HOT H2O (877-944-6842) to have an A.O. Smith commercial water heater ready for pick-up from a Winnelson or Windustrial location in less than an hour or be delivered in four hours or less, according to Ron Bohannon, WinWholesale's eastern region vice president. When delivered, the new water heater is placed, readied for connection and the old heater is taken away. The service is available 24 hours a day, seven days a week.

"When a water heater goes out in

a hotel, restaurant, hospital or another place that must have hot water 24 hours a day, those users can't wait until someone else's normal business hours for a replacement. Restaurants need hot water for dish-washing and hotel guests expect hot water for their showers," Bohannon said. "Winnelson and Windustrial locations are on-call and ready at any time to provide a commercial water heater to plumbing and mechanical contractors for installation."

There are 13 Winnelson and Windustrial locations from Northern Kentucky to Bowling Green, Ohio providing the water heaters.

A.O. Smith Corporation is one of the world's leading manufacturers of commercial and residential water heating equipment.

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

## W.A. Roosevelt partners with Noritz

LACROSSE, WIS. — W. A. Roosevelt Co., a five-location wholesaler of plumbing, electrical, refrigeration and HVAC equipment and supplies in the Upper Midwest, has chosen Noritz America as its exclusive supplier of tankless water heaters.

Noritz was selected for its demonstrated commitment as an established brand, offering professional grade, high-quality water heating products to plumbing, heating and air-conditioning contractors. The Fountain Valley, Calif.-based manufacturer also offers a strong contractor support program, which includes resources on relevant tax credits and product rebates, as well as Noritz University, a curriculum of 11 readily available residential and commercial water heating and boiler training courses

for trade professionals.

Established in 1868, W.A. Roosevelt Co. has built a reputation for offering knowledgeable customer service to trade professionals and the industrial and institutional communities throughout Wisconsin, southeastern Minnesota, northeastern Iowa and the Upper Peninsula of Michigan. The company currently operates warehouse operations in La Crosse, Madison, New Berlin (Milwaukee), Plover and Rice Lake — all in Wisconsin.

Todd Eber, president and owner of W.A. Roosevelt, commented on the new partnership:

"We at W.A. Roosevelt are committed to supporting our customers by providing the best products and incomparable service from our staff. With the solid reputation that Noritz has for professional service and dependable tankless water heaters, we knew the company would be a great fit for us."

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

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## BRINGS GENE SIMMONS TO LAS VEGAS

The annual Weldbend IPD Breakfast is fast becoming a can't-miss event at NetworkASA. Last year in Chicago, Hall of Fame coach Mike Ditka got lots of laughs – and two standing ovations. Weldbend has doubled-down for this year's convention at the Bellagio in Las Vegas, lining up KISS co-founder and multi-media magnate Gene Simmons as the star attraction for its breakfast at 8am on Thursday, September 15. What can the movers and shakers of the PVF industry possibly have in common with rock and roll icon, Simmons? The answer just might surprise you. But one thing is certain – the Weldbend IPD Breakfast will be memorable. And guys, makeup is optional.



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## Moen commemorates WaterSense® program's fifth anniversary

NORTH OLDMSTED, OHIO — Moen, the 2010 WaterSense® Manufacturer Partner of the Year, welcomed U.S. Environmental Protection Agency administrator Lisa P. Jackson to its global headquarters on June 17. Mike Bauer, president of Moen's U.S. businesses, facilitated a tour of its facility, including its design reliability lab, to commemorate the fifth anniversary of the WaterSense® program and to highlight the company's products, programs, manufacturing processes

**“For five years, the EPA's WaterSense program has empowered consumers to save money and conserve valuable water resources. We're proud to see companies like Moen leading the way...”**

and testing methods for its WaterSense-certified products.

“At Moen, we realize that everything we do has a dramatic impact on future generations, and that includes how we use our precious natural resources, particularly water,” said Bauer. “On the fifth anniversary of the WaterSense program, Moen is very pleased to be a partner that not only assists consumers and protects these resources but is also committed to developing stylish, reliable products that save water without sacrificing performance.”

Moen saves 50 million gallons of water annually by recycling the water it uses at its global headquarters. In addition, all of the company's single and multi-family residential lavatory faucets, as well as 70 showering models, meet WaterSense criteria.

“Americans want to conserve and



EPA administrator Lisa Jackson takes a closer look at the inner workings of one of Moen's WaterSense-certified showerheads.

protect our nation's waters, which is clear not just in the priorities they express to the EPA and elected officials, but also through the products they buy and the decisions they make as consumers,” said Jackson. “For five years, the EPA's WaterSense program has empowered consumers to save money

and conserve valuable water resources. We're proud to see companies like Moen leading the way, creating jobs for American workers across the country at the same time they're helping American families save money and protect the environment.”

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Q&A with Ken McGregor

## Incoming AIM/R president talks about what lies ahead

BY MARY JO MARTIN

Editorial director

It's no secret that I've always been incredibly impressed by the AIM/R organization. This group just seems to "get it." They take education, networking, volunteer leadership and conference participation to a whole new level. They're also extremely innovative in designing programs and conference activities that will provide great value to members.

AIM/R's Annual Management Conference is coming up soon — October 10-14 at the SanDestin Resort in Destin, Fla. It promises to be a spectacular event. Ken McGregor, principal of McGregor & Associates in West Jordan, Utah, who will take over the AIM/R presidency at the conference, recently sat down with me to talk about his career, what he hopes to accomplish as AIM/R president, his view of reps' role in the channel, and some of the changes to this year's conference.



•THE WHOLESALER® — AUGUST 2011



**MJM:** Tell us about your background in the industry and what encouraged you to become a rep?

**McGregor:** My father was plumbing contractor, so it seems like I've been in the business all my life. As many have done, I worked in back of his shop as a kid, and when I was in high school and college, I worked for a plumbing supply house. After getting my business degree at the University of Utah, I was offered a position by a local rep, and wound up working for him for 18 years before buying the agency. I spent 10 years in Denver, and the last 22 in Salt Lake City.

Today, McGregor & Associates is a combination commission, consignment and buy sell rep. We have 16 lines — 70% are plumbing, 20% are HVAC and the remaining 10% are well water. Currently, we have 10 employees, including five in outside sales who cover Utah, Idaho, Wyoming, southern Oregon and eastern Nevada. We built a new office and warehouse about five years ago, and there is also a smaller office facility in Boise, Idaho.

**MJM:** Do you regularly conduct training programs for your customers?

**McGregor:** Training is a huge emphasis for us. We built this building with training in mind. In fact, we incorporated all the products we represent into the building so that they are functioning

as they would be in normal use. This allows us to bring contractors in and show them how the products work. These include working showers, faucets and steam systems. We also showcase our solid surface wall materials.

fiers, designers and engineers. Often, we conduct lunch and learn programs. If we host them here, we have a captive audience. We've got all their attention for a set period of time. Our full-service kitchen allows us to cater breakfast, lunch or dinner. Generally, we have something going on every week.

The response among our customers has been very good. They realize that training their people properly is an asset, and they don't typically have time to do it themselves. We have had as many as 50 contractors at one time for a water heater training school. We've also been certified as service agents for some of our manufacturers, so we can perform after-sales service. We try to be the go-to person for our customers. We stock all their service and component parts for all these products, so if a plumber has a problem with a faucet or water heater, they can call us and one of our people will get the part out to



McGregor & Associates Inc.

them right away so they can immediately service their customers.

**MJM:** How has the role of reps in the channel changed during your years in business; can you summarize all of the demands you are required to meet?

**McGregor:** After 39 years in this business, I've seen a lot of things change. When I started out, all you needed was a sales catalog and an order pad. You'd meet with purchasing agent and walk the warehouse with them filling out orders. Now it's a different world. It's all computerized. It can be a challenge to get products into a customer's location. One good thing, however, is that once a product is in their computer system, it typically becomes an automatic replenishment.

It's up to the reps to start the process of pulling new products through to create demand. So when we're going to be

presenting a new product to a distributor, we'll do our best at the street level to pull that product through.

Demands by manufacturers have changed. Whereas we used to just send in orders, we are now functioning in many other roles — customer service, trainer, order entry, catalog printer, marketer — and many times with same commission dollars. Our cost breakdowns are the same as distributors and manufacturers. We have warehouses, vehicles, inventory, employee benefits, etc.

You have to be a good time manager to accomplish all of this. One of the things we've subscribed to for our sales staff is Telenotes, which has been a big help in streamlining efficiency and productivity.

When all is said and done, this is still a relationship business. We have good strong relationships with our customer base and we pride ourselves on customer service. We don't have a recorder on our phones; we have a live

person answering our phone. I believe in personal contact and the service that goes with it. It's critical that someone on our staff is available to help customers immediately.

**MJM:** So you feel it is the reps' role to create demand in their territories?

**McGregor:** It really is. In the old days, wholesalers had sales staff and were experts in their product lines. Reps typically just went out and wrote orders, and serviced the wholesaler needs. Now we reps have to be better partners with our wholesale customers' sales staff, and become part of their sales team, utilizing our product knowledge, and use it to educate and promote our products.

**MJM:** What are some of the key relationship-building tools that you use in your business?

**McGregor:** I think our after market service and follow through has been

very important. Let's say a showroom sells a faucet. If there is any kind of a problem, the showroom doesn't have to deal with it. Instead, they can send the customer to us, and we'll take care of it from there. That's what develops the trust with the showroom and city counter people so when they represent and sell our products they know we back them up.

**MJM:** The current status of the economy — and especially when it comes to the home building and construction market — has affected all channel partners. In particular, can you describe the impact it is having on reps, and the strategies that reps are using to successfully navigate these times?

**McGregor:** It has decimated our business. The housing market is down at least 50% from where it was just a few years ago. Seventy percent of our business is plumbing, and with no houses being built, we have to get creative on how we sell and how we manage our money. As I mentioned earlier, our costs are the same as our channel partners. With the economy down, we have to be very good managers of our time and money. Many of our channel partners and fellow reps have been forced to do lay offs and cut wages or benefits; while some manufacturers have also had to close plants and do lay offs. We've been very prudent and were able to maintain our staff, something I'm very grateful for. We analyze and manage our lines every year so we look at what is profitable and what is not, and sometimes we have to make changes as to what will work with us.

**MJM:** Besides the economy, what are some of the major challenges today for a manufacturers' rep firm?

**McGregor:** Running a business today with the economy and other issues is a challenge to begin with. This is probably as hard as it's ever been, and we have to be very astute business people. Manufacturers are still expecting reps to sell their products. They

(Turn to Reps' role... page 26.)

**“Running a business today with the economy and other issues is a challenge to begin with. This is probably as hard as it's ever been.”**

as they would be in normal use. This allows us to bring contractors in and show them how the products work. These include working showers, faucets and steam systems. We also showcase our solid surface wall materials.

Among those we train are wholesaler showroom and counter people, speci-



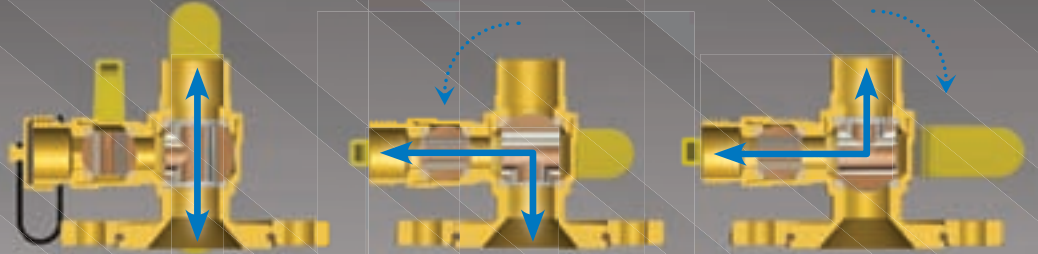
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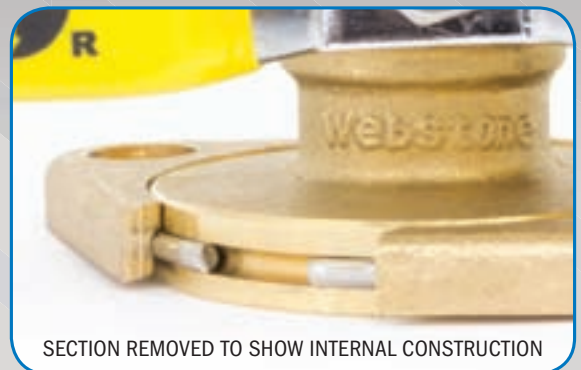
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## Reps' role always changing, but reps always vital to the chain

(Continued from page 24.)

want the feet on the street. It would be very difficult for a one-man rep agency to get a major line today. We have to handle sales, specifications, training, warehousing, commercial quotes, order entry, etc. And that takes people and money. We have to do a better job communicating this to our manufacturers so they truly understand our value.

I've been a member of AIM/R since 1998, and they have been such a help, because their educational programs give us the opportunity to learn new ways to be better businesspeople. We've come across many techniques that have helped us improve the way we run our business.

**MJM:** What interested you initially in pursuing a seat on AIM/R's board?

**McGregor:** I had learned a lot going to their conferences and networking. The fellowship has been tremendous. Bill Godwin, a fellow rep and former

AIM/R president, actually came to me and suggested that I should consider being on the board. He told me more about what was involved and I felt it was time for a payback. This industry has been very good to me, and I wanted to give back. After my first three-year term as director, I started going through the chairs. I was also offered a position this spring as a director on MANA's board. MANA is the association that manages AIM/R as well as some other national associations.

**MJM:** What have been some of AIM/R's recent major accomplishments when it comes to member benefits?

**McGregor:** One of most high profile was the creation of the LOT [Leaders of Tomorrow] group. This has been a great addition. It's been four years in process. LOT actually started with a small group of young people who got together at one of our conferences; now it's a formal group with a membership

of about 50 people and with some of their own activities. These people are the future of our business. They've got younger ideas and new energy — and it's important that they build relationships with each other that will help them in the long term.

AIM/R also has partnerships with MANA and MRERF, which is offering CPMR [Certified Professional Manufacturers Representative] and CSP [Certified Sales Professional] classes. These are opportunities that are invaluable to today's rep. Educating oneself is primary; you're really cheating yourself if you're not taking advantage of these programs. I encourage my fellow reps to really consider going through the CPMR program. I've been pleased to see that manufacturers are also now recognizing some of these accreditations. Elkay, Bradford White and American Standard are going to require the CPMR for principals and the CSP for salespeople.

We also created a Manufacturers Advisory Council, hosting these meetings during the ASA Convention every year.

This is a combination group of reps and manufacturers. Everyone is very candid on their likes and dislikes and what we can all be doing better. Then those on the committee present what is discussed to the AIM/R membership.

The education opportunities for reps today are tremendous. Any rep that is

**"These people [Leaders of Tomorrow] are the future of our business. They've got younger ideas and new energy."**

not a member of AIM/R and not taking advantage of their offerings — including the Conference — is short changing themselves.

**MJM:** What are your goals as president, and what are some of the key issues/initiatives being tackled this year?

**McGregor:** One of my goals is to get AIM/R to reach out and embrace non-member reps, and to encourage them to attend the Conference and get involved.

(Turn to AIM/R Prez., page 28.)



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## AIM/R

(Continued from page 26.)

We're expanding member benefits, education, training, conference agenda, communications to members, and changed our mode of operation. In our last meeting, we adopted a new motto: "Where Rep Professionals Come to Succeed." This is going to be an integrated part of our marketing program. We want to try to show that we are a value-added proposition for our customers and manufacturers. We want to be out there in the industry regularly promoting what AIM/R is doing to strengthen its members.

**MJM:** This year, you moved the conference from its traditional spring time frame to the fall. What was behind that decision, and how has the response been from members?

**McGregor:** We changed it because we were running into all kinds of conflicts in the spring with trade shows and buying groups, national sales meetings, distributor meetings and more. So it had become tougher for members to be able to attend our Conference. Plus it was a stretch financially having all

those expenses in such a short period of time. We wanted to eliminate that conflict. So we decided to move the Conference to October, which eliminates most of the conflicts. In the fall, the meetings are over, we think the economy should be picking up even more, and people will be more apt to attend. Another plus is that we were able to negotiate great rates for rooms, and the airport is just 15 minutes away.

**MJM:** Will manufacturers again have a limited presence at the Conference?

**McGregor:** For the fourth year, our associate members have been invited to attend the first day and get involved in breakout sessions where we talk about key subjects. Then we all will get together at end of day to present the ideas shared from these breakout sessions to the full group. We also host a nice reception at the end of day. This gives them a chance to see how we operate and run our conference. The response has really been great; in fact, some have told us they want us to be here every year.

**MJM:** Are there going to be any changes to the typical agenda or program structure?

**McGregor:** We brought back the

golf tournament as part of the conference. We've also developed a new breakout session called Rep Café. The entire conference membership will break into pre-determined groups by size and throw anything on table with any issues they've got with manufacturers, customers and employees. It will be a great opportunity to get a lot of conversation and feedback going. This is designed to get everyone involved in discussing the pros and cons of situations and challenges. The board of directors will monitor the discussions and then provide highlights in an all-group session at the end of the day.

And of course, as in years past, we'll have our regular breakout sessions, the Dine Around and the Town Hall Meeting.

**MJM:** What would you say to a rep who may not yet be a member as to the benefits you've realized?

**McGregor:** The biggest thing we have to offer are educational opportunities, the tremendous networking, learning from each other about strategies for all facets of operations and running your business, from taxes to insurance plans, commissions pro-

grams, and being a buy/sell rep.

We're really promoting getting new people to come to our Conference. If a new conference attendee doesn't feel they got their money's worth, we will refund 100% of their money. We're

**"There are changes going on all the time. There is firmly a place for reps in the marketplace. Our role has changed dramatically over the years, and we have to continue to develop with the market."**

now advertising this and it's part of our marketing program. If an existing member brings a new member into the association, they receive a discount on dues for the next year. We believe these financial incentives will really help drive new membership.

**MJM:** Can you share some information about the management of AIM/R and where that stands now?

**McGregor:** The board of directors itself is one of the strongest boards we've had in years. The passion among these guys is unbelievable, and everyone has put forward such great ideas.

AIM/R has a new, reengaged relationship with MANA. Doug Bower is our executive director, and he really wants to help us promote and expand our association. There are a number of good ideas on the table, including perhaps running some co-conferences with other groups or partnering with ASA on some things. Anything can happen, but nothing has yet been decided.

**MJM:** Profitability is always a concern for all channel partners. What do you see as necessary to ensure fair profit for all involved?

**McGregor:** First, you have to have an open and honest relationship with your manufacturer principals. If our manufacturers can really understand our businesses and know that we can't operate on restricted commission structures, we've found they are more willing to work with us.

**MJM:** Where do you see our traditional distribution model headed in the near future? Will reps continue to play an important role in the channel?

**McGregor:** There are changes going on all the time. There is firmly a place for reps in the marketplace. Our role has changed dramatically over the years, and we have to continue to develop with the market. The Internet has changed the way business is done dramatically, reps and manufacturers must embrace some of the new Internet tools and marketing opportunities. There is always going to be a demand for the professional outsourced salesperson. ■

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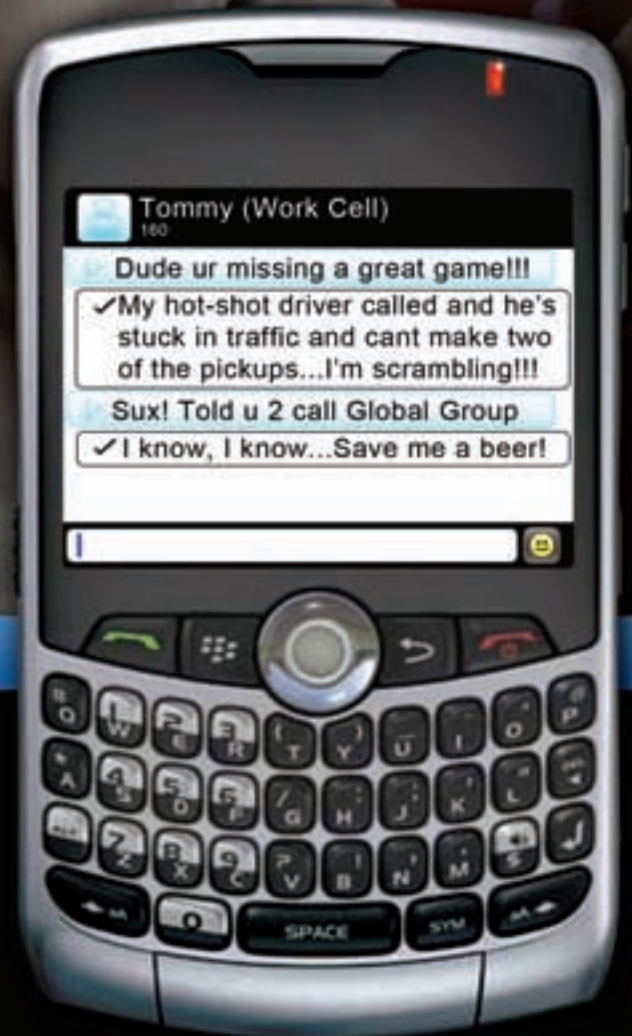
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## Exclusive interview

# Aqua Glass launches innovative new bathing technology

BY MARY JO MARTIN  
Editorial director

A new acrylic material that is strengthened with INNOVEX™ technology has been developed by Masco Bath — a subsidiary of Masco Corporation — and is now available for a number of its bathing system designs.

Launching with products designed for the Aqua Glass brand name, the new technology is designed to make bathing systems more durable, easier to install, and adds more features and style. The company is touting this material as, perhaps, one of the most impressive material innovations in the bathing industry in 40 years.

Described as both a new technology and a new material, INNOVEX is a patent-pending three-layer combination with a thick acrylic surface. The strength of the resulting material makes it resistant to damage, while its lighter weight makes it easy to transport and install. And the highly glossed acrylic finish should make cleaning a breeze.

Aqua Glass executives recently invited me to visit their 155,000-square-foot plant in Lapeer, Mich., to see how the sheets of INNOVEX are produced and quality tested. I came away very impressed by both the facility and the team working there. It was a pleasure to speak with Aqua Glass president Chris Yankowich; INNOVEX program director Andy Stokely; Garret Miller, manager of Health Safety & Environmental; Lapeer plant manager Craig Meade; and product engineer Nathan Craner. Following are highlights of those conversations.

**MJM:** Tell us about INNOVEX™ technology and why it is such a breakthrough material?

**Yankowich:** INNOVEX is an engineered acrylic material. It is thick,

**“It’s a paradigm-shifting product. This technology is brand new; there is nothing else like it on the market.”**

strong and considerably more durable than traditional gelcoat. It’s also more flexible than other materials, which is a great benefit for tight installations — and the lighter weight facilitates easier handling. Consumers love the

easy-to-clean finish.

This new technology allows us to create more robust bathing system designs, with more storage options and bigger bathing wells.

And they’re priced well below current traditional acrylic systems.

We believe INNOVEX is a game-changing new technology that creates

and a product material that makes cleaning easier. INNOVEX satisfies that need for both style and function. It offers spacious, contemporary design, with its rounded corners, generous shelving and extra interior space. Most gelcoat units don’t offer a lot of shelving. Our research shows that users have an average of 14 product bottles

also makes it much easier to clean, since the surface doesn’t have the pits and grooves that cause soap scum and mildew to adhere.

I’ve been around this industry about 10 years and there can be a lot of puffery that goes on with new product launches. But this is the real deal.

During my career, I’ve launched products that have had more bells and whistles, but none that I’ve been more excited about or believed would really change the industry as INNOVEX.

**MJM:** Could you break down how INNOVEX works when installed?

**Stokely:** Its strength comes from



Among key staff at the Lapeer, Mich., plant are engineer Don King Jr., project manager Mike Schlaud, production manager Scott Allen, technical services manager Nathan Craner, shipping supervisor Rob Lyman, HR supervisor Kristen Weaver, QA technician Lynette Germaine, buyer Katie Alderson, materials manager Steve Husovsky and plant manager Craig Meade.

a value proposition for all customers:

- Plumbers and remodelers receive durable, light and easier-to-install products that can save cost and time on installation.

- Wholesalers benefit from the durable material. They want product to arrive damage free and, in turn, satisfy and serve their customers by delivering high-quality products. INNOVEX technology units are more likely than traditional materials to arrive intact at the warehouse, showroom or jobsite. The material is designed to have a higher tolerance for rough handling to resist damage during transit, storage and installation. Because the units are level and lighter in weight, they can easily be stacked for storage, saving wholesalers valuable warehouse space. Also, the acrylic surface won’t discolor if stored outside.

- Builders have a reputation to uphold. The attractive and functional design options provide style that any builder can be proud of.

- Consumers want plenty of storage

in their bath/shower. We knew we wanted to provide more shelving space, and that it was important to be able to accommodate the very large, economy-size shampoo bottles, as well as smaller recesses for soaps and razors. In the past, you would normally have to purchase higher end acrylic products for that type of design.

**Stokely:** INNOVEX products have earned a longer warranty with a 10-year limited residential warranty versus our traditional three-year warranty. We also provide a three-year commercial warranty for the new INNOVEX products. Before we would put a longer warranty on the product it underwent extensive testing and we believe it more than lives up to the warranty. It was subjected to an entire battery of testing that even I thought was over the top — and I’ve seen quite a bit. The longer warranty is there to assure customers that they are getting a quality product.

The superior material has a deeper, richer gloss. This not only gives it a depth when you look at the finish, but

layering, which also gives it a lightweight nature. The first thing that often comes into people’s heads is that lightweight means cheap or weak, but this is certainly not the case with INNOVEX. It’s a paradigm-shifting product. This technology is brand new; there is nothing else like it on the market.

With traditional gelcoat finishes, the finished surface that you see and touch is only the thickness of about six sheets of paper. It is brittle and scratches very easily. It gets its strength from the fiberglass or resins on the backside.

INNOVEX allows us to gain much more space for the interior bathing well. The new design process allows us to design the product back to the stud wall which picks up space that has traditionally been hidden. Because it can be installed direct-to-stud, we can recapture that interior space on the walls of the unit that go back to the stud and give that to the consumer in the bathing well. We’re  
(Turn to New... page 34.)



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**See contact information on page 114**

## New technology, new product

(Continued from page 32.)

picking up about 5% more interior space in the unit. While that may not sound like a whole lot, when you're standing in the shower or tub, you can really tell. There are several other installation benefits with INNOVEX:

- The unit fits in a standard 60" by 32" alcove and arrives in one piece, eliminating the need to square individual pieces and reducing the time needed to caulk. That, in turn, greatly reduces the chance of leaks and fewer seams mean less accumulation of soap scum and mold.

- The fac-

Bath, a leader in the do-it-yourself bath and shower products. American Shower & Bath and Aqua Glass were merged in 2009, which led to the formation of Masco Bath. As a full-line supplier for customers, Masco Bath is well positioned to be an innovative leader in bathing systems.

Today, Masco Bath manufactures and sells products under the Delta, Peerless, American Shower & Bath and Aqua Glass brands.

Aqua Glass is our wholesale trade brand and has a long respected heritage of quality and value with the traditional wholesale distributor.

of gelcoat. We interviewed plumbers, remodelers, wholesalers, builders and consumers. The common thread was that the product material was a challenge in several ways to their business and they wanted an alternative. Quality issues and pricing also mattered to them. Masco Bath conducted more research on this innovation than on any other product in the history of the company.

The Innovation team reviewed the research acquired by our sales team and outside consultants. Our Innovation team went through many trials that took years before coming up with the final product. The process was in-

could ensure the quality of what we produced here. We've invested in lab equipment and resources that test every batch of our raw materials — this is key in controlling the quality of the final product. We measure everything we do. In the lab, it has to be right every time between certain parameters.

This facility is the first stop in the process; we produce the sheets of INNOVEX and we take great pride in providing our piece of the pie — a consistent quality material — to the rest of the group.

**Meade:** All of these investments that we made during the recession have positioned us for

e v e n



Operating under the Kaizen Lean philosophy of continual improvement, Aqua Glass operates its 155,000-square-foot Lapeer, Mich., plant 24 hours a day over three shifts, five days a week. Under Kaizen Lean, employees look for ways to remove wasted time and effort from the manufacturing process. According to Aqua

Glass officials, INNOVEX is a 'paradigm-shifting' product that obtains its strength by bonding together a three-layer 'sandwich' of materials. It remains very lightweight and easy for distributors and installers to handle, while its high-gloss finish resists buildup of soap scum and mildew.

tory-level base doesn't require a lot of shimming and the material is flexible enough to, in most cases, accommodate slightly out-of-plumb pockets.

- The smooth polyurethane backing doesn't contain fiberglass irritants, which makes for easier handling.

- The material is very flexible, so you can maneuver the corners making it easier for the unit to be installed.

- The acrylic surface also resists fracture.

- Pre-notched flanges are designed to help direct installation, and screw guides built into the flanges reduce the risk of cracks and breakage.

**MJM:** How does Aqua Glass fit into the Masco family, and how does being part of such a large organization benefit the brand?

**Yankowich:** Aqua Glass was formed in 1969 as a manufacturer of houseboats and a year later manufactured its first bathtub with a gelcoat finish. In 1984 Aqua Glass became a member of the Masco Corporation family of brands. Ten years later, Masco acquired American Shower &

Being part of the Masco family has contributed significantly to the Aqua Glass brand. The company has a very structured R&D process and a great culture of innovation, which is leveraged across all platforms and brands. Masco is infusing resources for continued innovation into the Aqua Glass brand. Masco Bath is a fully vertically integrated manufacturer, which allows us to create new technologies by leveraging and combining our manufacturing processes.

**MJM:** Describe the process your R&D department went through in coming up with this final solution.

**Yankowich:** The innovation team is comprised of Masco R&D, Masco Product Design and Masco Bath teammates. The purpose of the team is to develop long-term strategies, look at pipelines of products and materials, and then strategically decide how to execute our new product and technology launch schedules

Everything we do at Masco Bath begins with the customer. For this project, the company spent significant time and resources conducting thorough research among our customers to find out what they thought

tense and rigorous, but necessary in developing an alternative to traditional gelcoat. The Quality team conducted stringent functional tests to help ensure that the material attributes exceeded what we understood to be the expectations of our customers. The end result is that this new material delivers what the customers want in a material, product, installation and price point.

**MJM:** What makes INNOVEX so strong?

**Meade:** With INNOVEX, its strength comes from sandwiching the layers together. If you think of plywood, its layers are what provide strength.

**MJM:** Describe the process the Lapeer factory went through in making all of this happen?

**Craner:** Aqua Glass invested in new equipment, designed a quality lab and sourced new raw materials for this project. While most of the new equipment purchased for the line was off-the-shelf, we customized other items to meet our needs.

Aqua Glass conducted significant research on the type of testing equipment we would need, and how we

greater success coming out of the recession. Rather than investing in buildings or other internal changes, we invested in technology that would put us at the forefront.

Here at Masco Bath, we operate under the Kaizen Lean philosophy, which helps us run more efficiently. Lean is a corporate philosophy that Masco has embraced; it is, quite simply, the endless pursuit of perfection. We don't waste time, effort, materials or talent. It's a continual challenge to do more with less.

The Lapeer plant has three shifts, and runs 24 hours a day, five days a week. Our philosophy is to engage everyone in the plant to take out wasted time and effort. An employee who is not overworked can think about the processes and contribute ideas toward improvements. It's our goal to reduce their stress and workload so they can engage more in the process.

**MJM:** What do you currently offer with INNOVEX?

**Stokely:** Using a thermoform technology, Aqua Glass has launched one design family. Thanks to the con-

(Turn to Striving... page 36.)

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## Striving for perfection

(Continued from page 34.)

sumer research we've done, we feel confident the design will connect with them.

INNOVEX is available in five different units:

- 60"×32" one-piece tub-shower design that fits a standard 60" bypass bathtub door
- 60"×36" tub-shower
- 36" shower
- 48" shower
- 60" shower

The shower units are all available with or without seats.

**MJM:** *I understand that in addition to this first unit you are launching, there are several others in the works. What can you tell us about future launches, and when they will roll out?*

**Stokely:** Aqua Glass continues to broaden its offering of INNOVEX with new designs already on the drawing board.

We're in the process of conducting

some additional national research to make sure the product we bring forth in the future will have just as much value as what we've just launched.

**MJM:** *How does the pricing compare to your other bathing products?*

**Stokely:** INNOVEX is about 20% higher than our gelcoat products but this product is so superior and offers so many benefits that we believe that higher pricing will not be a deterrent. Over the years, we've found that acrylic is a great showroom product, but is often twice or three times as expensive as traditional gelcoat. Because of that, acrylic represents a very small marketshare. But with INNOVEX, we've been able to keep the pricing way down thanks to internal efficiencies and our vertical integration, which makes it very affordable.

**MJM:** *I understand this product has been certified by GREENGUARD. What is GREENGUARD and what does this certification mean*

for Aqua Glass?

**Miller:** The GREENGUARD Environmental Institute (GEI) is a third party that conducts testing and verification for environmental certifications. Our INNOVEX product is the first bathing system to obtain GREENGUARD certification by meeting strict limits for chemical (Volatile Organic Compounds (VOCs), dust, etc.) emissions that impact indoor air quality.

GEI is part of Underwriters Laboratory. The Innovex products with the GREENGUARD certification are found under the bathroom fixture category or the link at right.

As any valid third party certification process should be, the GREENGUARD certification process was very thorough and required our INNOVEX products to pass a series of stringent tests.

First, GEI conducted an on-site as-



*Aqua Glass was awarded GREENGUARD certification for INNOVEX after a very thorough process that required the product to pass a series of stringent tests.*

essment of the manufacturing process. Next, we provided GEI representative samples of the IN- (Turn to INNOVEX, page 38.)

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## INNOVEX

(Continued from page 36.)

NOVEX material for laboratory analysis to determine the levels of VOCs and other chemicals released.

Finally, a full-scale finished product was placed in a dynamic environmental chamber and tested by GEI for emissions according to established methods. Test results were then compared to strict emission limits. We were especially pleased to not only achieve the standard Indoor Air Quality Certification, but also the more stringent Children and Schools Certification. The Children and Schools Certification defines low-emitting materials suitable for environments where people, particularly children and sensitive adults, spend extended periods of time. Applicable installations may include schools, daycares, healthcare facilities, homes

**“Our philosophy is to engage everyone in the plant to take out wasted time and effort.”**

and commercial spaces.

The entire process took several months with retests periodically to maintain the certification.

**MJM:** *And what does having that certification signal to your customers and end users?*

**Miller:** The certification demonstrates our commitment to providing environmentally preferred products for our customers. The INNOVEX process also significantly reduces the emissions of VOCs during the manufacturing. Our Masco Bath facilities have also obtained the ISO 14001 environmental certification.

For our customers, low-emitting products carrying the GREENGUARD Indoor Air Quality® Certification can contribute to points in the Leadership in Energy and Environmental Design (LEED) program of the US Green Building Council.

The green movement of recent years has expanded customer and end user knowledge and concern for the environment. Consumers desire products and materials that are environmentally friendly. The GREENGUARD certification is a highly recognized certification that represents environmental

sustainability. INNOVEX is the first bathing system to obtain the GREENGUARD certification and we anticipate that informed customers and end users will gravitate to our INNOVEX products for all of the positive attributes mentioned.

**Yankowich:** As a company, we are looking to launch good environmentally safe, sustainable materials, and this product launch contributes to our goal.

**MJM:** *Any closing thoughts?*


**Yankowich:** INNOVEX is an exciting new game-changing innovation which is a critical component to our strategy to win. The development of INNOVEX has been a team effort all around. The entire team at Masco Corporation, Masco Bath and Aqua Glass worked tirelessly in bringing this to market. The entire process — and end result — has exceeded everyone’s expectations. All the teams worked countless hours during development and test phases; also we had the support of our parent company from a financial and encouragement standpoint all along the way. I really appreciate everything people throughout the organization did to




*Aqua Glass invested in lab equipment that tests every batch of raw materials — a key component in controlling the quality of the final product. Here, David Lumsden runs one of the tests.*

bring this product to market and I look forward to the results. ■

*For additional information, visit <http://aquaglassinnovex.com>. And be sure to check out the video interviews that Mary Jo Martin shot while on location at the plant in Lapeer, Mich., in the “On the Road” section of [www.thewholesaler.com](http://www.thewholesaler.com).*



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See contact information on page 114

# THE WHOLESALER



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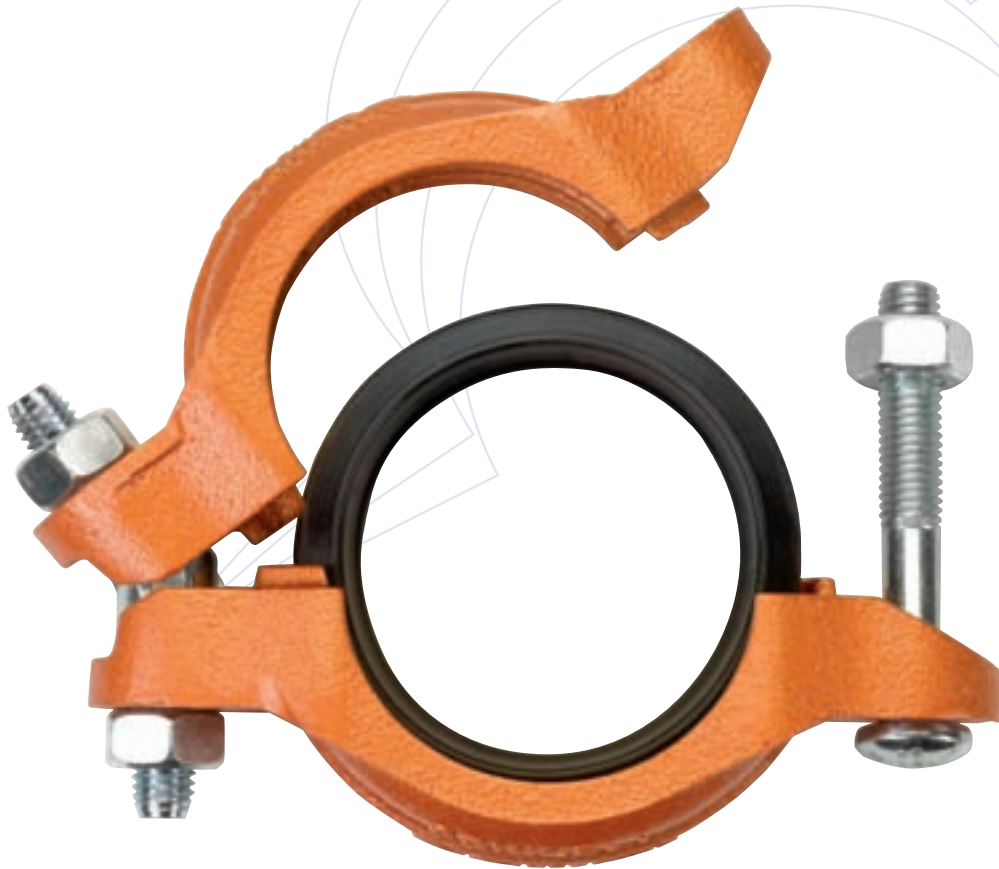
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See contact information on page 114

## NEW ENGLAND

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David E. Berger

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FAX (203) 272-5828  
david.berger@sbcglobal.netDavenport Associates  
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## Connecticut

## Cooper New England Sales

Principal Contact: Scott Cooper

38 Lancaster Dr

Beacon Falls, CT, 06403

email: cnesmail@att.net

website:

www.coopernewenglandsales.com

Territory: CT, MA, ME, NH, RI, VT

Lines: National Pipe &amp; Plastics, Integrity Fusion Products, GPK Products, Indiana Seal, Seymour Industries, Vortens, Canyon Bath, Neptune, Oasis, Basco, Schulte Storage, Sage Hill Designs, Riobel, Krowne, Jomar, Liberty Pumps, Stanley / Virax, General Tool

# of outside sales people: 5

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves &amp; Fittings, Hydronic Heating

See ad on this page

## Davenport Associates, Inc.

Principal Contact:

Ryan Davenport, CPMR

367 Washington St.,

Wallingford, CT, 06492

Phone: 203/265-2389 Fax: 203/269-5941

email:

ryan@davenportassociates.com

Territory: CT, MA, ME, NH, RI, VT,

Upstate NY

Lines: American Standard, Bemis, Bosch, Bradley, Charlotte, Church, Elkay, Fiat, Insinkerator, Jado, Metpar, Mission Rubber, Myers, Mr. Steam, Porcher, Sterling Water, Stockham Valve, Tyco Fire Protection

# of outside sales people: 29

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves &amp; Fittings, Hydronic Heating

## Ddi System

Principal Contact: Barbara Jagoe, 75 Glen Road, Suite 204, Sandy Hook, CT, 06482

Phone: 203/364-1200 Fax: 203/364-1400

email: sales@ddisys.com

website: www.ddisys.com

Territory: United States and Canada

## DEBSCO

Principal Contact: David E. Berger

Box 307, Cheshire, CT, 06410

Phone: 203/272-4144 Fax: 203/272-5828

email: david.berger@sbcglobal.net

Territory: CT, W. MA, VT

Lines: Charman Mfg, DEBSCO Sales, Elcoma Metal, Prier Products, SOS Products, Wal-Rich Corp

# of outside sales people: 2

Industry Orientation: Plumbing, Piping, Valves &amp; Fittings

See ad on this page

## E.W. Leonard, Inc.

Principal Contact: Morgan A. Leonard, P.O.

Box 371, Moodus, CT, 06469

Phone: 860/873-8691 Fax: 860/873-8693

email: mleonard@ewleonard.com

website: www.ewleonard.com

Territory: New England

Lines: Modine, Myson, Heatlink, Utility, Superior Radiant, Imperial/Greentek, Centrotherm, DHT, Dahl, Champion Pump, Reco, Bacharach, Powerflow, Topp Industries, Robur, Bonomi, Axeman-Anderson, Winters, Ultra-fin, Protech

# of outside sales people: 5

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves &amp; Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration &amp; Sheet Metal

## GET Corp.

Principal Contact: Gary, 126 South Cherry St, Wallingford, CT, 06492

Phone: 203/284-0080 Fax: 203/294-9226

email: gjgglobal@sbcglobal.net

website: www.get-corp.com

Territory: INTL: Middle East, Africa, Europe,

USA: ME, VT, NH, MA, CT, NY, NJ, RI

Lines: Aquatec Pumps, Watts Water Products, Rusco, InSinkErator, HM Digital, KX Technologies, Graver Industries, Clear Water Tech, Ozone, Clack, Purity Plus Products

# of outside sales people: 10

# of warehouses: 3

Industry Orientation: Plumbing

## Pendleton Associates, Inc.

Principal Contact:

Arthur R. Pendleton

P.O. Box 657, Manchester, CT

Phone: 860/646-4411 Fax: 860/646-1162

email: art@pendletonassoc.com

Territory: CT, MA, RI, NH, ME, VT

Lines: American Plumber Fittings, ABS

Pumps, AK Industries Inc, Camco

Mfg Company, Cimberio Press Ball

Valves, Cello Copper Fittings, Fast-

lock Press Fittings, AB &amp; I Cast

Iron, Pensotti Boilers, Rectorseal

Corp, Rheem Mfg Co, Seekonk Mfg

Co, SJE/Rhombus Tech, Turbomax

Inst. Indirect W/H S, Turbonics Inc.

# of outside sales people: 4

# of warehouses: 5

Industry Orientation: Plumbing, Piping, Valves &amp; Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration &amp; Sheet Metal

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## Maine

## Dan Davis Sales, Inc.

PO Box 567, Springvale, ME, 04083

Phone: 207/324-5511 Fax: 207-324-2217

email: info@dandavissales.com

website: www.dandavissales.com

Territory: ME, NH, VT, MA, RI, CT

Lines: Amtrol, Caleffi, Charter Plas-

tics, Fralo Plastech, Intellidyne Llc,

Boyertown Furnace, Aqua Mark

Pressure Boosters, Kalas Wire,

New Yorker Boiler, Biasi Boilers,

Watersoft, S&amp;J Instruments,

Rheem/Ruud, S &amp; J Instruments,

Apricus, Elster Perfection

# of outside sales people: 5

Industry Orientation: Plumbing, Hy-

dronic Heating, Warm-Air Heating,

Ducted Air Conditioning, Refrigera-

tion &amp; Sheet Metal

## Massachusetts

## David Gooding, Inc.

Principal Contact: George Gooding,

173 Spark Street

Brockton, MA, 02302-1620

Phone: 508/894-2000 Fax: 508/894-2001

email: info@goodingd.com

website: www.goodingd.com

Territory: New England, NY and mid-

Atlantic States (ME to VA)

Lines: Nibco Inc, Anvil International,

Cmc Howell Metal, NY Thermal Inc.,

Granby Steel Tanks, North

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# of outside sales people: 22  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
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**Principal Contact: Robert Os**  
PO Box 378, Granby, MA, 01033  
Phone: 413/467-9161 Fax: 413/467-7824  
email: robert@edosonline.com  
website: www.edosonline.com  
Territory: CT, RI, MA, NH, VT, NY, ME  
Lines: Honeywell, Crown Boiler Co., Noritz, Hydrolevel, Gastite, The Noble Co., Testo, Flexsure Solar, Maax, Houzer, Gerber, Ronbow, Smedbo, Centoco, Firomatic, Act D Mand  
# of outside sales people: 18  
# of warehouses: 2  
Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Edward B Lingel Company**  
Principal Contact: Edward Lingel, 16 Prescott St., Suite 230, Wellesley, MA, 02481  
Phone: 781/235-8044 Fax: 781/237-8999  
email: elingel16@aol.com  
Territory: Me, NH, E. MA, RI, VT  
Lines: Brass Craft, Geo. Carpenter Hangers, Duc-Pac, Highfield Mfg, Prier, Rectorseal, Westwood Products  
# of outside sales people: 2  
Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Emerson-Swan**  
Principal Contact: Ken Fagan, 300 Pond St., Randolph, MA, 02368  
Phone: 781/986-2000 Fax: 781/986-2028  
email: kfagan@emersonswan.com  
website: www.emersonswan.com  
Territory: CT, MA, RI, VT, NH, ME, Upstate NY, W. PA  
Lines: A.O. Smith, Aqua Bath, Brass Craft, Caml Tomlin, Chicago Faucet, Elkay, Flexcon, Geofinity, HTP, Insulation Solutions, IPS, Little Giant, Modine, Nutech/Lifebreath, Powers, PPP - Precision Plumbing Products, Raychem, Smith's, Superstor, Taco, Twin City Hose, Watts Radiant, Watts Waterpex, PTI, Velocity Plus, Wohler  
# of outside sales people: 50  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Francer Industries, Inc.**  
Principal Contact: Hal Francer, 44 Wharf St., East Weymouth, MA, 02189  
Phone: 781/337-2882 Fax: 781/337-8623  
email: fii1949@aol.com  
Territory: MA, RI, CT, ME, NH, VT  
Lines: Allen Company, Century/Heat Controller, Clarion Bathware, Crown Industries, Cozy/Louisville Tin and Stove, Marco Products, Air Guide Mfg.  
# of outside sales people: 2  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Futura Sales Inc**  
Principal Contact: Kenneth Wilensky, PO Box 1634, Framingham, MA, 01701  
Phone: 508/788-9257 Fax: 508/788-9258  
email: kenfutura@aol.com  
Territory: MA, NH, VT, RI, VT, ME (All New England)  
Lines: Americh Corp., Bootz, Bow Group, Brasstech - Newport Brass - Ginger, Delta Faucet Co., Easyheat / Warm Tiles, Foremost Groups, General Wire Spring Co., Jones Stephens / Comfort Seats / Lt, Mustee, Plastic Trends, Red White Valve Corp., Sign of the Crab, JC Whitlam / Plumb-Pro, Xylem  
# of outside sales people: 5  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Gourley Company**  
Principal Contact: Robert V Shupe, 80 Felton St., Waltham, MA, 02453  
Phone: 781/894-9500 Fax: 781/894-2301  
email: bshupe@gourleyco.com  
website: www.gourleyco.com  
Territory: CT, MA, ME, NH, VT  
Lines: Hamilton Engineering/Evo, Raypak, Reco, Rheem/Ruud, Roberts-Gordon, Suburban, Yazaki  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Hydronic Heating

**J-L Sales Company**  
Principal Contact: Joel Katz, 17 Avery Square, Needham, MA, 02494  
Phone: 781/444-8622 Fax: 781/444-8722  
email: info@1800jlsales.com  
website: www.1800jlsales.com  
Territory: MA, RI, CT, ME, NH, VT, New England  
Lines: Alro Products, RJS Tech, Pond Dam Piping, Ltd., Macon Plastic & Pipe Inc., Insul-Seal, Black Swan Mfg. Co., S.I. Partners, Dallas Specialty & Mfg. Co., Component Hardware Group, Mainline Products Backflow, Thermoplastic Valves Inc, Set-Rite Products, Bwm Company, Drake Specialties, Thermafit Industries, Whedon Products, CNC Distribution  
# of outside sales people: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**K Ross Co**  
Principal Contact: Kevin Ross, 29 Main St, Kingston, MA, 02364  
Phone: 781/422-2273 Fax: 781/422-0128  
email: sales@krossco.com  
website: www.krossco.com  
Territory: MA, ME, NH, VT, RI, CT  
Lines: Advance Tabco, American Whirlpool, Anchor Architectural, Aquarius Bathware, Comfort Designs Bathware, Elcoma, Filtrine, Froot Industries, General Partitions, Hamilton Bathware, Hydrotek International, Intersan, Isimet, Ketcham Medicine Cabinets, KR Specialties, MAPA Products, Rockford Separators, The Sure Seal  
# of outside sales people: 3  
Industry Orientation: Plumbing

**Morris Merchants Inc.**  
**Principal Contact: Joe McCarthy, CPMR**  
77 Green St  
Foxboro, MA, 02035-2865  
Phone: 508/203-2010 Fax: 800/888-1942  
email: jmccarthy@morrismerchants.com  
website: www.morrismerchants.com  
Territory: New England States  
Lines: Bock Water Heaters, Kitz Valves, 3M Aquapure, 3M Commercial Filtration, Jetglas Water Heaters, IPEX Industrial PVF/Acid Waste, Floodmaster Valves, Luxpro Thermostats, SOS Products, Springhouse Specialties, Union Brass Faucets, Watco Bath Drains, Woodford Wall Hydrants, NTI Boilers, John Guest Fittings, Eemax Tankless Electric Water Heaters  
# of outside sales people: 8  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
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Substantial savings and proven performance, year after year, make the modulating, condensing Baxi Luna the preferred sustainable heating solution. No bigger than a kitchen cabinet, this whisper-quiet wallhung appliance saves valuable living space. It normally reduces fuel consumption by up to 50% and greenhouse gas emissions by up to 90% over conventional boilers.

- **Range:** Up to 98% thermal efficient, Baxi Luna is ideal for new construction or retrofit applications – from in-floor radiant, heated towel racks and snow melt systems to forced air with a hydronic air handler. In addition to heating-only models, Baxi offers a combination heating and domestic hot water boiler, the first of its kind in North America. The modulating, condensing Baxi Luna HT 380 satisfies a heat load up to 113 BTU/hr, fully modulating to 32 MBTU/hr. The unit prioritizes to domestic hot water demand, producing endless hot water at a rate 3.9 gallons per minute ( $\Delta T 80$  F) – enough for two concurrent showers.
- **Quality and Safety:** Baxi Luna is CSA and Energy Star approved. The boiler's nickel chrome stainless steel pre-mix burner (AISI 316L) bears the ASME H-Stamp.

Other Baxi residential boiler built-in safety features include: electronic, gradual ignition (no open flame); flue high limit, central heating high limit, fan pressure and differential pressure switches; flame sensing electrode; back flow prevention; circulator pump with integrated air vent; expansion tank; automatic self-diagnostics; frost protection and a Legionella prevention function.

Baxi Luna wall-hung boilers must only be installed by qualified plumbing and heating contractors who are Baxi trained and certified, and who purchase Baxi supplies through authorized regional Baxi distributors. The manufacturer and Marathon International, the exclusive Baxi products distributor in North America, are committed to quality, safety and environmental protection, and will not authorize the sale of Baxi equipment over the Internet.

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



## NEW ENGLAND

**Raven Products Inc.**

Principal Contact: Les Pelletz, 173 Flanders Rd., Westborough, MA, 01581-6186  
 Phone: 508/836-3707 Fax: 508/366-5158  
 email: sales@ravenproducts.us  
 website: www.ravenproducts.us  
 Territory: 6 New England States, NY, NJ, PA, FL, Mid Atlantic, NC, SC, MD, VA  
 Lines: E-Z Header Manifold, Hydro Flex Connectors, Raven Faucets & Valves, 1/4 Turn Valves, Cast Copper Fittings, Header Assembled, Copper Headers, EZ Grip Circulator Flanges, PEX Fittings and Tools, Lead Free ftgs and items  
 # of outside sales people: 5  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**RST Thermal**

Scan with your smart phone app for more information!

Principal Contact: Richard Trethewey  
 372 University Ave  
 Westwood, MA, 02090  
 Phone: 781/320-9910 Fax: 781/320-9906  
 email: mehickey@rstreps.com  
 website: www.rstthermal.com  
 Territory: MA, RI, CT, NH, ME, VT  
 Lines: Wilo, Unico, Heat-Flo, IBC, Crete-Heat, Tamas, Axiom, HBX, Renewaure, Zonfirst, Heliodyne, NTS, Bard, Drake, AIC, Niles, Radiant Electric Heat  
 # of outside sales people: 7  
 # of warehouses: 1  
 Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Sales Marketing & Service Inc.**

Principal Contact: David Stearns, 146 Tosca Drive, Stoughton, MA, 02072-1511  
 Phone: 781/341-0404 Fax: 781/341-0419  
 email: dstearns@salesmarketingandservice.com  
 Territory: ME, NH, VT, CT, MA and RI  
 Lines: LG Residential Ductless Units, Olsen-Airco Furnaces, First Company, Haydon Corporation, Triangle Tube, Laars Heating Systems, Maine Tank, Zodiac Pool Heaters  
 # of outside sales people: 5  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Sweeney Rogers Geraghty, Inc.**

Principal Contact: Kevin Geraghty, 250 Richmond St., Raynham, MA, 02767  
 Phone: 508/822-3939 Fax: 508/822-0553  
 email: kgeraghty@srgirep.com  
 website: www.srgipep.com  
 Territory: New England & Upstate NY  
 Lines: Barnes & Jones, Braeburn Thermostats, Danfoss - Control Solutions, Embassy Industries, Fujitsu Mini Splits, Heatrim Baseboard Radiation, Hydrotherm Boilers, Sterling Kom-Pak Baseboard Radiation, Mars Air Systems, Midco International, Petite Baseboard Radiation, Rinnai Energy Products, Detroit Radiant Re-Verber-Ray, Smith Boilers, Spacepak Mini-Duct Central AC, Sterling Heating Products, Suntemp Baseboard Radiation, Tjernlund Systems, Designline Baseboard Radiation  
 # of outside sales people: 15  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**The Serpa Corporation**

Principal Contact: Gary Serpa, 1504 Providence Hwy., Norwood, MA, 02062  
 Phone: 781/769-9988 Fax: 781/769-9985  
 email: serpa.corp@verizon.net

website: www.theserpacorp.com

Territory: New England  
 Lines: Fluidmaster Inc., Keeney Mfg., Central Brass, KBI, Mansfield Plumbing Products, Pioneer Inds, Saniflo, Sioux Chief Mfg., Tyco Thermal Controls  
 # of outside sales people: 4  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Urell Inc.**

Principal Contact: Roger Urell, 86 Coolidge Ave., Watertown, MA, 02472  
 Phone: 617/7923-9500 Fax: 617/926-9414  
 email: roger@urell.com  
 website: www.urell.com  
 Territory: New England, Upstate NY  
 Lines: Apollo, Aquatic, Elkhart Products, Grohe, Grundfos, Slant/Fin, State Industries, Takagi, TOTO, Uponor, Ward Mfg., Zoeller  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration and Sheet Metal

## New Hampshire

**Anvil International**

Principal Contact: Dean Taylor  
 110 Corporate Dr, Ste 10,  
 Portsmouth, NH, 03801-6822  
 Phone: 603/422-8000 Fax: 603/422-8066  
 email: sales@anvilintl.com  
 website: www.anvilintl.com  
 Territory: US & International  
 # of outside sales people: 75  
 # of warehouses: 5  
 Industry Orientation: Plumbing, Piping, Valves & Fittings

**Green Sales Inc.**

Principal Contact: Brian Green, 2 Townsend West, Unit 1, Nashua, NH, 03063  
 Phone: 603/880-6123 Fax: 603/880-0962  
 email: brian@greensalesinc.com

website: www.greensalesinc.com  
 Territory: MA, CT, RI, ME, NH, VT, Upstate NY  
 Lines: Bilco, Brenelle Co., Cameron Distributed Valve Group, Erico, Hayward Flow Control Systems, Holyoke Fitting, Keckley Co., Mercer Rubber, Pasco Specialty & Mfg., Resun, Smith-Cooper, Sharpe Valves, Tylok, Watson Mcdaniel  
 # of outside sales people: 3  
 Industry Orientation: Plumbing, Piping, Valves & Fittings

**J&K Sales Associates**

Principal Contact: Karl Grabowski, 101 A E. Industrial Park Dr., Manchester, NH, 03109  
 Phone: 603/626-1909 Fax: 603/625-2842  
 email: karl@jandksales.com  
 website: www.jandksales.com  
 Territory: ME, NH, VT, MA, RI, CT, Upstate NY  
 Lines: Oatey SCS, Spears Manufacturing, Hubbard Industries, Mill-Rose, Eternal Grand Hall Usa, Paw Manufacturing Co, Legend Valve and Fitting, Marathon Baxi Boilers, Turbo-Torch, E Instruments, Nomaco, M and G Dura Vent  
 # of outside sales people: 8  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Rhode Island

**Professional Dynamic Sales**

Principal Contact: Michael Jaffa, P.O. Box 8497, Warwick, RI, 02888  
 Phone: 401/461-0652 Fax: 401/461-0654  
 email: pds100@cox.net  
 Territory: RI, NH, VT, MA, CT, ME  
 Lines: IPS Corporation, Matco-Norca, Warwick Hanger, Cash Acme, Shook Manufactured Products, Duro Crafts, Federal Process, JB Products, Wal-Rich, Mastercraft, Kozy Kollar, Bruco  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
 \* \* \* \* \*

## MIDDLE ATLANTIC

## Maryland

**Cathell Associates Inc.**

Principal Contact: Edward K. Cathell, 6609 York Road, Baltimore, MD, 21212  
 Phone: 410/323-9881 Fax: 410/433-1548  
 email: sales@cathell.com  
 website: www.cathell.com  
 Territory: MD, DC, VA, DE  
 Lines: Dahl Valve, Glue-On-Nozzle, Keeney Manufacturing, Maid-O-Mist, Myson, Prier Products, Sioux Chief Manufacturing, Sure Seal  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Hydronic Heating

**Citation Marketing**

Principal Contact: Ernest N. Soter, P.O. Box 245, Millersville, MD, 21108  
 Phone: 410/987-5115 Fax: 410/987-0946  
 email: esoter@att.net  
 Territory: MD, WASH DC, N. VA,  
 Lines: JB Products, Div. of Federal Process Corp., Central Brass, Greenfield Manufacturing, Elcoma Metal Fabricating, Silver-Line Plastics, Primary Steel  
 # of outside sales people: 1  
 Industry Orientation: Plumbing

**Cummins Wagner Co**

Principal Contact: Britt Kirby, 10901 Pump House Rd, Annapolis Jct, MD, 20701-1206  
 Phone: 410/792-4230 Fax: 301/490-7156  
 email: bk Kirby@cummins-wagner.com  
 website: www.cummins-wagner.com  
 Territory: MD, VA, DE  
 Lines: Bell & Gossett, Bryan Boiler, Cemline, Domestic Pump, Dianorm, Hoffman Specialty, Kramer Refrigeration, Lochinvar, McDonnell & Miller, Marley, Lochinvar Tisun Solar, Russell Refrigeration, Recold, Neptune, Wessels, Mr.PEX, Weksler, Goulds, Toshiba VFD  
 # of outside sales people: 10  
 # of warehouses: 3

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Dominion Marketing, Inc.**

Principal Contact: Tom McKew, 913 Ridgebrook Rd., Ste. 302 Sparks, MD, 21152-9457  
 Phone: 410/472-1788 Fax: 410/472-1789  
 email: tom@dominionmarketing.com  
 website: www.dominionmarketing.com  
 Territory: MD, DE, DC, VA  
 Lines: Basco, Falcon Stainless, Produits Neptune, Oasis Lifestyle, Spears Manufacturing Company, Zurn Industries LLC  
 # of outside sales people: 4  
 Industry Orientation: Plumbing, Piping, Valves & Fittings

**E.J. Dwyer Co.**

Principal Contact: Ned Dwyer, 10910 Pump House Rd, Annapolis Jct, MD, 20701-1203  
 Phone: 240/553-0112 Fax: 240/55-3-01  
 email: ndwyer@ejdwyer.com  
 website: www.ejdwyer.com  
 Territory: VA, MD, Washington DC  
 Lines: Aquarius Bathware, Bradley Corporation, Blucher Drainage, Chicago Faucets, Comfort Design Bathware, Chronomite, Just Sinks, Engineered Brass Co., Miro Industries, Powers, Stern Williams, Watts Drainage, Brae Rainwater Harvesting, Filtrine Drinking Water, Omni Flow Controls  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Plumbing

**Harry Eklof & Associates, Inc.**

Principal Contact: Gary Eklof, 3401 Pennys Dr., Landover, MD, 20785  
 Phone: 301/772-1700 Fax: 301/772-7347  
 email: info@harryeklof.com  
 website: www.harryeklof.com  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Preferred Sales Inc**

Principal Contact: Alan Guidish  
 1 Industrial Rd  
 Hermitage, PA, 16148  
 Phone: 724/981-5500 Fax: 724/981-5560  
 email: guidisha@preferredsales.com  
 website: www.preferredsales.com  
 Territory: MD, NJ, NY, PA  
 Lines: 3M Purification, AK Industries, Aquatic, Backstop, Bradford White, Danze, Dura Trac, E.L. Mustee, Gastite/Flexsure, Heritage Plastics, Houzer, Hydromatic Pump, Lenox, Nomaco, Oatey SCS, Raywal, Red-White Valve, SJE Rhombus, Tigre, Uponor/Wirsbo, Vitra  
 # of outside sales people: 11  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**J.S. Thompson SLS Inc**

Principal Contact: J.S. Thompson, 12503 Rambling LN, Bowie, MD, 20715-3213  
 Phone: 301/464-5979 Fax: 301/262-9083  
 email: jst.sales@mail.com  
 Territory: DE, MD, DC and VA  
 Lines: Air King, Builders Best, Dust Free, Fluke, Heat Controller, Summitt/ Mortex, Peco Fasteners, Spectrolne, Amprobe  
 # of outside sales people: 2  
 Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**N.H. Yates & Co., Inc.**

Principal Contact: Jon Thomas, 117-C Church Lane, Cockeysville, MD, 21030  
 Phone: 410/667-6300 Fax: 410/667-9201  
 email: jon.thomas@nyates.com  
 website: www.nyates.com  
 Territory: MD, PA, VA,  
 Lines: Taco Inc., A.O. Smith Commerical Water Products, Burnham Hydronics, Thermal Solutions, Wohler, Van Packer, Stiebel Eltron, Hydronic Modules Corp., Miljoco, Thermofo Engineering, Schott/Kimax, Flexhose Co., Maxitrol, Holby Valve, Skidmore, Banres Pumps Co., Deming Pump

Co., Highland Tank, Flowtronex, Alderon Industries, Axiom, Pennant International, Future Tools, CTS Fabrication, Cash Acme, Carlon Meter, O.C. Keckley, Burnham Commercial, Elasto-Valve, Hayward Manufacturing, Columbian Tec Tank, BDK, Kitz, John Wood, New Yorker, Tekmar, Danfoss Flo-matic, Watson Mcdaniel, General Partitons  
 # of outside sales people: 30  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## New Jersey

**Altherm, Inc.**

Principal Contact: Thomas Gallagher, 255 Humphrey St., Englewood, NJ, 07631  
 Phone: 201/871-0500 Fax: 201/871-0314  
 email: info@altherm.com  
 website: www.altherm.com  
 Territory: NJ and NY  
 Lines: Bock, Delta Faucet, Fernco, Gastite, Franklin Brass, Mansfield Plumbing, Spirotherm, Utica Boilers, Wayne Combustion Systems, Wayne Water Systems, Kaldewei, Blue Angel Pumps, Pennco, Olsen Heating & Cooling, Vitra  
 # of outside sales people: 8  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings

**DNJ Sales Assoc**

Principal Contact: Db 154 Muirfield Ct, Mays Landing, NJ, 08330  
 Phone: 609/407-1244 Fax: 609/407-1244  
 email: dnj1988@comcast.net  
 Territory: NJ, DE, MD, Eastern PA  
 Lines: Scaleblaster Products, Ella's Walk In Tubs, Real Gear Xtreme Cooling Towel+cap, Hi-Velocity Systems Chilled Water, Sun Pure, Flood Master  
 # of outside sales people: 2  
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

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## MIDDLE ATLANTIC

### Efkay Sales & Associates

Principal Contact: Curt Schad, 220 White Horse Pike, W. Collingswood, NJ, 08107  
 email: curt@efkaysales.com  
 website: www.efkaysales.com  
 Territory: South Jersey, Eastern PA, DE  
 Lines: Davey Pumps, Liberty Pumps, AMT Pumps, Lavelle, Holyoke, Centoco  
 # of outside sales people: 2  
 # of warehouses: 1  
 Industry Orientation: Plumbing

### Focus Sales, LLC

Principal Contact: Jay Schechter, CPMR  
 117 Mountain Ave., Middlesex, NJ, 08846  
 Phone: 732/302-0091 Fax: 732/302-9501  
 email: jschechter@focussales.us  
 website: www.focussales.us  
 Territory: NJ, Lower NY State

Lines: Aqua Bath, Bradford White, Chicago Faucets, Church Seats, Fluidmaster, Foremost, Insinkerator, Just, Laars, Powers, Stern Williams  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Hydronic Heating

### Nov-Ell Sales Corporation

Principal Contact: Joel Zingler,  
 598 Lafayette Ave., Hawthorne, NJ, 07506  
 Phone: 973/636-2900 Fax: 973/636-2929  
 email: support@nov-ell.com  
 Territory: The 5 Boros of New York, Long Island, Westchester, Rockland and Orange Counties, New Jersey  
 Lines: General Wire, Highfield Manufacturing, Jaclo Industries, William H Harvey Com-

pany, Oatey SCS, Pipeconx, Reed Manufacturing, Standard Nipple Works, CMC Howell Metal, Wolverine Joining Tech., Smith's Environmental Products, Prier Products, Krowne Metal Corp, Milwaukee Electric Tool, John Guest USA  
 # of outside sales people: 5  
 # of warehouses: 1  
 Industry Orientation: Plumbing

### Preferred Sales Inc

Principal Contact: Alan Guidish  
 1 Industrial Rd  
 Hermitage, PA, 16148  
 Phone: 724/981-5500 Fax: 724/981-5560  
 email: guidisha@preferredsales.com  
 website: www.preferredsales.com  
 Territory: MD, NJ, NY, PA  
 Lines: 3m Purification, Ak Industries, Aquatic, Backstop, Bradford White, Danze, Dura Trac, E.L. Mustee, Gastite/Flexsure, Heritage Plastics, Houzer, Hydromatic Pump, Lenox, Nomaco, Oatey SCS, Raywal, Red White Valve, SJE Rhombus, Tigre, Uponor/Wirsbo, Vitra  
 # of outside sales people: 11  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Thermco

Principal Contact: Philip Giubardo  
 228 Scoles Ave, Clifton, NJ, 07012  
 Phone: 973/777-6700 Fax: 973/777-1540  
 email: phil@thermcoreps.com  
 website: www.thermcoreps.com

Territory: Northern NJ, Lower NY State, Metropolitan NY City including Long Island and Westchester  
 Lines: Absolutaire, Aerco, Airtherm, Armstrong Pumps, Bootz, Crete-Heat, Erie, Heat-Fab, Holby, Hydrolevel, I.C.E., Laars, Macon, Mars, Ouellet, Reznor, Selkirk, Slant/Fin, Tekmar, Triangle Tube, Unilux, Velocity Plus, Watts Radiant, Watts Water PEX, York Shipley  
 # of outside sales people: 13  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
**See ad on this page**

### Wiltech Inc.

Principal Contact: Gary Kuhn  
 405a Southgate Ct.  
 Mickleton, NJ, 08056  
 Phone: 856/423-9400 Fax: 856-423-9444  
 email: gary@wiltechinc.com  
 website: www.wiltechinc.com  
 Territory: E. PA, DE, So. Jersey  
 Lines: Bonomi North America, Engineered Flexible Products, Flo-Tite Valves & Controls, Max-Seal Inc., Mercer Rubber Company, Mueller Steam Specialty, Operating & Maintenance Specialties, Senior Flexonics-Pathway HVAC, Weksler Glass Thermometer Co.  
 # of outside sales people: 2

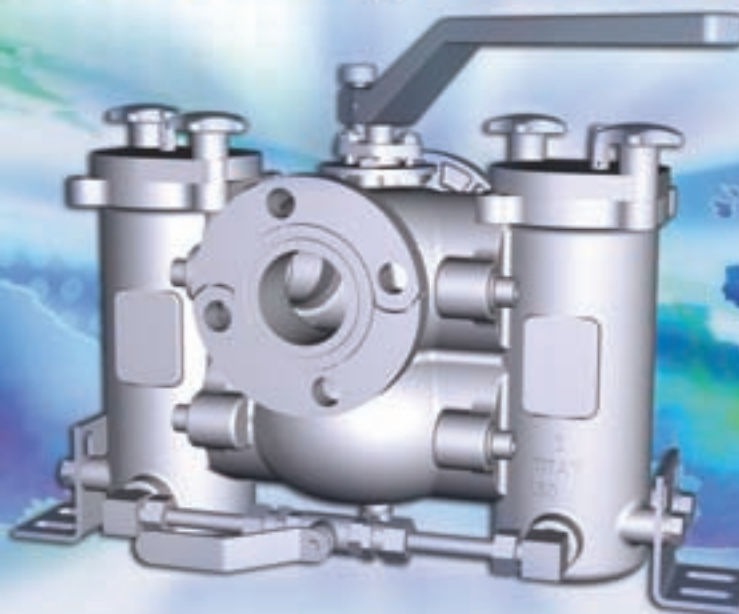
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See contact information on page 114

## MIDDLE ATLANTIC

# of warehouses: 1  
 Industry Orientation: Piping, Valves & Fittings

## New York

## Advanced Hydronics



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Principal Contact: Kevin Sossin  
 124 E. Main St., Suite 201,  
 Babylon, NY, 11702  
 Phone: 631/532-2700 Fax: 631/532-2701  
 email: ksossin@ahreps.com  
 Territory: New York City, NJ, Long Island, & Westchester  
 Lines: Peerless Boiler, HTP, Wilo, Carlin Combustion, Wieland Copper, Ksd Distribution, Hydrolevel, Embassy Industries, Westwood Products, E-Instruments, Rhomar, Juniper Industries  
 # of outside sales people: 10  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## ASAP Sales Corp.

Principal Contact: Bill Artz,  
 201 Montrose Road, Westbury, NY, 11590  
 Phone: 516/333-4488 Fax: 516/333-9486  
 email: bartz@asapsales.com  
 website: www.asapsales.com  
 Territory: Metro NY, L.I., Putman, Dutchess, Orange, Sullivan, and Rockland, Northern NJ, CT.  
 Lines: Acorn Aqua, Acorn Engineering, Acorn Safety, Aero Mfg, AK Industries, Chronomite, Elmdor, Stoneman, Erico, Green Turtle, Holdrite, Hydroflame, Homestead Valve, Hot Box, CDR, La-Co Markel, Merit Brass, Milwaukee Valve Co., Mission XH, Murdock, Napac, Neo-Metro, O.C. Keckley Co., Phoenix Forging, Potter Roemer, Rheem, Simtech Double Containment, Whitehall Manufacturing, Wilkins, Zurn Industries, Aqua-Flush, Chemical Waste, Drainage, Flo-Thru, Light Commercial, Temp-Gard, Zurn On  
 # of outside sales people: 9  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Belsky Associates, Inc.

Principal Contact: Bob Belsky, 620 Derby Drive East, Oceanside, NY 11572, NY  
 Phone: 516/678-1655 Fax: 516/678-8632  
 email: belskyassoc@aol.com  
 Territory: NYC (5 Boroughs), Long Island, Westchester, County, NY (Rockland, Orange, Dutchess & Putnam Counties)  
 Lines: Bosch Thermotechnologycorp, Governale Company Inc., Group Thermo Inc., Hartell Div., Milton Roy Co, Turbonics Inc., Unifron Products Inc.  
 # of outside sales people: 4  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## C &amp; C Marketing, Inc.

Principal Contact: Martin Klucka,  
 P.O. Box 561, Apalachin, NY, 13732  
 Phone: 607/625-5540 Fax: 607/625-5568  
 email: ccrep81@aol.com  
 Territory: Upstate NY, N. NJ  
 Lines: Dunkirk Boiler (ECR), Plastic Trends, Matco Norca, Cash Acme, Woodpro Vanity, Imcoa Pipe Insulation, Utica Boiler (ECR), Heat Link, Pipe Connects, Holyoke, Easy Heat, Argo Controls (ECR), Olsen Furnance (ECR), Penco Boiler (ECR)  
 # of outside sales people: 4  
 # of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## Demarco Sales Agency Inc

Principal Contact: Craig Sakolish,  
 258 Old Post Rd., Ballston Spa, NY, 12020  
 Phone: 518/884-2925 Fax: 518/884-2779  
 email: craigdsa@earthlink.net  
 website: demarcosales.com  
 Territory: Upstate NY  
 Lines: American Saw, Cozy Space Heaters, Triangle Phase III, SOS Products, American Valve, Jones-Stephens Corp., Smith Cast Iron Boilers, Granby Steel Tanks, Beacon Morris, Keeney, Sterling Radiation, Bacharach, American Plumber  
 # of outside sales people: 4  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Edwards Platt &amp; Deely

Principal Contact: R. B. Cruickshank  
 368 Wyandanch Ave.  
 North Babylon, NY, 11703  
 Phone: 631/253-0600 Fax: 631/25-3-03  
 email: email@epdreps.com  
 website: www.epdreps.com  
 Territory: Metro NY, Long Island, Lower NY State & N. NJ  
 Lines: Powers, Div. Watts Industries, Ames, Div. Watts Industries, Blucher- Div Watts, Church Seat Co., Engineered Brass Co., Div. Just Mfg. Co., Halsey Taylor Co., American Water Heater, Just Mfg. Co., Sloan Valve Co., Willoughby Industries, John Wood Water Heaters, Watts Brass & Tubular, Watts Drainage Products, Watts Regulator Co., Zoeller Co., Guardian Industries, Safe-T-Cover, Orion Fittings, Chicago Faucet, Towle-Whitney Systems, Febco, State Water Heater, Dormont Mfg.  
 # of outside sales people: 11  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Flex-Hose Company



Scan with your smart phone app for more information!

Principal Contact: Patrick Sawyer  
 6801 Crossbow Dr  
 East Syracuse, NY, 13057-1026  
 Phone: 315/437-1611 Fax: 315/437-1903  
 email: prsawyer@flexhose.com  
 website: www.flexhose.com  
 Territory: Continental United States, Canada, Puerto Rico, and International Department  
 # of outside sales people: 2  
 Industry Orientation: Piping, Valves & Fittings

## Fortune and Wright Sales, Inc.



Scan with your smart phone app for more information!

Principal Contact: Todd Wright  
 PO Box 130  
 Greenville, NY, 12083  
 Phone: 518/966-5980 Fax: 518/966-5985  
 email: fortuneandwright@capital.net  
 website: www.fortuneandwrightsalesinc.com  
 Territory: Upstate New York  
 # of outside sales people: 4  
 Industry Orientation: Plumbing

## Group One Northeast, Inc.

Principal Contact: Rick Manier,  
 P.O. Box 424, Cazenovia, NY, 13035  
 Phone: 315/655-2339 Fax: 315/655-2558  
 email: manier@mnsn.com  
 website: www.grouponene.com  
 Lines: Baker-Monitor-Campbell, Basco, Central Brass, Centriline Cable, Charter Plas-

tics, Elster Perfection, Flomatic Valve, Legend Valve, Mission Rubber, Oasis Bathware, Pentair Water, Pioneer Industries, Springhouse Specialties, 3M Purification, Tyco Thermal Controls  
 # of outside sales people: 4  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Harbour Sales Ltd.

Principal Contact: Clint Goodwin,  
 131 Bellaire Rd, Massapequa, NY, 11758  
 Phone: 516/541-9151 Fax: 516/541-8510  
 email: info@harboursales.net  
 website: www.harboursales.net  
 Territory: Long Island, Metro NY, Lower NY, Northern Jersey  
 Lines: Field Controls, Hydronic Alternatives, Boyertown Furnace, Lynn Manufacturing, Columbia Boiler, C&S Manufacturing, Triple S Specialties, Century Brass  
 # of outside sales people: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## J.R. Baker Associates Inc.

Principal Contact: William Bourke,  
 6901 Herman Rd, Syracuse, NY, 13209  
 Phone: 315/638-2516 Fax: 315/638-1133  
 email: billb@jrbakerassociates.com  
 website: jrbakerassociates.com  
 Territory: Upstate NY (not including NYC or Long Island)  
 Lines: Bosch Thermotechnology, Buderus, Carlin Combustion Technology, Centrotherm Eco. Systems, Crete-Heat (uder-slab insulation), Danfoss (hydronic comfort controls), Marvaire, Rehau, Sterling (steam control products), Suburban Manufacturing, Tekmar, Turbonics Inc., Wilo USA  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## Preferred Sales Inc

Principal Contact: Alan Guidish  
 1 Industrial Rd  
 Hermitage, PA, 16148  
 Phone: 724/981-5500 Fax: 724/981-5560  
 email: guidisha@preferredsales.com  
 website: www.preferredsales.com  
 Territory: MD, NJ, NY, PA  
 Lines: 3M Purification, AK Industries, Aquatic, Backstop, Bradford White, Danze, Dura Trac, E.L. Mustee, Gastite/Flexsure, Heritage Plastics, Houzer, Hydromatic Pump, Lenox, Nomaco, Oatey SCS, Raywal, Red White Valve, SJE Rhombus, Tigre, Uponor/Wirsbo, Vitra  
 # of outside sales people: 11  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Sherwood Specialties Inc.

Principal Contact: Warren Olson  
 3349 Monroe Ave. Ste 230  
 Rochester, NY, 14618  
 Phone: 585/348-9002 Fax: 585/348-9005  
 email: warren@sherwoodspecialties.com  
 website: www.sherwoodspecialties.com  
 Territory: Upstate New York  
 Lines: Snyder Industries, SJE/Rhombus Controls, Jackel, Vuflow Filters, Blue White Industries, BMI-Canada, Hartell Div - Milton Roy, Canfield Technologies, Electronic Sensor Products, JB Products, Bruco Products, JC Whitlam, Kozy Kollar, Ashland Poly Traps, Napac, Sim/Tech Filters, Base Products, Champion Pumps, Union Brass, Quick Trench, Nibco PEX  
 # of outside sales people: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Stamberger-Sender Associates Inc.

Principal Contact: Chris Stamberger,  
 7398 Wyers Point Road, Ovid, NY, 14521  
 Phone: 607/532-9595 Fax: 607/5-3-2-  
 email: chris@stamberger.com  
 website: www.stamberger.com  
 Territory: ME, MA, CT, NH, RI, NY, NJ, PA, VT, OH, MD, DE  
 Lines: Diversitech, Best Air Pro, Crown Boilers, S&P Fans, Honeywell/Genesis Cable, ADP, Nordyne, Metal-Fab, Skuttle Manufacturing, Tjernlund, UEI Instruments, Renewaire, Rinnai, Quietflex, Rtoil/Covertech,

Zonefirst, Mars Air Doors, Air Products and Controls  
 # of outside sales people: 7  
 # of warehouses: 1  
 Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## Valad Electric Heating Co

Principal Contact: Arthur Cecchini, 160 Wildey St Ste 1, Tarrytown, NY, 10591-2915  
 Phone: 914/631-4927 Fax: 914/631-4395  
 email: valadelectric@conversent.net  
 Territory: all USA and europe  
 # of outside sales people: 4  
 # of warehouses: 1  
 Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## Wales - Darby, Inc.

Principal Contact: Brian Darby, 2910 Express Dr. S., Islandia, NY, 11749  
 Phone: 631/585-6800 Fax: 631/585-6838  
 email: info@walesdarby.com  
 website: www.walesdarby.com  
 Territory: Metropolitan NY/Long Island; Northern NJ; Downstate NY  
 Lines: AO Smith Water Products, Alyan Pump, Beacon Morris, Flexcon, Flow Design, Fujitsu, Hydrotherm, Jaga, Keflex, Lifebreath, Lux Products, MG Coupling, Modine Manufacturing, Orange-Eco, RAY Boilers, Spacepak, Speakman, Sterling / Suntemp, Taco, Omegaflex, Triad Boilers, Uponor, Viessmann, Water Control Corp., Z-Flex, Jjm Boiler Works  
 # of outside sales people: 8  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

## Wallace Eannace Assocs., Inc.



Scan with your smart phone app for more information!

Principal Contact: Jim Collins  
 50 Newtown Rd.  
 Plainview, NY, 11803  
 Phone: 201/891-9550 Fax: 201/891-4298  
 email: jcollins@wea-inc.com  
 website: www.wea-inc.com  
 Territory: Metro NY, Metro NJ  
 Lines: Bell & Gossett, Lochinvar, McDonnell & Miller, Danfoss, Hoffman Specialties, Domestic Pump, Goulds Pump, Cemline, Flex-Hose Co., HBX Control Systems, Heat Link Group Inc., Intellidyne, Aquatherm Inc., Robur, Econar Geosystems, AHI Technologies, Argo (NJ Only), Maid-O-Mist  
 # of outside sales people: 25  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating  
 See ad on page 52

## Pennsylvania

## Associated Marketing, Inc.

Principal Contact: Frank Fein, CPMR  
 11500 Roosevelt Blvd. #G-1,  
 Philadelphia, PA, 19116-3000  
 Phone: 215/677-6870 Fax: 215/677-1261  
 email: sales@associatedmarketing.net  
 website: www.associatedmarketing.net  
 Territory: Eastern PA, NJ, DE, NY Metro, MD, DC Metro  
 Lines: Spears Mfg, Cooper B-Line, Watts Brass & Tubular, NDS Inc., Rheem Water Heater, Imcoa Insulation, General Wire Spring Co, Mission Rubber Products, Anaheim Mfg (Wasteking), Napac, Cozy, Chatham Brass  
 # of outside sales people: 6  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic



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### B.J. Terroni Company, Inc.



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Principal Contact: Tim West  
3190 Tucker Rd.  
Bensalem, PA, 19020-2892  
email: tim.weste@bjterroni.com  
website: www.bjterroni.com  
Territory: E. PA, S. NJ, N. DE  
Lines: Flexcon, Ge Energy, Gastite, Governale, iWorx, Lochinvar, Modine, Skidmore, Smiths, Taco, Tigerflow, Twin City Hose  
# of outside sales people: 1  
# of warehouses: 8  
**See ad on this page**  
Cope-Wardell-Ammon Assocs., Inc.  
Principal Contact: Mark Ammon,

4009 Market St., Ste. K, Aston, PA, 19014  
Phone: 610/485-2828 Fax: 610/485-7171  
email: marka@cwaassociates.com  
website: www.cwaassociates.com  
Territory: Eastern PA, Southern NJ, DE  
Lines: Elkay, Toto, McGuire, Schier Products, Mountain Plumbing, Oasis Lifestyles, Phyl-rich, Sioux Chief, Zoeller, Topp Industries  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing

### Derbyshire Mack & Morgan, Inc.

Principal Contact: Robert C. Trader Jr.  
4009-D Market St., Aston, PA, 19014  
Phone: 610/497-2600 Fax: 610/497-2603  
email: sales@dmminc.com  
website: www.dmminc.com  
Territory: E. PA, S. NJ, DE, MD, DC  
Lines: Ashcroft, Kunkle Valve, Marsh/Bellofram, Mcdaniels, Yarway, U.S. Gauge, Noshok, Inc., Wika  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Gray Sales Inc

Principal Contact: Edmund Cancelosi  
PO Box 26826  
Philadelphia, PA, 19134-6826  
Phone: 215/739-3355 Fax: 215/739-4592  
email: ed@graysalesinc.com  
website: www.graysalesinc.com  
Territory: E. PA, S. NJ, DE, MD, Wash D.C. and VA  
Lines: Basco Shower Enclosures, The Swan Corp., Swanstone, Fairmont Designs, Elcoma, Sierra Copper, Bootz Industries, California Faucets, Kingston, Dreamwalls Color Glass, Lenova, Calavena Stone  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing  
**See ad on this page**

### Grothaus Sales

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Principal Contact: Paul Grothaus  
200 Eagle Rd Ste 30  
Wayne, PA, 19087-3115  
Phone: 610/293-9221 Fax: 610/293-9252  
email: pgrothaus@covad.net  
website: www.grothausales.com  
Territory: Eastern PA, Southern NJ, DE  
Lines: Brass Craft Mfg Co., Comfort Toilet Seats, Cresline Plastic Pipe Co., Fernco Inc., Flint & Walling Pumps, J C Whitlam Chemicals, Jones-Stephens Corp., Keeney Tubular Brass & Plastic, LT Connections, Roth Water and Septic Tanks, Simmons Well Accessories  
# of outside sales people: 3  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Halpern - Jacobs

Principal Contact: Bob Jacobs  
927 Springwood Dr  
West Chester, PA, 19382-2121  
Phone: 610/431-1770 Fax: 610-431-0014  
email: hvachj@aol.com  
website: www.halpern-jacobs.com  
Territory: Eastern PA, Southern NJ, DE, MD, VA  
Lines: Airvector, Dongan, IPRO, Koch Filter Corporation, Lau Industries, Thermo Manufacturing, Vimco, Z-Flex  
# of outside sales people: 4  
Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### J B OConnor Co

Principal Contact: Bryan OConnor,  
PO Box 12927, Pittsburgh, PA, 15241-0927  
Phone: 724/745-5300 Fax: 724-745-7420  
email: boconnor@jboconnor.com  
website: www.jboconnor.com  
Territory: Western PA & WV  
Lines: Aqua Glass, Dormont Mfg., Watts Brass & Tubular, Blucher, Elkay, Powers, Rinnai, Sloan Valve, Omegaflex Tracpipe, Watts Water Technologies, Watts Drainage, Ames Fire & Water, Brae Rainwater Harvesting Systems, Watts Pure Water  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### John Stack Sales Co.

Principal Contact: Gary J. Stack  
575 Wyoming Ave., Ste. A  
Wyoming, PA, 18644  
Phone: 570/693-3050 Fax: 570/693-2294  
email: gjs@stacksales.com  
website: www.stacksales.com  
Territory: PA, NJ, DE, MD, VA, Wash D.C.  
Lines: Automag Zone Valves, Clarion Bathware, Bacharach, Allanson Ignition Transformers, Beacon Morris Unit Heaters, Boston Valve, Williamson/Thermoflo Boilers & Furnaces, Lukens Metals,

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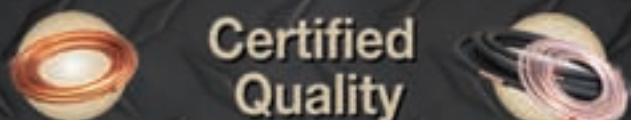
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# of outside sales people: 5

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

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Principal Contact: Robert Della Sala  
 441 C. County Line Rd.  
 Gilbertsville, PA, 19525

Phone: 610/369-1602 Fax: 610/369-1612

email: bobd@uskeystonesales.com

website: www.uskeystonesales.com

Lines: Bosch, Boyertown Furnace Company, Buderus, Bradley, Carlin, Creatherm, Hydrolevel Company, Hold Rite, Hydro Flame, La-Co, Luxpro, Noble Company, Oasis International, Turbonics, Fantech, Haydon, Heat Controller, Inc., Wilkins, Zurn PEX Plumbing, Zurn Plumbing Products Group

**See ad on this page****Kivlan Group, Inc.**

Principal Contact: Brad Kivlan,

P.O. Box 740, Carlisle, PA, 17013

Phone: 717/249-6019 Fax: 717/960-1528

email: brad.kivlan@kivlangroup.com

website: www.kivlangroup.com

Territory: PA, MD, DE, S. NJ, VA, OH, WV

Lines: Ritchie /Yellow Jacket, Diversitech, Shurtape, Dynatemp International, Lucas Milhaupt, Southwire, Refrigeration Research, Veto Pro Pac, RGF Environmental, E. James Belts

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See contact information on page 114

## MIDDLE ATLANTIC

# of outside sales people: 6  
Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Latchaw Montgomery & Peck Inc.

**Principal Contact:**  
Robert Montgomery Jr.  
PO Box 477  
Malvern, PA, 19355-0477  
Phone: 610/640-4640 Fax: 610-640-0059  
email: bobmontgomery.IMP@verizon.net  
website: www.IMP.com  
Territory: PA, NJ, DE, MD, D.C., VA  
Lines: A.O. Smith Water Systems, Black Swan Mfg., Camco Mfg., Baker/Campbell Mfg., Canplas LLC, Hartell Div., Hydromatic Pentair Water, Jackel Inc., King Bros. Industries, Krowne Metal Corp., Pipeconx, SJE-Rhombus, Silver-Line Plastics Corp., Turbotorch, AHI Technologies  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings  
**See ad on this page**

### Martin & Smith, Inc.

**Principal Contact:** James P. Hughes,  
11 Vincent Cir., Warminster, PA  
Phone: 215/956-9100 Fax: 215/956-9765  
email: jhughes@msrep.com  
website: www.msrep.com  
Territory: E. PA, S. NJ, DE  
Lines: Acorn Engineering, American Standard, Crane Plumbing, Fiat Products, Acorn Aqua, JAD/Porter, Just Manufacturing, Jay R. Smith Mfg. Co., Charlotte Pipe and Foundry Co., Red White Valve, Murock, Potter Roemer, Chronomite, Acorn



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# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Output Sales Corporation

**Principal Contact:**  
Richard G. Hildebrand  
119 Hunt Valley Road  
New Kensington, PA, 15068  
Phone: 724/334-5600 Fax: 724/334-9599  
email: e-mail@outputsales.com  
website: www.outputsales.com  
Territory: OH, W. PA, WV, KY, IN  
Lines: Cambridge-Lee, Cash Acme, Flying, Haviland Drainage, Huntington Brass, IPEX USA, La-Co Industries, Lee Brass, Peerless Pottery, PHD Manufacturing, Rheem/Ruud, Stockham Valves, Trenton Pipe Nipple, Ward Manufacturing, Welded Tube  
# of outside sales people: 7  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings  
**See ad on this page**

### Preferred Sales Inc

**Principal Contact:** Alan Guidish  
1 Industrial Rd  
Hermitage, PA, 16148  
Phone: 724/981-5500 Fax: 724/981-5560  
email: guidisha@preferredsales.com  
website: www.preferredsales.com  
Territory: MD, NJ, NY, PA  
Lines: 3M Purification, AK Industries, Aquatic, Backstop, Bradford White, Danze, Dura Trac, E.L. Mustee, Gastite/Flexsure, Heritage Plastics, Houzer, Hydromatic Pump, Lenox, Nomaco, Oatey SCS, Raywal, Red White Valve, SJE Rhombus, Tigre, Uponor/Wirsbo, Vitra  
# of outside sales people: 11  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Proline Sales, Inc.

**Principal Contact:** Gregory E. McLaren  
128 Greenwood Ave.  
Wyncote, PA, 19095  
Phone: 215/517-7543 Fax: 215/517-7546  
email: gmclaren@prolinesalesinc.com  
Territory: Eastern PA, Southern NJ, Delaware  
Lines: Bemis/Church, Brasstech, Cello Products, Mr. Steam, Greenfield Manufacturing, Hydrosystems, Insinkerator, Legend Valve, Native Trails, Oatey SCS, Ronbow, Springhouse Specialty, Transolid  
# of outside sales people: 3  
Industry Orientation: Plumbing  
**See ad on this page**

### R. Romeo Co., Inc.

**Principal Contact:** Rich Romeo,  
507 E. Pennsylvania Blvd.,  
Feasterville, PA, 19053-7849  
Phone: 215/357-5885 Fax: 215/357-6858  
email: cva64rr@aol.com  
website: www.romeoco.com  
Territory: E. PA, NJ, DE, MD  
Lines: Anderson Metals, American Trade Products, Atlanta Special Products, Brenelle Co., Goss Inc., Kee Safety, Michigan Brass, Maxstraps, Electrotape, Union Brass, Sos Products, Virginia Abrasives, Virginia Stainless Div., General Tools & Instruments, Metallics, Pace Machinery, Weksler Glass  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### R.D. Bitzer Co., Inc.

**Principal Contact:** John Bitzer Jr.,  
776 American Dr., Bensalem, PA, 19020  
Phone: 215/604-6600 Fax: 215/604-6601  
email: sales@rdbitzer.com  
website: www.rdbitzer.com  
Territory: E. PA, S. NJ, Upper Two Counties DE  
Lines: Bell & Gossett-ITT, Cutler Hammer, Cemline Corp., Domestic Pump-ITT, Wessels, Hoffman Specialty-ITT, McDonnell & Miller-ITT, Flex Hose, Danfoss Drives, Watts Radiant, Marley, Viessmann, Pep Filters, VMC, G&L Pumps  
# of outside sales people: 8  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating

### Rich-Tomkins Co Inc

**Principal Contact:** Stew Chaffee, 235 Bridge-water Rd, Aston, PA, 19014-2135  
Phone: 610/859-6068 Fax: 610/859-6080  
email: stew@richtomkins.com  
website: www.richtomkins.com  
Territory: E. PA, S.N.J. DE, MD VA  
Lines: Boss Products, Bradford White Water Heaters, Delta Faucet Co., Foremost Bath Furniture, Jacuzzi, John Guest Fittings, Liberty Hardware, Song Cast iron Sinks, Vitra Sanitary Ware, Watco, Whirlpool Corp., Woodford, Alsons, Aqua Glass  
# of outside sales people: seven  
# of warehouses: one  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Triumph Sales, Inc.

**Principal Contact:** Rich Bruno,  
51 Bridge St, Pittsburgh, PA, 15223  
Phone: 412/781-0950 Fax: 412/781-1890  
email: triumphsales@comcast.net  
Territory: W. PA. & WV  
Lines: Charlotte Pipe, Liberty Pumps, Brass Craft, Hamilton Bathware, Franke, Amerec, American Hometec, Florestone, Rectorseal, Gerber Plumbing Fixtures, Precision Plumbing Products, Nibco Durapex, Leonard, Willoughby, Clamp All, Haws,

Beneke, Anaheim Manufacturing, Holdrite, Arizona Showerdoors  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Vernon Bitzer Associates, Inc.



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**Principal Contact:** Steve Krumm  
980 Thomas Dr.  
Warminster, PA, 18974  
Phone: 215/443-7500 Fax: 215/443-7573  
email: skrumm@vernonbitzer.com  
website: www.vernonbitzer.com  
Territory: E. PA, S. NJ, N. DE  
Lines: Ames Company, Chatham Brass Co., Chicago Faucets, Crown Boiler, Dormont Manufacturing, Febco, Filtrine Drinking Water Products, Gorton Manufacturing, Houzer Sinks, Hot Box Enclosures, Myson Heating Products, Schwank Heaters, Sea Tech Fittings, Style-Rite, Watts ACV Company, Watts Pure Water Products, Watts Regulator Company, Watts Water PEX Products  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Woldoff Sales

**Principal Contact:** Dean Woldoff  
535-C Andrews Road, Trevoise, PA, 19053  
Phone: 215/953-5080 Fax: 215-953-5084  
email: woldoffsales@aol.com  
Territory: E. PA, NJ, DE, MD, DC  
Lines: Smart Electric, Argo Technology, Briggs Plumbingware, Comfortstar Ductless & Ptac, Comfortstat, Comfortpro Systems, Pennco Boilers, Sayco Faucets, American-Standard Water Heaters, Utica Boilers, Embassy Industries, Olsen Hvac, ECR International  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

\*\*\*\*\*

## EAST NORTH CENTRAL

### Illinois

#### Added Sales Co.

**Principal Contact:** Jim Trace,  
795 Mittel Dr., Wood Dale, IL, 60191  
Phone: 630/694-1300 Fax: 630/694-9148  
email: info@addedsales.com  
website: www.addedsales.com  
Territory: IL, IN, WI, N. MI  
Lines: Blue Angel Pumps, Canfield Solder, Easy Heat, Fluidmaster, Grohe Faucets, Imcoa Pipe Insulation, Waste King, Jacuzzi, Oliveri Stainless Sinks, State Industries, Swan Corp., Optiflame Electric Fireplaces, Villeroy & Boch, St. Thomas Creations, Takagi Tankless, MK Morse  
# of outside sales people: 15  
# of warehouses: 1  
Industry Orientation: Plumbing

#### Allied Tube & Conduit

**Principal Contact:** Patrick Wallis  
16100 Lathrop Ave, Harvey, IL, 60426-6021  
Phone: 708/339-1610  
email: pwallis@alliedtube.com  
website: www.alliedtube-sprinkler.com  
Territory: North America  
# of outside sales people: 6  
# of warehouses: 3

Industry Orientation: Piping, Valves & Fittings

#### Anvil International

**Principal Contact:** Harold Arrowsmith  
750 Central Ave.  
University Park, IL, 60484-3138  
Phone: 708/534-1414 Fax: 708/534-5334  
email: harrowsmith@anvilintl.com  
website: www.anvilintl.com  
Industry Orientation: Plumbing, Piping, Valves & Fittings

#### Bornquist Inc



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**Principal Contact:** Mike Hultgren  
7050 N Lehigh Ave.  
Chicago, IL, 60646-1298  
Phone: 773/774-2800 Fax: 773/763-6534  
email: bornquist@bornquist.com  
Territory: N. IL, UPPER IN, E. IA  
Lines: ITT Bell & Gossett, >

### ProLine Sales, Inc.

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*(Continued from page 58.)*

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 # of outside sales people: 5  
 # of warehouses: 1  
 Industry Orientation: Hydronic Heating

**J.W. Sales, Inc.**  
 Principal Contact: Bill Fedorinich, 1570 E. Highwood, Pontiac, MI, 48340  
 Phone: 248/745-8590 Fax: 248/745-0889  
 email: jwsalesinc@comcast.net  
 Territory: MI  
 Lines: Blanco, J&B Products, Noritz, Danfoss, Elcoma, Globe, Holdrite, Slant Fin, Bruco Products, Laing, Legend, Rectorseal, Chicago Fittings, Backstop, Everpure, Hydro Systems  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Sales Service Plus, Inc.**  
 Principal Contact: Mike Kimmel, 45606 Mast St., Plymouth, MI, 48170-6007  
 Phone: 734/454-7620 Fax: 734/454-7632  
 email: mkimmel@salesserviceplus.com  
 website: www.salesserviceplus.com  
 Territory: MI  
 Lines: American Plumber, Aquatic, Ayrlett, Briggs, CTS, Chemique, Febco, Flint & Walling, Decolav, Houzer, Hot Box, John Guest, Mr. Steam, Knox Sales, Lavelle, Nibco pex, Nomaco, PHD Manufacturing, Tyco Thermal Controls, Red-White Valve Co., Reed Manufacturing, Sayco Faucets, Topp Industries, Siam Fittings, Smedbo, Thrift Drain Cleaner, Viessmann Manufacturing, Ward Manufacturing, Welded Tubular - Berkeley, Zoeller Pump Company  
 # of outside sales people: 7  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings

**Taggart-Knight Group**  
 Principal Contact: Gary Taggart, 32985 Hamilton Ct. #102

Farmington Hills, MI, 48334-3353  
 Phone: 248/553-4388 Fax: 248/553-4653  
 email: info@taggartco.com  
 website: www.taggartknight.com  
 Territory: Lower MI, Toledo, OH  
 Lines: Amtekco, Anaco/Husky, Chicago Faucets, Delany, Eemax, Haws, Intersan, Isimet/Mapa, J D Gould, Orion Fittings, Powers, Rockford Separators, Stern Williams, Tyler/Wade  
 # of outside sales people: 4  
 Industry Orientation: Plumbing

**V.E. Sales**  
 Principal Contact: Thomas H. Van Egmond, 25200 Jefferson Ave, Saint Clair Shores, MI, 48081-2347  
 Phone: 586/774-7760 Fax: 586/774-1490  
 email: tomv@vesalesinc.com  
 website: www.vesalesinc.com  
 Territory: MI (Lower Peninsula), Toledo, OH  
 Lines: Apollo Valve, Elkhart Products, ABZ Valve, Highland Tank, Lasco Fittings, Miro, Murray Clamp, Oil Creek Plastics, Speakman, Watson McDaniel, Safe-T-Cover  
 # of outside sales people: 3  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Ohio**

**Biz Sales**  
 Principal Contact: Danny Zavelson, 31360 Solon Road, Ste 31 Solon, OH, 44139  
 Phone: 216/595-2888 Fax: 216/595-2899  
 email: dzavelson@bizpvf.com  
 Territory: OH, MI, WV, KY, IN, W. NY, W. PA  
 Lines: Alloy Stainless Products, Whitlam, Matco Norca, Keckley Strainers & Valves, Hailiang USA, Lasco Fluid Distribution, EXL Tube, Integrity Fusion, Bristol Metals, Colonial Valve, Swepco Tube, Erico, Napac, Vortens, Welding Outlets, Specified Fittings, Bow Plumbing Group, Straub Couplings, Eze Flow Tubeline, New World Stainless, Flowline, A-D Technologies

# of outside sales people: 6  
 Industry Orientation: Plumbing, Piping, Valves & Fittings  
 See ad on this page

**BWA South**  
 Principal Contact: Bob Armbruster, 4501 Sutphen Ct., Hilliard, OH, 43026  
 Phone: 614/876-2477 Fax: 614/876-0238  
 email: boba@bwasouth.com  
 website: www.bwasouth.com  
 Territory: OH and KY  
 Lines: Aquarius/Praxix, Bootz, Centoco, Charlotte Pipe, Elkay, John Guest, Leonard valve, Ideal coupling, Pipe Conx, Stern Williams, Willoughby, Wilkins, Bobrick, Gamco, Koala Kare, Zurn Industries  
 # of outside sales people: 11  
 # of warehouses: 1  
 Industry Orientation: Plumbing

**Campbell Equipment Company**  
 Principal Contact: Terry Campbell, 6941 Mcnerney Rd., Northwood, OH, 43619  
 Phone: 419/874-5970 Fax: 419/874-4705  
 email: terryc@campbellequipment.com  
 website: www.campbellequipment.com  
 Territory: OH  
 Lines: Lochinvar, Zurn, Wilkins, Lawler, Amtekco, Metcraft, CTS Flange, Intersan, Wessels, General Partition, Haws  
 # of outside sales people: 11  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**CPI Marketing**  
 Principal Contact: Stan Stewart, Box 06461, Columbus, OH, 43206-0461  
 Phone: 614/777-1626 Fax: 614/777-7-46  
 email: cpimktg@aol.com  
 Territory: OH, KY, WV  
 Lines: Ammark Corp., Carlin Combustion Technology, Grundfos Pumps Corp., Hydrolevel Co., Spirotherm Inc., Viessmann Mfg. Co. Inc.  
 # of outside sales people: 3  
 # of warehouses: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Curnayn Sales**  
 Principal Contact: Rick Nicoloff, 14210 Foltz Pkwy, Strongsville, OH, 44149  
 Phone: 440/846-1280 Fax: 440/84-6-12  
 email: ricknicoloff@curnaynsales.com  
 website: curnaynsales.com  
 Territory: OH, KY, W. PA, WV  
 Lines: Accor, Bemis, Blanco, BMI, Canplas, Century Shower Door, Fernox, Gerber, Jackel, Jomar, Millrose, Navien, Seymour/Canpex, Tyler Pipe/Wade, Waste King  
 # of outside sales people: 7  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Great Lakes Sales**  
 Principal Contact: Dave Murman, 350 Westgate Tower, 20525 Center Ridge Rd., Cleveland, OH 44116  
 Phone: 440/356-9200 Fax: 440/356-2436  
 email: tim@glsco.net  
 Lines: Amtrol, Automag, Camco Mfg., Central Brass Company, Danfoss Hydronic Heating, Endot Industries, Flint & Walling, InSinkErator, ITT Laing Thermotech, Neptune Products, Santec Inc., Springhouse Specialty, Stiebel Eltron, Thrush Company  
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**J Davis Sales & Assocs., Llc**  
 Principal Contact: Jeff Davis, 5293 Eberly Rd., Atwater, OH, 44201-9783  
 Phone: 330/947-2038 Fax: 330/597-6122  
 email: jeff@jdavisales.com  
 website: www.jdavisales.com  
 Territory: OH, and counties that surround Cincinnati in KY  
 Lines: Legend Valve, Legend Hydraulics, Charter Plastics, General Pipe Cleaners, J.C. Whitlam Co., Aqua Mark, Alwaysfresh H2O  
 # of outside sales people: 2  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Len Myers & Assoc.**  
 Principal Contact: Kevin Myers, PO Box 30945, Gahanna, OH, 43230  
 Phone: 614/861-6065  
 email: info@len-myers.com  
 website: www.len-myers.com  
 Territory: OH, KY  
 Lines: Electro Industries, Northern Heat Pump, EZ Floor  
 # of outside sales people: 4  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Hydronic Heating

**Libb Company, Inc.**  
 Principal Contact: Don Dwyer, 7860 N. Central Ave., Lewis Center, OH, 43035  
 Phone: 740/549-1516 Fax: 740/548-0985  
 email: dond@libbco.com  
 website: www.libbco.com  
 Territory: OH, W. PA, KY, WV  
 Lines: Amerec Sauna & Steam, Bemis Manufacturing Co., Delta Faucet Co., Florestone Products Co., CMC Howell Metal, InSinkErator, Mansfield Plumbing Prod., Neoperl, Roof Top Blox, AO Smith Water Products, TurboTorch, Warwick Hanger, Watco Manufacturing, Woodford Manufacturing, Zoeller Pump Co., Zurn PEX  
 # of outside sales people: 11  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating  
 See ad on this page

**Midwest Spec (Great Lakes Office)**  
 Principal Contact: Tim Morrissey, 12200 Commissioner Dr., North Jackson, OH, 44451  
 Phone: 330/538-0406 Fax: 330/538-0410  
 email: glsales@mwspec.com  
 website: www.mwspec.com  
 Territory: N. OH, W. PA & WV (GL Region)  
 Lines: ABZ Valves, Acorn, American Standard, Apollo, Anvil, Elkhart, Fiat, Hot Box, Guardian, T&S Brass, Tylok, Watson McDaniel, Weil Mclain  
 # of outside sales people: 7  
 # of warehouses: 1  
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Midwest Spec (River Valley Office)**  
 Principal Contact: Pat Murphy, CPMR 7025 Harrison Ave., Cincinnati, OH, 45247  
 Phone: 513/353-9191 Fax: 513/353-1589  
 email: rvsales@mwspec.com  
 website: www.mwspec.com



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# of outside sales people: 9  
# of warehouses: 1  
Industry Orientation: Plumbing

### Minnesota

#### Bennerotte Marketing Agency



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Principal Contact: Rick Specken  
14332 21st Ave N #200  
Plymouth, MN, 55447  
email: rspecken@bmarep.com  
**See AIM/R ad on this page**

#### Bongard Corporation

Principal Contact: Pete Mayer  
P.O. Box 640  
Forest Lake, MN  
Phone: 651/982-9802 Fax: 651/982-9506  
email: pete@bongard.com  
website: www.bongard.com  
Territory: MN, ND, SD, WI  
Lines: Elkay Manufacturing Co., Praxis Companies, Intersan, Insinkerator, Jones Stephens,

Cooper B-Line, Norwesco, Berry Plastics, Mansfield Plumbing Products, Cash Acme, Natural Earth  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing  
**See AIM/R ad on this page**

#### D.B. Larson And Associates

Principal Contact: Dave Larson  
10200 Windsor Lake Lane  
Minnetonka, MN, 55305  
Phone: 612/868-6275 Fax: 952/544-2262  
email: dl Larson41@comcast.net  
Territory: MN, ND, SD, WI  
Lines: Black Swan, GT Water Products, CMC Howell Metal, Holyoke Fittings, Cash Valve, Smith-Cooper Int. Stainless, Smith-Cooper International, Sharpe Valve  
# of outside sales people: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

#### JL-Sontag, LLC

Principal Contact: Jim Cushman  
5500 Lincoln Dr., Ste. 210  
Edina, MN, 55436  
Phone: 952/933-7768 Fax: 952/933-1069  
email: jim@jlsontag.com  
Territory: MN, ND, SD, IA, WI, NE  
Lines: Airia, Lifebreath, Aspen, Atco, Bard, Beacon Morris, Beckett, ECR, Flexcon Industries, Grundfos, Honeywell, Hydrolevel, Louisville Tin & Stove, Mission Rubber, Painted Exp. Tanks, Precision Hydronics, Silver King, Sterling Hydronics/Residential, Spacepak, Tekmar, Universal Tech. (leakfreeze)  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
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www.bmarep.com

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13366 Lake Drive • P.O. Box 640  
Forest Lake, MN 55025  
651-982-9802 FAX: 651-982-9506  
Pete Mayer  
www.bongard.com

□ JL-Sontag, LLC  
5500 Lincoln Drive • Edina, MN 55436  
952-933-7768, FAX: 952-933-1069  
Jim Cushman  
jim@jlsontag.com

□ Michel Sales Agency, Inc.  
521 Phalen Blvd. • St. Paul, MN 55130  
651-287-2640, FAX: 651-287-2655  
Kelly Michel - kelly@michelsales.com  
www.michelsales.com

□ Rakieten Sales, Inc.  
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Minnetonka, MN 55345  
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Doug Hall  
www.waterdesigngroup.com  
doug@waterdesigngroup.com

□ Soderholm & Assoc., Inc.  
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Chris Soderholm  
cd@soderholmrep.com

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#### Michel Sales Agency



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Principal Contact: Kelly Michel, CPMR  
521 Phalen Blvd.  
St. Paul, MN, 55130  
Phone: 651/287-2640 Fax: 651/287-2655  
email: kelly@michelsales.com  
website: www.michelsales.com  
Territory: MN, ND, SD, WI Upper MI  
Lines: Bradford White Corp, Buderus, Webstone, Fantech, Canfield, General Plastics, IPS Corp, Kroy Pipe, Imcoa, Mueller Industries, Trappipe, Rehau, Rhomar, Warm Rain, Wilo, Packard  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
**See AIM/R ad on this page**

#### R.G. Higgins & Associates Inc.

Principal Contact: Michael Higgins,  
7805 Beech St. Ne, Fridley, MN, 55432  
Phone: 763/561-7777 Fax: 763/561-8558  
email: mikeh@rghiggins.com  
Territory: MN, ND, SD, W, WI  
Lines: Eemax, Liseiga Inc., Milwaukee Valve Co., Anvil International, Murdock Inc., Tyler Pipe Industries, H. O. Terice, Wade Specification Products, Westlock Controls, Titan Flow Control Inc., CTS Fabrication, Orion Fittings Inc., Bondstrad FRP, Anvil Gruvlok Div., Buldings and Matters, Husky Couplings, Rockford Separators, Hammond Valve Company, Roof Top Blox  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

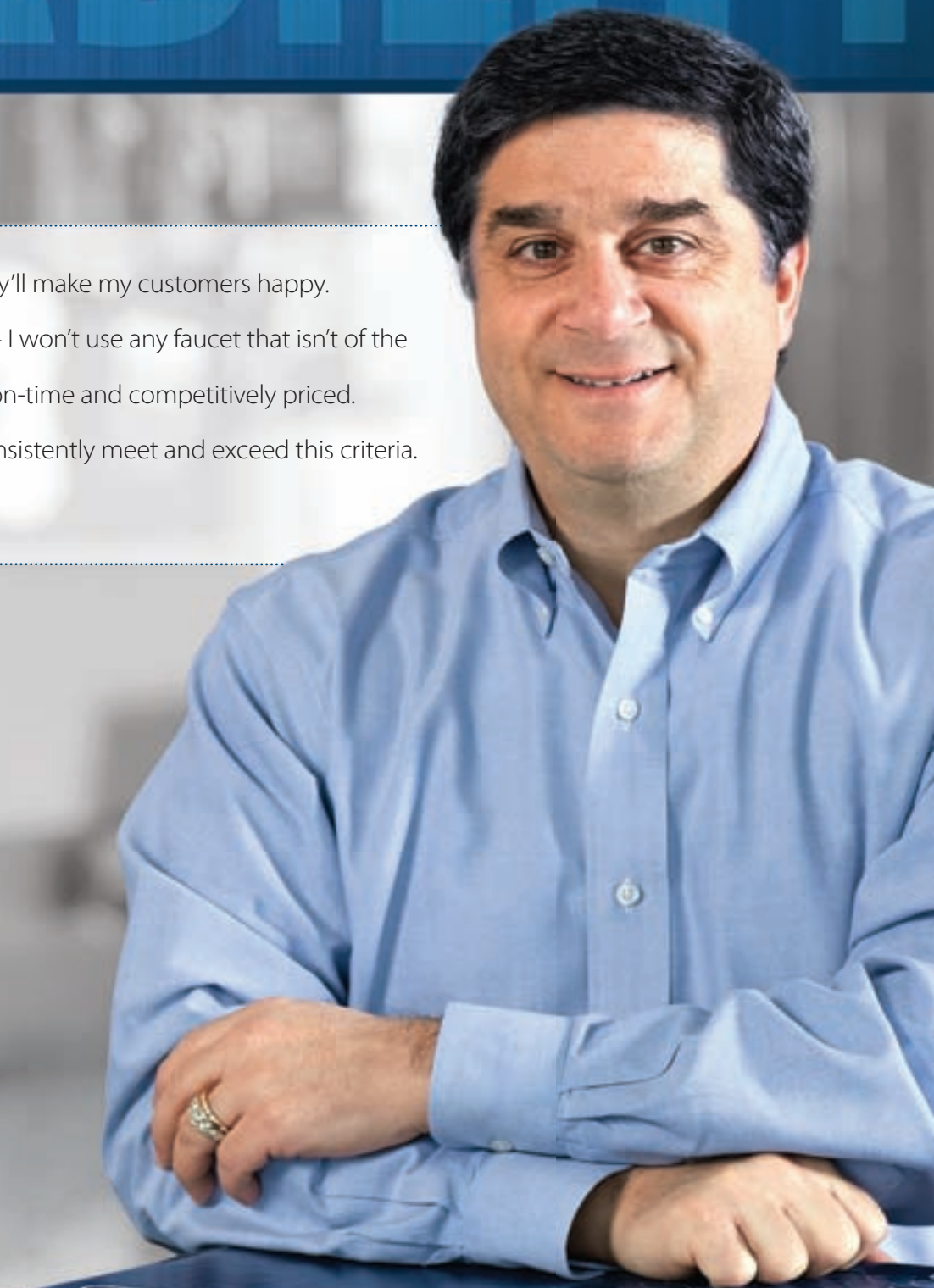
#### Rep Rite Burk & Associates

Principal Contact: Bob Burk,  
2369 Waters Drive,  
Mendota Heights, MN, 55123  
Phone: 651/686-0181 Fax: 651/686-0803  
email: bburk@repriteburk.com  
website: www.repriteburk.com  
Territory: MN, ND, SD, WI, N. IL, U.P. MI  
Lines: Amtrol Inc, Centennial Plastics, SJE Rhombus, Hydromatic Pumps, Kitz Valves, Flomatic Valve, Arrowhead Brass, American Granby Inc, AK Industries, Spirotherm, North Star Water Conditioning, Carson Valve boxes, Everhot PEX Tube, Metropolitan Pump, Jung Pump, Starite Sse, Dekorra, Ultrafin Radiant, Wellmaster Drive Shoes, Flowtech Valve  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

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### Florida

#### Aronoff, Leon

Principal Contact: Leon Aronoff,  
7358 Haviland Cir, Boynton Beach, FL 33437  
Phone: 800/242-8257 Fax: 561/733-1495  
email: leona@kingstonbrass.com  
Territory: S.E. FL, Central FL, S.W. FL  
Lines: Adornus Products, Boston Valve, Jerich  
Company, Kingston Brass, Niagara Indus-  
tries, S.O.S. Products  
# of outside sales people: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings

#### B Zaslav Ent 325

Principal Contact: Blair Zaslav,

8930 W State Road 84, Davie, FL, 33324  
Phone: 954/472-9416 Fax: 954/472-9875  
email: bzaslav1@gmail.com  
Territory: S. FL, Broward City, Dade City, Palm  
Beach County  
Lines: American Plbg Parts Master, Dust  
Corp, A Brass America, Suncraft Industries,  
Vms International, B. Walter Senior Co.,  
Gene Rich Co., Larson Supply  
# of outside sales people: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings, Hydronic Heating

#### Engineered Concepts

Principal Contact: Tom Becraft,  
917 NW 31st Ave, Pompano Beach, FL, 33069  
Phone: 954/979-8000 Fax: 954/979-5422  
email: tombecraft@eng-concepts.com

website: www.eng-concepts.com

Territory: FL

Lines: Sloan, Tyler/Wade/Anaco Husky, Bo-  
brick/Gamco/Koala, Aquabath, Halsey  
Taylor, Reco, Plumberex, Powers, Ray-  
chem, Rockford, John Guest, Chg, T-Drill,  
Guardian, Abt, American Hometec, Stern  
Williams, Hadrian, Spurlin  
# of outside sales people: 12  
# of warehouses: 2  
Industry Orientation: Plumbing

#### GM Sales & Marketing, Llc

Principal Contact: Jim Gizzie, CPMR  
1750 Nw 15 Ave - Suite 515  
Pompano Beach, FL, 33069  
Phone: 954/786-1412 Fax: 954/782-8233  
email: info@gmsales.us  
website: www.gmsales.us

Territory: FL, Caribbean

Lines: Zurn, Wilkins, Indiana Seal,  
Canplas LLC, Cello Products,  
Keckley, Sureseal, Homestead  
Valve, Golden Anderson GA Indus-  
tries, GPK Products, LSP Products,  
Florestone Products, Matco-Norca  
# of outside sales people: 5  
# of warehouses: 1

Industry Orientation: Plumbing,  
Piping, Valves & Fittings, Warm-Air  
Heating, Ducted Air Conditioning,  
Refrigeration & Sheet Metal  
**See ad on this page**

#### Harry Raskin Inc

Principal Contact: Samuel Welcovitz,  
20362 Ne 16th Pl,  
North Miami Beach, FL, 33179  
Phone: 305/653-2270 Fax: 305/651-9966  
email: harryraskininc@bellsouth.net  
website: www.harryraskin.com



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Principal(s) Tim Mulholland and Jim Gizzie

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info@gmsales.us      www.gmsales.us  
tel: 954-786-1412 • fax: 954-782-8233

## WEST NORTH CENTRAL

(Continued from page 66.)

#### Sales Engineers, Inc.

Principal Contact: Mike Dungan, CPMR  
12909 Pioneer Trail  
Eden Prairie, MN, 55347-4109  
Phone: 952/944-0773 Fax: 952/944-1073  
email: mdungan@salesengineersinc.com  
website: www.salesengineersinc.com  
Territory: MN, ND, SD, WI  
Lines: American Air Filter, Bacharach,  
Broan-Nutone, Construction Solution,  
Crown Engineering, Dongan Electric,  
First Company, Gastite, Lenox, Nor-  
dyne, Shurtape, Thermaflex  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves &  
Fittings, Hydronic Heating, Warm-Air Heating,  
Ducted Air Conditioning, Refrigeration &  
Sheet Metal

#### Schroeder Sales Company

Principal Contact: Jon Schroeder,  
12901 73rd Ave. N.,  
Maple Grove, MN, 55369  
Phone: 763/391-6232 Fax: 763/201-7901  
email: jon@schroedersalesco.com  
website: www.schroedersalesco.com  
Territory: MN, WI, SD, ND, IL, MI-UP  
Lines: 3M, Anglo American Tools, Champion  
Sheet Metal, Crown Boiler, Dahl Valves, Delta  
Fan, Freshaire Uv, Governale, Heat Transfer  
Products, JP Lamborn, Lambro, National  
Comfort Products, Pro1 Thermostats, Venture  
Tape, Shoemaker Mfg.  
# of outside sales people: 3  
Industry Orientation: Plumbing, Hydronic  
Heating, Warm-Air Heating, Ducted Air  
Conditioning, Refrigeration & Sheet Metal

#### Soderholm & Assocs.

Principal Contact: Chris Soderholm  
7150 143rd Ave. N.W.  
Ramsey, MN, 55303  
Phone: 763/427-9635 Fax: 763/427-5665  
email: cd@soderholmrep.com  
Territory: MN, ND, SD, WI, MI-UP  
Lines: A.O.Smith Water Products, Ameri-  
can Standard Brands, Ames Fire Pro-  
tection, Blucher, Dormont, Fiat  
Products, Irwin Tools, Jado/Porcher,  
Powers Controls, State Water Heaters,  
Water Control Corp, Watts Drainage,  
Watts Radiant, Watts Water Technolo-  
gies, Takagi, State Water Heaters,  
Grundfos Commercial  
# of outside sales people: 10  
# of warehouses: 1  
Industry Orientation: Plumbing,  
Piping, Valves & Fittings, Hydronic  
Heating, Sheet Metal  
**See AIM/R ad on page 66**

#### Twin City Hose, Inc.

Principal Contact: Michael Lowe,  
20615 Commerce Blvd, Rogers, MN, 55374  
Phone: 763/428-5100 Fax: 763/428-5111  
email: mlowe@twincityhose.com  
website: www.twincityhose.com  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings, Hydronic Heating

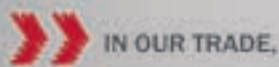
#### Water Design Group

Principal Contact: Doug Hall  
15612 Hwy. 7 #240  
Minnetonka, MN, 55345  
Phone: 952/933-2299 Fax: 952/933-3017  
email: doug@waterdesigngroup.com  
website: www.waterdesigngroup.com  
Territory: MN WI ND SD MI-UP  
Lines: Accor, Arc Accessibility Re-  
source Center, Blanco, Decolav,  
Fairmont Designs, Gatco, Jacuzzi,  
ITT Laing Thermotech, Mountain,  
Rohl, Sierra Copper, Stone Group  
Holdings, Thermasol, Toto  
# of outside sales people: 4  
Industry Orientation: Plumbing  
**See AIM/R ad on page 66**

\*\*\*\*\*

See contact information on page 114

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See contact information on page 114



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Use FBC compatible products with other brands of CPVC piping at your own risk.

See contact information on page 114

Territory: FL- Southern Half  
Lines: Cesco Brass Ltd., Delany Products, Engineered Brass Co., Falcon Stainless, Haws Corp., J-tec Products Co., Just Mfg. Co., Michigan Brass, Midland Metal Mfg., Radiator Specialty, Sparts Tool & Mfg. Co., Stiebel Eltron, Town & Country Plastics, Union Brass Mfg. Co.

# of outside sales people: 2  
# of warehouses: 1  
Industry Orientation: Plumbing

**Harry Warren, Inc.**

Principal Contact: Bob Mycoff  
1400 N. Orange Blossom Trail  
Orlando, FL, 32854-7932  
Phone: 407/841-9237 Fax: 407/841-9246  
email: bobmycoff@harrywarren.com  
website: www.harrywarren.com

Territory: FL, GA, AL,  
Lines: AB&I Foundry, American Standard Brands, AO Smith Water Products, AO Smith Water Systems, Arrowhead Brass, Bradley Corp-Div 10 & 15/22, Champbell Mfg, Conine Mfg, Cooper B-Line, Decolav, Dormont, Eemax, Elkay, Gastite, InSinkErat, Fiat, Orion, Lenox, Oatey SCS, Halsey Taylor, Service Wire Co., Snyder Tanks, Spi, T&S Brass, Taco, Watts Pure Water, Watts Regulator, Watts Drainage, State Industries, Wal-Rich

# of outside sales people: 28  
# of warehouses: 3  
Industry Orientation: Plumbing, Piping, Valves & Fittings

**Marsh & Moore Inc.**

Principal Contact: Mark Marsh  
3380 Agricultural Center Dr.  
St Augustine, FL, 32092  
Phone: 904/827-8788 Fax: 904/827-8795  
email: mark@marshmoore.com

Territory: FL, GA & the Carolinas  
Lines: Eternal Grandhall, Falcon, HTP, Integrity Fusion, Josam, Liberty Pumps, Macon Plastics, Multifitting, McC Tools, Mission Rubber-, Niagara, TSM, Uponor, Water Control

# of outside sales people: 10  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings  
See ad on this page

**Pinnacle Sales Group, Inc.**

Principal Contact:  
Ron Avery, CPMR, CSP  
P.O. Box 788, Dundee, FL  
Phone: 863/353-4313 Fax: 863/439-3897  
email:

ravery@pinnaclesalesgroup.com  
website:  
www.pinnaclesalesgroup.com  
Territory: FL, GA, SC, NC, VA, TN, AL, MS, LA, AK, Wash. DC, DL, MD, E. PA, Caribbean, PR

Lines: Colonial Bronze, Everpure, Franke, Link-A-Sink, Maax, Mountain Plumbing, Panasonic, Robern, Rohl LLC, Ronbow, Thermasol, Trimout  
# of outside sales people: 13  
# of warehouses: 1  
Industry Orientation: Plumbing

**Steinmetz & Assoc Inc**

Principal Contact: Mark Steinmetz,  
PO Box 6045, Lakeland, FL, 33807  
Phone: 863/644-0333 Fax: 863/619-7876  
email: mark@marksteinmetz.com  
website: www.marksteinmetz.com

Territory: FL  
# of outside sales people: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Suncoast Sales LLC**

Principal Contact: Dan Osullivan, Casey Brown, Laura Walters, 6306 Benjamin Rd, Ste 614, Tampa, FL, 33634-5168  
Phone: 813/901-8552 Fax: 813/901-8555  
email: dosullivan@suncoastsalesllc.com  
website: www.suncoastsalesllc.com

Territory: FL  
Lines: Alsons, Basco, Bosch Tankless, Brasscraft, Briggs, Delta, Brizo, Peerless, Fairmont Designs, Franke, Hamilton Bathware, Hydro Systems, Kindred Sinks, Lenox Tools, Irwin Tools, Liberty Hardware, Franklin Brass, Metal Products, North American Pipe, Northstar, Watco, Woodford, Zoeller, Zurn PEX

# of outside sales people: 12  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

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[www.servicemetal.net](http://www.servicemetal.net)

See contact information on page 114

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## SOUTH ATLANTIC

### The Carr Company

Principal Contact: Michael Hobbs  
6000 Park of Commerce Blvd.  
Boca Raton, FL, 33487  
Phone: 561/997-0999 Fax: 561/997-2633  
email: mhobbs@carrcompany.com  
website: www.carrcompany.com  
Territory: FL, GA  
Lines: Advance Tabco, Ceco, Bradford White, Cash Acme, Fernco, Aeroflex, Eastman, Acorn, Empire, Saniflo, Smith, Mansfield, Aquatic, Red White Valvepex, Ideal, Centoco, Lee Brass  
# of outside sales people: 9  
# of warehouses: 3  
Industry Orientation: Plumbing, Piping, Valves & Fittings

## Georgia

### All Seasons Marketing, Inc.

Principal Contact: Conrad Gohlinghorst,  
328 Bell Park Dr., Woodstock, GA, 30188  
Phone: 770/516-8045 Fax: 770/516-8087  
email: sales@a-s-m.com  
website: www.a-s-m.com  
Territory: AL, FL, GA, TN, NC, SC, LA, MS  
Lines: Solar Usage Now/Sun Equinox, Aria Nutech Energy Systems, Buderus Boilers, Davey Pumps, General Regulator, Hartell Plumbing Pumps, Ladder Hat, Laing ThermoTech Int, Louisville Tin & Stove, Myson, Sachwin, Triangle Tube, Watts Radiant, Wavin  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating

### Bristow Manufacturers Agents, Inc.

Principal Contact: Jim S. Watson  
1996 Airport Industrial Park Dr.  
Marietta, GA, 30060  
Phone: 770/952-3548 Fax: 770/984-1952  
email: jim@wbristow.com  
website: www.wbristow.com  
Territory: GA  
Lines: Easy Heat, Inc., JMF Company, JP Lamborn Co., Danco, Metal Fab Inc., Peerless Pottery, American Standard Water Heater Corp., Lux Pro, Arrow Ind. Duratrac, Accor Technology  
# of outside sales people: 2  
# of warehouses: 1  
Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Dawn Sales Company

Principal Contact: Patti Dawn,  
902 Andover Glen, Canton, GA, 30115  
Phone: 770/704-6707 Fax: 770/704-0671  
email: pdsatga@aol.com  
Territory: GA, TN, AL, FL-Panhandle-Tallahassee Westward  
Lines: Lines: Plumbing, Piping, Valves, & Fittings, Representing, Industrial, Hardware, Manufacturers with Shelf, Specification, Handicap and Luxury Showroom Products  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Delta Sales Co.

Principal Contact: Andrew Briggs,  
P.O. Box 409, Tucker, GA, 30085  
Phone: 770/934-9960 Fax: 770/934-6865  
email: khickman@ksmdelta.com  
website: www.ksmdelta.com  
Territory: GA, AL, TN, FL-Panhandle, KY  
Lines: Alderon Industries, Barnes & Jones, Barnes Pumps, Beneke, Briggs Industries, Cash Acme, Climastar American Heating Systems Llc, Colonial Valves, 3M Purification - Cuno, Florestone Products Co. Inc., Fluidmaster, Grundfos Pumps, J.C. Whitlam Mfg. Co., Haws Corporation, Ideal, Zilmet, American Homotech, Tyco - Cash Valves, Honeywell-Automation & Control Solutions  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing

### E.V. Dunbar Co.

Principal Contact: Karen Machan  
125 Townpark Dr., Ste. 150  
Kennesaw, GA, 30144  
Phone: 770/218-1750 Fax: 770/218-1756  
email: karen.machan@evdunbarco.com  
website: www.evdunbarco.com  
Territory: TN, NC, SC, MS, AL, GA, FL  
Lines: Honeywell, Ritchie, Mars, J. W. Harris, Fluke, Amprobe, RGF, Packless

# of outside sales people: 7  
Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Evans & Associates

Principal Contact: Mark Evans,  
1650 Redi Rd. Suite 400,  
Cumming, GA, 30040  
Phone: 678/455-8188 Fax: 678/455-8133  
email: sales@evansinc.biz  
website: www.evansinc.biz  
Territory: GA, AL, FL-Panhandle, E. TN  
Lines: Babbitt Steam, Cello Products, Chicago Faucets, Cresline Pipe, Dallas Specialty, Homestead Valve, Highland Tank, Keckley, McGuire, MiFab, PHD Manufacturing, Sharpe Valve, Smith Cooper, Willoughby  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Gulf-Atlantic Sales

Principal Contact: William Lewis,  
2865 Still Meadows Way,  
Buford, GA, 30519-5272  
Phone: 678/546-6754 Fax: 678/546-67  
email: bselewis2@bellsouth.net  
Territory: GA, AL, TN, MS, NC, SC, VA, FL-Panhandle  
Lines: Fieldpiece Instruments, Refco AC/R Svc Instr., NDL Copper Ftg & Prods, Dundas-Jafine Venting, Fabricair-Zip-A-Duct, Terralux, Filtration Mfg, Anglo-American Tools, Airo-Flo Ind, Schwank Heaters  
# of outside sales people: 5  
Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Jaykay Sales Company Inc

Principal Contact: Jay Olliff,  
906 Crabapple Court,  
Woodstock, GA, 30188  
Phone: 770/843-1928 Fax: 770/346-8843  
email: jayolliff@jaykaysales.com  
website: www.jaykaysales.com  
Territory: GA, AL, TN, KY  
Lines: Bard Manufacturing, Hardcast, Little Giant Pumps, Shurtape-Duct Tape, Quietflex Manufacturing, Renewaire, Hydro-Balance, Green Industries, Enerco Heaters, Vent Ure Aire  
# of outside sales people: 3  
Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Mechanical Industrial Products

Principal Contact: Frank Hills,  
6995 Laurel Oak Dr, Suwanee, GA, 30024  
Phone: 770/595-6226 Fax: 770/888-5185  
email: f1hills@bellsouth.net  
Territory: FL, GA, SC, NC, VA, TN, MS, AL  
Lines: Precision Components, Valve & Fitting, Tube Forgings, Delta Flange, Schulz USA, J&M International Valve, Andron Stainless, Maintenance Metals, Ebg Flow Products, Marzolf Company  
# of outside sales people: 2  
Industry Orientation: Piping, Valves & Fittings

### Pulley & Associates, Inc.

Principal Contact: Eddie B. Pulley,  
Lovena Dr., Ste. 200, Marietta, GA, 30067  
Phone: 770/425-0706 Fax: 770/428-3934  
email: ep@epulley.com  
website: www.epulley.com  
Territory: GA, TN  
Lines: Delta Faucet Company, Uponor, Mission Rubber, Alsons, Newport Brass, SP Products, Charlotte Pipe, Blanco, Liberty Hardware, Spurlin  
# of outside sales people: 13  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### RMS Of Georgia, LLC

Principal Contact: Ken Ponder,  
610 McFarland 400 Dr, Alpharetta, GA, 30004  
Phone: 770/777-0597 Fax: 770/777-0599  
email: ken@rmsgas.com  
website: www.rmsgas.com  
Territory: All USA  
Lines: Choice Refrigerants, Trax Record Keeping, Reclamation of Refrigerants, DOT Tank Testing  
# of outside sales people: 23  
# of warehouses: 1  
Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Spotswood Assoc Inc

Principal Contact: James Sulko, Jr  
6235 Atlantic Blvd, Norcross, GA, 30071  
Phone: 770/447-1227 Fax: 770/263-6899  
email: jsulkojr@spotswoodassociates.com  
website: www.spotswoodassociates.com  
Territory: GA, AL, FL-Panhandle, E. TN  
Lines: Apollo Valves, Zoeller Pump Company, Speakman Company, Oasis International, Josam Company, Hot Box, GPK - Indiana Seal, Stern Williams, Bosch Pro-Tankless Water Heaters, Tigerflow, Quazite, Enfield, Conine Sovent, Amtekco, Aquabath, CDR Systems  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Thermasol



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Principal Contact: Michael Straw  
1671 Woodbow Xing  
Dacula, GA, 30019-3279  
Phone: 201/282-5166 Fax: 805/520-1663  
email: mike.straw@thermasol.com  
website: www.thermasol.com  
Industry Orientation: Plumbing

### Valve Products Inc.

Principal Contact: Mac Jones,  
P.O. Box 8943, Atlanta, GA, 31106  
Phone: 678/858-2549 Fax: 404/88-8-36  
email: valveproducts@comcast.net  
website: www.valveproducts.com  
Territory: AL, GA, FL, NC, SC, TN MS, AR & PR  
Lines: Bonomi Automated Valve Packages, Dsi Gate Globe & Check Valves, DFT Control Valves, EVS Severe Service Ball Valves, Evs Triple Offset Bf Valves, Hilton Knife Gate Valves, Ipx Thermoplastic Piping Systems, K-Flo Awwa Butterfly Valves, Mercer Rubber Expansion Joints, Puretorq Vane Actuators, Tate Andale Strainers, Crane Valve Services, Quality Plus Valves & Controls, Palmer Wahl Guages and Thermometers  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Piping, Valves & Fittings

## North Carolina

### Allison Sales & Marketing, Inc.

Principal Contact: Randy Allison,  
631 Graves St, Kernersville, NC, 272384  
Phone: 336/992-6200 Fax: 336/992-6205  
email: randy@allisonsales.com  
website: www.allisonsales.com  
Territory: NC, SC  
Lines: Arrow Adhesives, Arrowhead Brass & Plumbing, ASP-Pace Machinery, Bosch Thermotechnology, Canplas, Crane/Barnes Pumps, Dahl Brothers, Mill-Rose Corp., Opella, Stone Industries, Wal-Rich Corp.  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Lewis Marketing, Inc.

Principal Contact: Glenn Thurman,  
P.O. Box 5523, Charlotte, NC, 28299  
Phone: 704/376-0262 Fax: 704/375-1850  
email: glenn@lewismarketinginc.com  
website: www.lewismarketinginc.com  
Territory: NC, SC  
Lines: Coleman Cable, Boshart Industries, Cello Copper Fittings, Central Brass, C & S Mfg., Dallas Specialties, G and C Enclosures, General Wire Spring, Hammond Valves, Honeywell, Comfort Seats, Keeney Mfg., Knox Co., LSP, Olympia Faucets, Pioneer Industries, Plastic Trends, Seymour Tools, Viegga, Lic, Watersoft, Wheeler Mfg.  
# of outside sales people: 5  
# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Ludwig, Smith & Walker, Inc.

Principal Contact: Jeffrey L. Smith,  
218-A E. Tremont Ave., Charlotte, NC, 28203  
Phone: 704/342-9690 Fax: 704/342-9693  
email: jeff.smith@lswrep.com  
website: salesinfo@lswrep.com  
Territory: NC, SC  
Lines: Arrow Industries, Bemis, Dormont, Fluidmaster, J B Products, Jones Stephens, Kessler Sales and Distributing, Legend Valve, Mansfield Plumbing Products, Navien America, Prier Brass, Rectorseal Corp, Sargent Tools  
# of outside sales people: 5  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Trion

Principal Contact: Mitchell Johnston,  
101 McNeill Rd, Sanford, NC, 27330  
Phone: 919/777-6248  
email: mjohnston@trioninc.com

## Virginia

### Duhart Co.

Principal Contact: Bill Dudding,  
1225 Mall Dr., Richmond, VA, 23235  
Phone: 804/379-0150 Fax: 804/379-9230  
email: bdudding@duhartco.com  
website: www.duhartco.com  
Territory: VA, WV, D, S. DE, Wash. D.C.  
Lines: Arrow/Duratrac, Bemis, Bradford White, Carolina Classic, Danco, Gastite/Flexsure, John Guest Speedfit, Legend Valve, Mansfield Plumbing Products, Rockford Separators, Tekka USA, Union Brass, United Water Products  
# of outside sales people: 8  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Richmond Marketing, Inc.

Principal Contact: Charles Rao,  
2533 Mechanicsville Turnpike,  
Richmond, VA, 23223-2329  
Phone: 804/643-7355 Fax: 804/643-7380  
email: rmi@ricmrk.com  
Territory: VA, MD, DC  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Soter-Martin Of Virginia, Inc.

Principal Contact: Rick Martin,  
P.O. Box 15233, Richmond, VA, 23227  
Phone: 804/550-2164 Fax: 804/550-2054  
email: rick@sotermartin.com  
website: www.sotermartin.com  
Lines: American Water Heaters, Ayrlett, Boshart, Elcoma, Endot, Greenfield, J B Products, La-Co Markal, ITT/Laing, Maax/Aker/Collection/Pearl, Ronbow, Set-Rite, Stiebel-Eltron, Toto  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

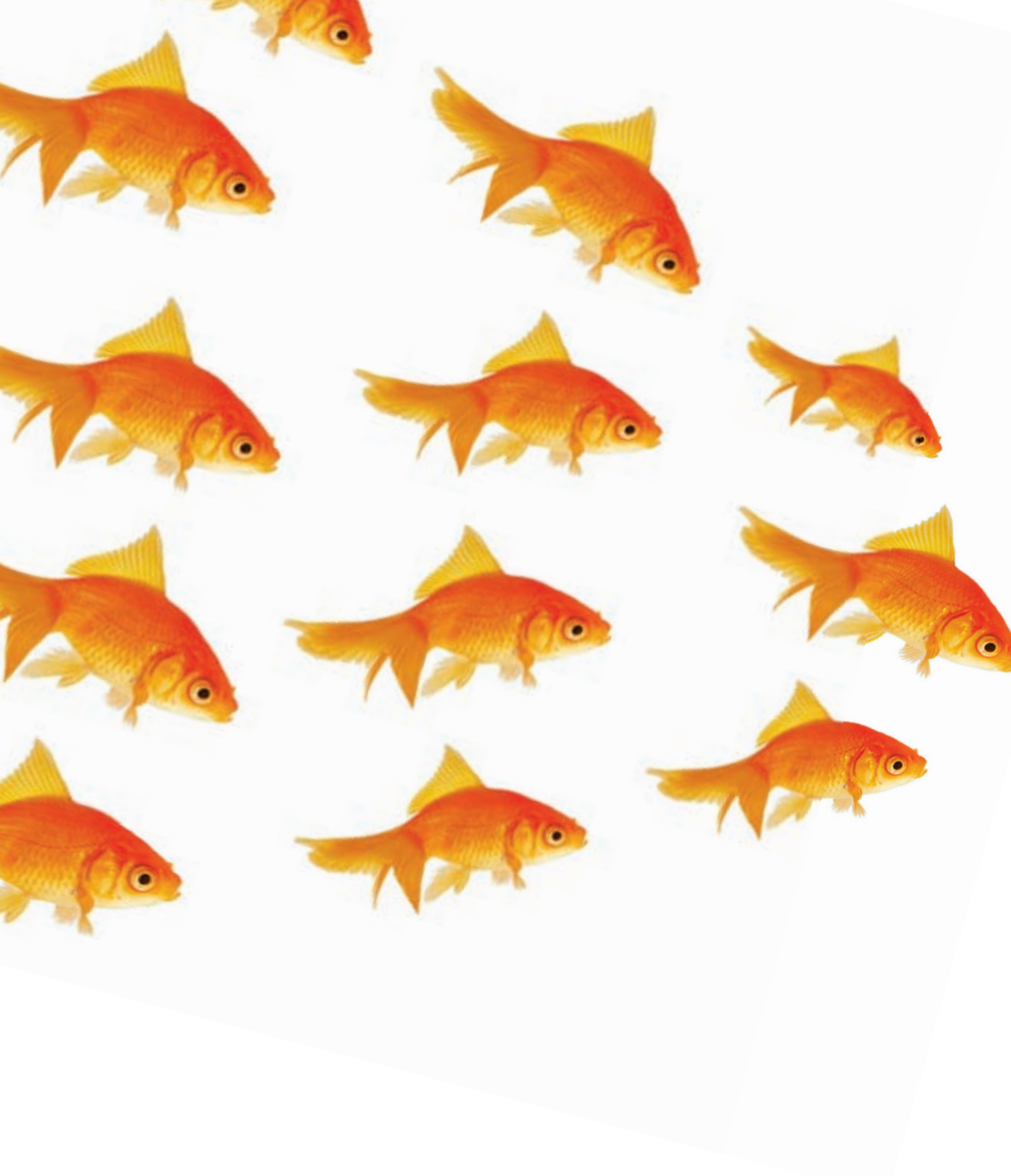
### The Joyce Agency HVAC Products Group

Principal Contact: Ron Jenkins  
8442 Alban Road  
Springfield, VA, 22150  
Phone: 703/866-3111  
email: rjenkins@thejoyceagency.com  
website: www.thejoyceagency.com  
Territory: VA, MD, DC  
Lines: Mitsubishi Electric HVAC, Magic-Pak, Viessmann, Grundfos, Watts Radiant, Soler & Palau  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
\*\*\*\*\*

Listing of Representatives continues on page 74

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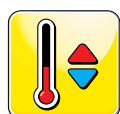
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## Alabama

## Filtration Manufacturing



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information!

**Principal Contact:** Art Knowles  
47 J Faris Rd.  
Andalusia, AL, 36421-9501  
Phone: 334/222-7900 Fax: 334/222-4723  
email: artknowles@starband.net  
website:  
www.filtrationmanufacturing.com  
Territory: U.S. and Canada

**Industry Orientation:** Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Joe Spears Company**

**Principal Contact:** Joe Spears,  
3220 Dundale Rd., Birmingham, AL, 35216  
Phone: 205/979-5893 Fax: 205/979-3429  
email: spearsco3@bellsouth.net  
Territory: AL, MS, N.W. FL, LA  
Lines: Brasstech/Newport Brass/Ginger,  
Linkasink, Acryline, Cheviot Products, The  
Rain Co., Classic Hardware, Keystone  
Filter Div., Deca  
# of outside sales people: 3  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings

**McCain Sales Co., Inc.**

**Principal Contact:** Eric McCain  
4908 Cahaba River Rd., Ste. 208,  
Birmingham, AL, 35243

Phone: 205/967-4095 Fax: 205/967-2443  
email: eric@mccainsales.com  
website: www.mccainsales.com  
Territory: AL, MS, TN, FL (Panhandle)  
Lines: Rinnai, Gerber Plumbing Fixtures,  
Lenox Tools, Maax Corporation, Danze,  
Silverline Plastics, Steamist, ACT Demand  
Pumps, Hydrocare, Radiator Specialty Co.  
# of outside sales people: 5  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings

**S&S Sales Llc**

**Principal Contact:** John Doggett  
4509 Valleydale Rd., Ste. 8  
Birmingham, AL, 35242  
Phone: 205/980-0090 Fax: 205/980-0505  
email: johnd@sandssalesllc.com  
website: www.sandssalesllc.com  
Territory: AL, FL (Panhandle), MS, TN  
Lines: Artesian Sinks, Briggs/Sayco Indus-  
tries, Esco, CMC Howell Metals, J&D Prod-  
ucts, Kissler & Co, Knox Co, Plastic Trends,  
Premiere Plastics, Reed Tools, Speedway,  
Stone Tools, Trin to The Trade, U.S. Plas-  
tics, Webstone, Greene Industries,  
Peachtree Metals, Houzer Sinks  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings

**Tim Morales & Associates, Inc.**

**Principal Contact:** Timothy J. Morales  
4080 Lloyd Station Road  
Mobile, AL, 36693  
Phone: 251/602-8333 Fax: 251/602-8339  
email: tim@timmorales.com  
website: www.timmorales.com  
Territory: AL, MS, LA, FL (Panhandle)  
# of outside sales people: 7  
# of warehouses: 1  
Industry Orientation: Plumbing,  
Piping, Valves & Fittings, Hydronic  
Heating

**See ad on this page**

**Elmco/Ford**

**Principal Contact:** Tom Ford  
5022 Bond St., Phoenix, AZ  
Phone: 702/871-1966 Fax: 702/871-2686  
email: info@elmcoford.com  
website: www.elmcoford.com  
Lines: Acorn Engineering, Acorn Aqua, Acorn  
Safety, Acorn Vac, C-Ports, Chronomite  
Labs, Clamp-All, Elmdor/Stoneman,  
Lochinvar, Murdock, Potterroemer,  
Neometro, Barnes, Ppp, Jay R. Smith, JRS  
Products, Trerice, Whitehall, Crete Sleeves,  
Superior Pipe  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings

## Kentucky

**Kemper Sales & Associates**

**Principal Contact:** Gary Kemper,  
100 Kemper Dr., Nicholasville, KY, 40356  
Phone: 800/326-5736 Fax: 888/356-9820  
email: gkemper576@aol.com  
website: www.kempersales.net  
Territory: KY, OH, TN  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings, Hydronic Heating

**Marketing Services Group**

**Principal Contact:** Kevin Thomas  
537 E. 10th Street, Dept. W  
Bowling Green, KY, 42101  
Phone: 270/842-4142 Fax: 270/842-4155  
email: ket1@msginc.com  
website: www.msginc.com  
Territory: IL, IN, KY, TN  
Lines: Best Diversified, Bando Belts,  
New Age Industrial, LDR, Dormont,  
Mi-T-M Corporation, Diversitech,  
Steel King Industries, Metzgar  
Conveyor Co., Parlec, Superclean,  
Sakura, CAPSA  
# of outside sales people: 4  
Industry Orientation: Plumbing,  
Piping, Valves & Fittings  
**See ad on this page**

**Richardson Sales**

**Principal Contact:** Jim Richardson,  
718 Burton Ave, Louisville, KY, 40208-1205  
Phone: 502/637-1674 Fax: 502/634-0899  
email: jkr2@bellsouth.net  
Territory: KY, S. IN  
Lines: Banner Faucets, Jason International,  
Lambro  
# of outside sales people: 1  
Industry Orientation: Plumbing

## Mississippi

**Davis Marketing Group**

**Principal Contact:** Jim Davis/Jordan Davis  
PO Box 489, Florence, MS, 39073-0489  
Phone: 601/845-4415 Fax: 601/845-4476  
email: davis42390@aol.com  
Territory: MS, LA  
Lines: Alderon Industries, Allen Company,  
Bosch, Encon Safety Products, Halsey Tay-  
lor, Hydro-Tech, Little Giant Pump, Mifab,  
E. L. Mustee & Sons, Orion Fittings, Stern-  
Williams, T&S Brass & Bronze Works, Topp  
Industries, Beeco Backflow Preventers  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings, Warm-Air Heating, Ducted Air  
Conditioning, Refrigeration & Sheet Metal

\*\*\*\*\*

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Website: www.ahdeveney.com

## Louisiana

**A. H. Deveney & Co., Inc.**

**Principal Contact:** Mike Mullen  
6240 Hollyfield Dr.  
Baton Rouge, LA, 70809  
Phone: 225/753-8960 Fax: 888/329-2431  
email: mmullen@ahdeveney.com  
website: www.ahdeveney.com  
Territory: AL, AR, FL (Panhandle), KY,  
LA, MS, TN, WV  
Lines: Advance Tabco, American  
Granby, Bemis, Church, Eastman,  
Elcoma, Enerco, Eternal, Flomatic,  
Gastite, Grundfos, Intersan, Jackel,  
Medi-Tub, Mill-Rose, Milwaukee  
Tool, Miro, Norwesco, Plumberex,  
Raywal, SPI, Telsco, Thrift, Uponor,  
Watersoft, Wilo, Zoeller Pump Co.  
# of outside sales people: 8  
# of warehouses: 1  
Industry Orientation: Plumbing,  
Piping, Valves & Fittings, Hydronic  
Heating

**See ad on this page**

**Barbot Woolf Canale Inc.**

**Principal Contact:** Chuck Barbot,  
813 South Al Davis, Suite B,  
Harahan, LA, 70123

Phone: 504/734-0229 Fax: 504/734-3711  
email: chuck@bwcassoc.com  
Territory: LA, MS  
Lines: Anvil International, Aqua Glass, Arma-  
cell, Apollo Valve, Centoco, Charlotte Pipe  
& Foundry, Elkhart, Gerber, Hansgrohe,  
Houzer, Mission Rubber, Oatey SCS,  
Oasis, Rehau, Rheem/Ruud Water Heaters  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping,  
Valves & Fittings

**Billingsley & Associates, Inc.**

**Principal Contact:** Gene Billingsley,  
2728 Crestview St.,  
Kenner, LA, 70062-4829  
Phone: 504/602-8100 Fax: 504/602-8106  
email: gene@billingsley.com  
website: www.billingsley.com  
Territory: LA, MS, AR  
Lines: Ames Fluid Control, Seisco Indus-  
tries, Cozy, Cresline Plastic Pipe,  
Fernco, CDR Systems, Liberty Pumps,  
Ebara Pumps, Quantumflo Boosters,  
Omega Flex, Watts Water Technology,  
Rectorseal, Blucher Stainless Drainage,  
Total Piping Solutions, Aqua Tap, Pow-  
ers Controls, Speakman, Dormont,  
Quazite, Copperhead Industries Inc.  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping,  
Valves & Fittings

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**Grant & Associates, Inc.**

Principal Contact: Walter M. Kenning,  
P. O. Box 23664,  
New Orleans, LA, 70183  
Phone: 504/733-2999 Fax: 504/733-9485  
email: wkenning@grant-assoc.com  
website: www.grant-assoc.com  
Territory: LA, MS

Lines: Guardian Equipment Co., Chicago  
Faucet Co., Coyne & Delaney Co., Mans-  
field Plumbing Products, Isimet/Mapa  
Products, Halsey Taylor, Orion Fittings  
Inc., Willoughby Ind., Turbotorch-Victor, T-  
Drill, North American Pipe, Noritz, Red-  
White Valve, Sure Seal, Taco, Brimar Pipe  
Markers # of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping,  
Valves & Fittings

**Omega Marketing**

Principal Contact: John Davenport  
417 Transcontinental Dr.  
Metairie, LA, 70001-4451  
Phone: 504/456-7916 Fax: 504//88-8-95  
email: omegamktg9@cox.net  
Territory: LA, MS, AR

Lines: Accor Technology Inc., Canplas, Canter-  
bury Enterprises, J. C. Whittam, Keystone  
Filters, Matco-Norca, Spears Mfg.

# of outside sales people: 2  
Industry Orientation: Plumbing, Piping,  
Valves & Fittings

**Superior Products, Inc.**

Principal Contact: Sean Hebert,  
2911 S. Ruby Ave., Gonzales, LA, 70737  
Phone: 225/644-9773 Fax: 225/644-9957  
email: klapour@superiorbrem.com  
Territory: LA, MS

Lines: Mcguire Mfg., Bradley Corp., Elkay, Kitz  
Valve Corp., Phs Industries, Sloan Valve  
Co., Jay R. Smith Mfg. Co., Stern Williams,  
Eemax, Tyco Thermal Controls, Xylem  
Group, Roof Top Blox, Truebro

# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping,  
Valves & Fittings, Hydronic Heating

**Wolf-Harris, Inc.**

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Principal Contact: C. Martin Sharpe  
210 General Patton Ave.  
Mandeville, LA, 70470

Phone: 504/733-8733 Fax: 504/733-4980  
email: cmsharpe@woolfharris.com  
website: www.woolfharris.com

Territory: MS, LA, TN

Lines: Delta, Brizo, Peerless, A.O.  
Smith, State Industries, Brasscraft,  
Coral Industries, Liberty Pumps, Mr.  
Steam, Plastic Trends, John Guest,  
Praxis Companies, Vitra, Watco,  
Woodford, Decolav, Zurn PEX

# of outside sales people: 9

# of warehouses: 1

Industry Orientation: Plumbing  
**See ad on this page**

**Missouri****J&J Sales Reps, Inc.**

Principal Contact: Michael P. Lee,  
532 Saint Louis Ave., Valley Park, MO, 63088

Phone: 636/225-6700 Fax: 636/225-6701  
email: mike.lee@jjsalesreps.com  
Territory: C. & S. IL, E. MS

Lines: American Plumber, American Saw,  
Ashland Poly Traps, Cherne, Dearborn  
Brass, Erico, General Wire Spring, Her-  
cules Chemical Company, Holdrite, Liberty  
Pump, Mission Rubber, Oatey, Seymour  
Industries, Raychem, Tigre, Harvey

# of outside sales people: 2

# of warehouses: 1

Industry Orientation: Plumbing

**JC/Sunshine SLS Inc**

Principal Contact: Jim,  
301 W 109th Ter, Kansas City, MO, 64114  
Phone: 816/941-9773 Fax: 816/941-9771  
email: jcsunshinesales@gmail.com  
website: jcsunshine.com

Territory: MO, KS, NE, IA, S. ILL

Lines: Arrowhead Brass, Champion Irrigation,  
Brenelle-Jet Swet, Mjsi Ballcocks,  
Glentronics, Etco, Forbes Co, Garvin  
Basketstrainers, Suncraft, Wal-Rich Corp,  
American Home Tec Tankless, Debonding  
Systems Tools

# of outside sales people: 3

# of warehouses: 1

Industry Orientation: Plumbing, Piping,  
Valves & Fittings

**SFE/Heinkel Sales, Inc.**

Principal Contact: Lawrence Haffner  
12969 Maurer Industrial Dr.  
Saint Louis, MO, 63127-1515

Phone: 314/842-0057 Fax: 314/842-0078

email: lhaffner@heinkelsales.com

website: www.heinkelsales.com

Territory: E. MS, S. IL, W. KY

Lines: Mcguire, Jason Hydrotherapy, Rothen-  
berger

(Turn to page 79.) >



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See contact information on page 114

# Manufacturers' Representatives

## WEST SOUTH CENTRAL

# of outside sales people: 4

# of warehouses: 1

Industry Orientation: Plumbing, Hydronic Heating

### T. G. Rankin Co.

Principal Contact: Tom G. Rankin Jr.  
233 Chesterfield Ind. Blvd.  
Chesterfield, MO, 63005

Phone: 636/532-4555 Fax: 636/532-4716

email: tomsr@tgrankin.com

website: www.tgrankin.com

Territory: MO, KY, IL, IA, KS, NE

Lines: Norwesco, Clarus, Jackel Basins and Check Valves, Kenco Engineering, Blue Angel Pumps, Lube Devices, Maxox Gage Glass, Pardee Engineering, Penberthy Tyco, Archon Ind, SJE Rhombus, Auer Lighting, Scot Pump, ABS Pump Co., Polyok, Ebara Pump Co., A.K. Septic Products, All Bend, Base Products, Cyclops, Myers Pentair Water, American Manufacturing Co., Mercer Snyder Ind., Planet Care Eco-Pure, Salcor UV Sterilizers, Thermoquip, Zurn Plumbing Products, Halonim Controls, Collins Instr., Barnes Pumps, Aqua Point, Hydromatic Pump, Goulds, Snyder Industries, Hydromatic Pentair Water, Mainline Valve, Seewater, Flowliner (WAVIN), Simtech Thermoplastic pipe, Brimar Safety Markers, Collins Instrument, Habonim Valve, Pardee, Aqua Azul UV

# of outside sales people: 8

# of warehouses: 2

Industry Orientation: Plumbing

### W.T. Leonard & Associates

Principal Contact: Tom Leonard,  
240 Chesterfield Ind. Blvd., Chesterfield, MO, 63005  
Phone: 636/530-9852 Fax: 636/530-6996

email: tleonard@wtla.com

website: www.wtla.com

Territory: IL, IA, KS, MO, NE

Lines: A.O. Smith/State, Advance Tabco, American Standard Brands, Aquatic Bath, Brasscraft, Elkhart, Holby, Imcoa, Lasco Fittings, Lawler, Little Giant, Mill-Rose, NDS, Northstar, Sanderson, Steamist, Turbo Torch, Zurn PEX

# of outside sales people: 12

# of warehouses: 2

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Texas

### Armstrong/Weatherly Assoc

Principal Contact: Harold Armstrong, PO Box 55475,  
Houston, TX, 77255-5475

Phone: 713/692-5566 Fax: 713/692-6021

email: sales@armstrong-weatherly.com

website: www.armstrong-weatherly.com

Territory: TX, LA, OK, AR, MS, AL

# of outside sales people: 12

# of warehouses: 2

Industry Orientation: Plumbing, Piping, Valves & Fittings

### Champions Marketing

Principal Contact: Hunter Gordon,  
1169 Ruggles, Grand Prairie, TX, 75050

Phone: 972/602-0200 Fax: 972/602-2040

email: hunter@championsmarketing.net

website: championsmarketing.net

Territory: TX, LA, OK, AR, NM

Lines: Altmans, Aquarius, Bootz, Bow, Cello Products, 3M Purification, Gerber, Hansgrohe, Keeney, Kessler Distribution, Matco Norca, Rectorseal, Rheem, Schier, Selkirk, Sioux Chief, Zoeller

# of outside sales people: 12

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

### Forward Marketing, LLC

Principal Contact: Jim Ward, PO Box 26153,  
Austin, TX, 78755-0153

Phone: 512/791-7934 Fax: 512/346-2978

email: jim@forwardmarketing.biz

website: www.forwardmarketing.biz

Territory: TX, LA

Lines: Septic Products Inc., Snyder Industries, Wal-Rich Corp., Watergroup/ Novatek, Merrill Manufacturing, Pro Chlor  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Hugh M. Cunningham

Principal Contact: Dan Townsend  
13755 Benchmark  
Dallas, TX 75234

Phone: 972/852-3477 Fax: 972/888-3838

email: dtownsend@hughcunningham.com

website: www.hughcunningham.com

Territory: TX

Lines: A.O. Smith, Acorn, Acorn Aqua, Acrylic Shower Systems, Ajax Boilers, Alderon, Ames, Aqua Bath, Armacell, Armstrong Pumps, Brae Rainwater, Camus, Charlotte Pipe and Foundry, Cimberio Valves, Corgal, Danfoss, Dormont, Elkhart, Elmdor, Freezeflow, Greenturtle Technologies, Griffin Products, Holdrite, Jackel Basins, LCMI, Labsafetysystems, Little Giant, Mission Rubber, Moen Commercial, Monarch, Murdock, The Noble Company, Orion, Powers, Powerflo Pumps, Preso, Quantumflo, Safe-T-Cover, Savard, Takagi, Walrus Pumps, Watts ACV, Watts Brass and Tubular, Watts Blucher, Watts Drainage, Watts Radiant, Wessels, Wolverine Joining, Xerxes Corporation, Young Engineering

# of outside sales people: 10

# of warehouses: 1

Industry Orientation: Plumbing

See ad on page 80

### Hugh M. Cunningham, Inc. — HVAC Group, Inc.

Principal Contact: Tim Truitt  
13755 Benchmark Dr.  
Dallas, TX, 75234

Phone: 830/822-7828 Fax: 800/900-0380

email: ttruitt@hughcunningham.com

website: www.hughcunningham.com

Territory: TX, OK, NM, LA, AR

Lines: Air & Water Technology, Armacell, Armstrong Pumps, Charlotte Pipe and Foundry, CPS, CTS, Deflect-O, Elkhart Products, Elmdor Stoneman, Freezeflow, LCMI, LG Electronics - Hvac, Palmer Wahl, Pro1 IAQ, Speedclean, Schwank, Tjernlund, Ventamatic

# of outside sales people: 10

# of warehouses: 1

Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on page 80

### JT Associates

Principal Contact: James T Entekin,  
1201 E 15th St Suite 103, Plano, TX, 75074

Phone: 972/424-0058 Fax: 972/42-4-11

email: tentekin@aol.com

Territory: N. TX

Lines: Brasscraft Manufacturing, Centoco, CS&B International, Everflux, E-Z Weld, Inc, Fisher Mfg, Hamilton Bathware, Houzer Sinks, IPEX, Naco Industries, Prier Products Inc, Sayco Brass, Speedway, St. Thomas Creations, JB Products

# of outside sales people: 2

Industry Orientation: Plumbing, Piping, Valves & Fittings

### Louisiana Group, Inc.

Principal Contact: Curtis Wilkinson  
13755 Benchmark Dr.  
Dallas, TX, 75234

email: cwilkinson@louisianagp.com

website: www.louisianagp.com

Territory: LA

Lines: Acrylic Shower Systems, Adjustable Reach Key, Air & Water Technology, Apricus, Aqua Bath, Armacell, Armstrong Pumps, Camus, Corgal, CTS Fabrication, Danfoss, Freezeflow, Greenturtle Technologies, LCMI, LG HVAC, Labsafetysystems, Moen Commercial, The Noble Company, Palmer Wahl, Powerflo Pumps, Pro1 IAQ, Safe-T-Cover, Speedclean, Wessels, Xerxes Corporation, Young Engineering

# of outside sales people: 3

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### McKinney Agency, Inc.



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information!

Principal Contact: Kevin S. McKinney  
1225 E. Crosby Rd., Ste. B21  
Carrollton, TX, 75006

Phone: 972/242-4164 Fax: 972/242-5115

email: kevin@mckinney-agency.com

website: www.mckinney-agency.com

Territory: TX, OK

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Grohe Current/Obsolete  
Halsey Taylor  
Hamat  
Hansa  
Hansgrohe  
Harcraft  
Huntington Brass  
Indiana Brass Current/Obsolete  
Kohler  
KWC  
Leonard  
Mixet  
Modern Faucet (Rinse Quick)  
Moen  
Newport Brass  
Phoenix  
Porcher  
Powers  
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Sayco  
Speakman Current/Obsolete  
Sterling  
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Mark Hendricks - Group Manager  
www.oklahomagp.com

**Sandia Group, Inc.**  
Ted Parker — Vice President of Sales  
www.sandiagp.com

**LOUISIANA GROUP**  
Curtis Wilkinson - Group Manager  
www.louisianagp.com

**FLOW CONTROL GROUP**  
Brad Feldman - Group Vice President

**Fire & Water Group**  
Donald Moon, CPMR - Group Vice President

**HVAC GROUP**  
Tim Truitt - Group Manager

www.hughcunningham.com

See listing on page 79.

# of outside sales people: 8  
# of warehouses: 1  
Industry Orientation: Plumbing  
**See ad on this page**

**Mena & Associates**

Principal Contact: Duane Mena,  
802 Dominion Dr., Ste. 100, Katy, TX  
Phone: 281/579-8228 Fax: 281/579-8286  
email: dmena@menassociates.com  
Territory: S. TX

Lines: Black Swan Mfg., Hamilton, Bradford White Corp., Ipex, Webstone, Dallas Specialty, Comfort Seats, St. Thomas Creations, Charman Mfg., Wilson, Pipeline Seal & Insulator, Accor, Fisher Mfg., Quality Culvert, J-B Products

# of outside sales people: 4  
Industry Orientation: Plumbing, Piping, Valves & Fittings

**Oklahoma Group, Inc.**

Principal Contact: Mark Hendricks  
13755 Benchmark Dr.  
Dallas, TX, 75234  
email: mhendricks@oklahomagp.com  
website: mhendricks@oklahomagp.com  
Territory: OK

Lines: A.O. Smith, Acrylic Shower Systems and Solutions, Adjustable Reach Key, Air & Water Technology, Alderon Industries, Apricus, Aqua Bath, Armacell, Armstrong Pumps, Charlotte Pipe and Foundry, Cimberio Valves, Corgal, Cps, Danfoss, Deflect-O, Elkhart, Freezeflow, Greenturtle Technologies, Griffin Products, Holdrite, Hydrant Repair Parts, Hydroflame by Holdrite, Jackel Eco-Systems, LCMi, LG HVAC, Labsafetysystems, Mission Rubber, Moen Commercial, The Noble Company, Palmer Wahl, Powerflo Pumps, Pro1 IAQ, Quantum Flo, Safe-T-Cover, Speedclean, Schwank, Takagi Water Heaters, Tjernlund, Ventamatic, Walrus Pumps, Wessels, Wolverine Joining, Xerxes Corporation, Young Engineering

# of outside sales people: 2  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Oslin Nation Co**

Principal Contact: Mike Barnett  
5510 S Westmoreland Rd. Ste 300

Dallas, TX, 75237  
Phone: 214/631-5650 Fax: 214/333-2035  
email: sales@onco-tx.com  
website: www.onco-tx.com

Territory: TX  
Lines: Bell & Gossett, Hoffman, McDonnell & Miller, AHI Technologies, Laars, Itron, Trerice, Emerson, Maxitrol, Metraflex, Seewater

# of outside sales people: 17  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating  
**See ad on page 82**

**Pepeco Sales Co.**



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Principal Contact: Mike Parham  
8920 North Royal Ln.  
Irving, TX, 75063  
Phone: 972/823-8700 Fax: 972/823-8715  
email: mparham@pepcosales.com  
website: www.pepcosales.com  
Territory: TX, OK, AR, LA, NM

Lines: American Plumber, Aquaguard, Atco, Ayrllett, Basco, BMI, Bonomi, Boss, CMC Howell Metal, Cooper B-Line, Dahl, Danco, Dryerbox, Eastman, Eubank, Everpure, Famco, Fasson, Florestone, General Aire, Grohe, Honeywell Water Products, K-Flex, Lux, Metal Products, Multi Fittings, Nomaco, Normac, NSI, OCV Control Valves, Pepeco's Eliminator Catalog, REMS Tools, Samsung/Quietside, Song, State, Stockham, Suncraft, Teka, Trim By Design, Truair, Uponor, Vapco, Veto Pro Pac, Vitra, Wilo, Natural Earth, The Outdoor Greatroom, Classic Flame, Pacific Seats, Robern

# of outside sales people: 16  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
**See ad on page 82**

**PMI Sales & Marketing Services, Inc.**

Principal Contact: Robert Zvanut,  
8967 Market Street Rd., Houston, TX  
Phone: 713/674-8735 Fax: 713/672-6000  
email: robertz@pmireps.com  
website: www.pmireps.com  
Territory: TX less El Paso

Lines: American Standard Brands, Advance Tabco, B-Line, Grundfos, IPS Corp, Victor Turbotorch, Laco Industries, Mueller Industries, Rehau, Spears Evertuff, Tyler Pipe, Wade Drains, Ward Mfg

# of outside sales people: 15  
# of warehouses: 3  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Red River Sales LLC**

Principal Contact: Richard Pecena,  
PO Box 1107, Katy, TX, 77492-1107  
Phone: 281/693-7572 Fax: 713/583-9891  
email: redriversales@comcast.net  
Territory: TX, OK, AR, TN, MS, NM, CO  
Lines: Beckett Pumps, DFW Plastics Inc, Champion Tools, Duralast Products, Emerson, Fluidmaster, Hometech Industries, Lyons Industries, LT Connections, Ultimate Tuff Cage, Youngstown Glove Co.

# of outside sales people: 4  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**Sandia Group, Inc.**

Principal Contact: Ted Parker  
13755 Benchmark Dr.  
Dallas, TX, 75234  
email: tparker@sandiagp.com  
website: www.sandiagp.com  
Territory: NM and El Paso, TX Territory  
Lines: Acorn Aqua, Acrylic Shower Systems and Solutions, Air & Water

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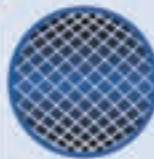
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See contact information on page 114

## WEST SOUTH CENTRAL

See listing on page 80.



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# of outside sales people: 2

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Southwest Sales, LP

Principal Contact: Steve Elis,  
 615 E. Hwy. 121, Ste. 300, Coppell, TX, 75019  
 Phone: 972/881-8757 Fax: 972/881-2115  
 email: selis@southwestsales.com

Territory: TX

Lines: ACT Pumps, Aquatic Tubs, Rinnai Tankless, Delta Faucets, Woodford, Watco, Liberty Hardware, Zurn PEX, Apricus Solar, Aqua Rex Water Systems, Tracpipe

# of outside sales people: 16

# of warehouses: 2

Industry Orientation: Plumbing

### Tipton Company

Principal Contact: Ty Tipton  
 3301 Commerce  
 Houston, TX, 77003

Phone: 713/225-1086 Fax: 713/223-1002

email: ty@tiptoncompany.com

website: www.tiptoncompany.com

Territory: TX, OK

Lines: Anderson Metals, Pipe Conx, Skye International, Dura Plastics, Terralux Worklights, Palmer Wahl Instrumentation, Harco Fittings, PHD Mfg., Speedway, American Metal Products, Centoco Seats, C.S. & B. International, Numex Plastics, Navien Tankless Heaters, Western Pottery, Tigre Fittings, Union Brass, Whirlpool/Kitchen Aid

# of outside sales people: 6

# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on this page

### Toole & Company

Principal Contact: Doug Toole,  
 PO 21322, Houston, TX, 77226-1322  
 Phone: 713/691-2011 Fax: 713/691-5821  
 email: doug@tooleco.com  
 website: www.tooleco.com  
 Territory: TX

Lines: Allstone, Aqua Brass, Century Bathworks, Fluid, Huntington Brass, Madeli, Link-A-Sink, Medi-Tub, Topex, Waternity, Whitehaus, Winfield, Grothouse, Conine Solvent, Fry, Josam, Amba, Caroma, Hydro-Massage

# of outside sales people: 5

# of warehouses: 1

Industry Orientation: Plumbing



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(713) 692-7473

**Las Vegas, NV**  
(702) 251-7473

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(916) 640-1859

**Nisku, AB Canada**  
(780) 955-5510

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**Vancouver, WA**  
(360) 737-1848

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## MOUNTAIN

## Arizona

**Elmco/Stewart**

Principal Contact: Ron Stewart, President  
3201 W. Virginia Ave., Phoenix, AZ, 85040  
Phone: 602/269-0585 Fax: 602/278-2567  
email: rstewart@elmcostewart.com  
website: www.elmcostewart.com  
Territory: AZ

Lines: Acorn Engineering, AB&I Foundry, Chronomite/Omni, Cash Acme Valve, Elmdor Stoneman, Symmons Industries, Plumberex, Acorn Safety, Potter-Roemer, Shamrock, Scientific Plastics, Jay R. Smith/Aco, Superior Pipe, Whitehall Manufacturing, Acorn Aqua, Liberty Pumps, Neo-Metro, Acorn Safety, Jomar Group, Miljoco, Zero Flush, Husky Anaco  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

**New Horizon Sales**

Principal Contact: Larry Mogahey  
3650 E. Lasalle St., Phoenix, AZ, 85040  
Phone: 602/437-4795 Fax: 602/437-8991  
email: larry@newhorizonsales.com  
website: www.newhorizonsales.com  
Territory: AZ, NM, El Paso TX, S. NV  
Lines: Arrow Adhesives, Applied Engineering, Charlotte, Ceco, Cello Products, D & T Manufacturing, GT Water Products, Napac Inc., Lasco, Matco Norca, Plastic Trends, C&S Manufacturing, Pipeconx, TBS Irrigation Products, Boshart Industries, BWM Company, George Fischer  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing

**R&G Sales**

Principal Contact:  
Terry Foster or Ron Rossello,  
3301 E. Corona, Phoenix, AZ, 85040  
Phone: 602/232-2345 Fax: 602/232-0033  
email: tfoster@r-gsales.com  
website: www.r-gsales.com  
Territory: AZ, Las Vegas, NV  
Lines: Aquatic, Atlanta Specialty Products, Cole & Co., Falcon Stainless, Fogco, Goss, Honeywell, Mansfield, Noritz, Pfister, Rectorseal, Rehau, Sure Seal, Tracpipe, Wilo, Zeta Rod  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Southwestern Mechanical Sales**

Principal Contact: Val Galvan, Jr.  
1440 W., Gilbert, AZ, 85233  
Phone: 480/813-1313 Fax: 480/813-2800  
email: vgalvan@swmech.com  
website: www.swmech.com  
Territory: AZ, NV

Lines: Armstrong Pumps, Bemis/Church Seats, Bradford White Corp., Eemax, Elkay, Guardian Equipment, Husky Couplings, Intersan Mfg., Lawler Valve Co., McGuire, PPP, Sloan Valve Co., T&S Brass, Tyler Pipe/Wade Drains, Woodford/Watco Mfg.  
# of outside sales people: 7  
# of warehouses: 3  
Industry Orientation: Plumbing

## Colorado

**Buche-Carmco Sales, Inc.**

Principal Contact: Jerry Buche,  
6301 E. 49th Ave.,  
Commerce City, CO, 80022  
Phone: 303/934-4969 Fax: 303/934-6131  
email: jbuche@buchecarmco.com  
website: http://www.buchecarmco.com  
Territory: MT, WY, CO, NM, ID, UT  
# of outside sales people: 7  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating

**Contact Sales Co., Inc.**

Principal Contact: B. William Smith  
2550 W. 2nd Ave. Unit #100  
Denver, CO, 80219-1631  
Phone: 303/232-5515 Fax: 303/232-5514  
email: bill.contactsales@comcast.net  
website: www.contactsalescompany.com  
Territory: CO, WY, MT, W. NE  
Lines: American Standard, Eemax, Halsey Taylor, Cresline Pipe, Crane Plumbing, Leonard Valve, Tyler Pipe, Jado-Porcher, Rheem Rudd Water Heaters, Rockford Separators, Whirlaway, Zurn PEX Plumbing & Radiant Heating, Guardian Equipment, Waste King, Water Saver Faucet Co., Fiat Products, Wade Drainage  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Dave Grannell & Associates**

Principal Contact: Dave Grannell,  
PO Box 370352, Denver, CO, 80237  
Phone: 303/300-2944 Fax: 303/300-2941  
email: davegranassoc@aol.com  
Territory: CO, WY, Scotts Bluff NE  
Lines: Accor Tech, Advance Tabco, Bootz Plumbingware Co., Centoco Mfg. Corp., Dahl Brothers, Eagle Solder, Whirlpool/Maytag/Kitchen Aid, La-Co Industries Inc., John Guest, Ayrlett Company, Goss Mfg.  
# of outside sales people: 1  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Fanning & Associates, Inc.**

Principal Contact: Mike Murphy,  
6765 Franklin St., Denver, CO, 80229

Phone: 303/289-4191 Fax: 303/286-9069  
email: mmurphy@fanningandassociates.com  
website: www.fanningandassociates.com  
Territory: CO; WY; MT; Southwest SD; NE (Panhandle)

Lines: Brasstech/Newport Brass, Canfield Technologies, Delta Faucet Company, Elcoma, Greenturtle, Hydro Systems, IPS Corp. — all brands, InSinkErator, EL Mustee, Oliveri/Tasman Sinkware, SJE Rhombus, Stern-Williams, Topp Industries, Vitra, Watts Regulator, Watts Drainage/Blucher, Watts Waterpex, Watts Brass & Tubular, Watco Manufacturing, Woodford Manufacturing, Zoeller Pump Company  
# of outside sales people: 7  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**IDC Associates**

Principal Contact: Carl Rehburg,  
5717 W. 6th Ave.,  
Denver (Lakewood), CO, 80214  
Phone: 303/232-2664 Fax: 303/232-7-96  
email: carl@idcassociates.com  
website: www.idcassociates.com  
Territory: CO, WY

Lines: Ace Boiler, RBI Boilers, Water Heaters, Federal Pump, Lawler Mixing Valves, Smith Cast Iron Boilers, Midco Burners, Pennsylvania Blowdown Separator Co., Turbonics-Kickspace Heaters, Skidmore, Ajax Boiler Inc., Unilux Boiler Corp., Hydrotherm, L.E.S. Boiler, Parker Boiler, Turbomax, Climastar, Ultra-Fin, Niles Steel Tank, Wendland Mfg. Co., Eternal Water Heaters, Security Chimney, Ray Boiler, Fluid Power Energy, Reimers Electric Boilers  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Maples Sales & Service**

Principal Contact: Grant Maples, III,  
PO Box 39123, Denver, CO, 80239-0123  
Phone: 303/371-1800 Fax: 303/37-1808  
email: gmaples@maplesales.com  
website: www.maplesales.com  
Territory: CO, WY, MT, NM, El Paso TX  
Lines: Baker Mfg., Campbell Manufacturing, Champion-Arrowhead Mfg., Crown Industries, Flomatic Valve Corp., Design Water Technology, Laing Thermotech, Monoflex Products, Nomaco Insulation, Perma Tank Water Systems, Silver Line Plastics, Heat Link Group, Keeney Mfg., Symcom, Water Group/Novatek  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**Marshall-Rodeno Associated**

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Principal Contact: Tom Rodeno  
5700 E. 39th Ave.  
Denver, CO, 80207  
Phone: 303/575-6701 Fax: 303/575-6706  
email: trodeno@marshallrodeno.com  
website: www.marshallrodeno.com  
Territory: Rocky Mountain and Heartland Regions, including CO, UT, WY, NM, ID, MT, IA and NE  
Lines: AB&I, ABZ Valve, Anaco/Husky, Anvil International, Apollo Valves, Brasscraft, Chicago Faucets, Church Seats, Forum Energy Technologies, Holdrite, Imcoa, Lasco Fittings, Sloan Valve Company, Titan Flow Control, Tylok, Watson McDaniel  
# of outside sales people: 13  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings  
**See ad on this page**

**McNevin Co.**

Principal Contact: Chris Dilg,  
14209 E. 35th Pl., Ste. 100,  
Aurora, CO, 80011  
Phone: 303/322-0165 Fax: 303/322-0374  
email: cwidilg@att.net  
website: www.mcnevinco.com  
Territory: CO, WY

Lines: ITT Bell & Gossett, ITT Domestic Pumps, ITT Hoffman Specialty, ITT McDonnell & Miller, PB Heat, ITT Goulds, ITT G&L, Vertiflow Pump, Cemline, Weksler Glass, Camus Hydraulics, Kadant-Johnson Fluid Handling, Minnesota Flexible, Holby Valve, Apricus Solar Co, Eaton Cutler-Hammer  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating

**Priest-Zimmerman, Inc.**

Principal Contact: Don Zimmerman, CPMR  
5353 Joliet St., Denver, CO, 80239  
Phone: 303/307-1720 Fax: 303/307-1721  
email: don@priestzim.com  
website: www.priestzim.com  
Territory: CO, NE, NM, MT, WY, SD  
Lines: Aquarius, Aquatherm, Armstrong, B-Line, Bradley, CHG, Elkay, HTP, IPEX, MCGuire, Multi Fittings, Navien, Old Castle Precast, Symmons, Tracpipe, Tyler Pipe  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

**RKR/GND Sales, LLP**

Principal Contact: Greg Dangleis,  
4600 Grape St., Denver, CO, 80216  
Phone: 303/321-7610 Fax: 303/399-9420  
email: gdangleis@rkrnet.com  
Territory: CO, NM, WY, MT, UT, S. ID, El Paso, TX  
Lines: Anderson Metals, Armacell, Cambridge-Lee, Charlotte Pipe & Fittings, Cherne, Cozy/Louisville Tin & Stove, Cuno/3m, Dearborn Brass, Elkhart Products, Erico/Caddy, Florestone Products, Hammond Valve, Harvey, Hercules, Josam, Lenox/Irwin, Liberty Pumps, Mission Rubber, Oatey, Phoenix Forge, Rems, Tyco-Thermal, Ward Manufacturing, Wheatland Tube, Mansfield, Lee Brass, Trenton Pipe Nipple, United Elchem, Siam  
# of outside sales people: 12  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

**TM Sales Inc.**

Principal Contact: Tom Meek,  
5255 Xenon Street, Arvada, CO, 80002  
Phone: 303/375-1515 Fax: 303/375-0305  
email: tomm@tmsalesinc.com  
website: www.tmsalesinc.com  
Territory: CO, WY, MT  
Lines: Fernco, Uponor, Axiom, Swan Corp., Grundfos, Myson, Red-White Valve, Takagi, Sioux Chief, Laars Heating System, Grohe America, American/State Industries, Spirotherm, Buderus, Triangle Tube, Danfoss, Milwaukee Tools, Rectorseal, Wohler, A.O. Smith  
# of outside sales people: 8  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Nevada

**Southwest Sales Group, Inc.**

Principal Contact: Keith Hubbard, CPMR, CSP  
3828 Kohler Way  
North Las Vegas, NV, 89032  
Phone: 702/646-8800 Fax: 702/646-6734  
email: sws6@cox.net  
website: www.swsales-az-nv.com  
Territory: S. NV, AZ  
Lines: Act D Mand, Accor Technologies, Flexsure Solar, Gastite CSST, Haws, Holdrite, Leonard Valve, Oatey SCS, PVI, Pfister Faucets, Rinnai Tankless Heaters, Triangle Tube, Uponor PEX  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## New Mexico

**Big Dog Sales, New Mexico**

Principal Contact: William Kitchens,  
16 El Dorado Rd. Corrales, NM, 87048  
Phone: 505/553-3585 Fax: 505/898-7879  
email: william.kitchens@gmail.com  
Territory: NM, El Paso, TX  
Lines: Pentek Access Boxes, Midland Metal, Ideal (couplings & Clamps), Myers Pumps Pro-Bite, Midwest Rake, American Home-tec, Supco International, Bushman (water Harvesting), Northtown Company (ww), Froot Drains, Easy Heat  
# of outside sales people: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating



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**Brian Rodeno**  
5700 E. 39th Ave.  
Denver, CO 80207  
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303-575-6706 (f)  
800-824-3675 (toll free)

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### Cedar Ridge Sales, Inc.

Principal Contact: Patrick Durkin  
2659 Pan American Fwy. E.  
Albuquerque, NM, 87107  
Phone: 505/299-6788 Fax: 505/299-7572  
email: pat@cedaridgesales.com  
website: www.cedaridgesales.com  
Territory: NM, El Paso, TX, La Plata County, CO  
Lines: Advance Tabco, Aquatherm, Arrow Head, Centoco, Anaco/Husky, Insinkerator, Jones Stephens, Aquatic, North Star, Goss Torches, Rheem Water Heaters, Vortens, Tyler Pipe, Wade, Tyco/Raychem  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping,

### Pinnacle Marketing, Inc.

Principal Contact: David Horanburg, CPMR  
P.O. Box 9331, Albuquerque, NM, 87119  
Phone: 505/345-2700 Fax: 505/345-0700  
email: davidwhoranburg@prodigy.net  
website: www.pinmarketing.net  
Territory: NM, El Paso, TX, Durango, CO, AZ  
Lines: Advanced Products & Systems, American Plumber, Easyflex, Fernco, GA Industries, Hotbox/Hubbell Power Systems, Harco Fittings, Hailiang USA, Harris Products, JB Products, Legend Valve, North American Pipe Corporation, Pace Machinery, Pipeline Products, Pfister Faucets, Rehau, Stiebel Eltron, Blanco America, Hydromassage Whirlpool  
# of outside sales people: 3  
# of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

## Utah

### CSM Group

Principal Contact: Sam Cayias,  
3406 South 1400 West,  
West Valley City, UT, 84119  
Phone: 801/302-9967 Fax: 801/302-9968  
email: sam@csm-group.net  
website: www.csm-group.net  
Territory: UT, ID, WY, S. NV  
Lines: Aquabqth, Boston Valve, Bootz, GT Water Products, LSP, Mifab, McGuire, Moen Commercial, Nuvoh2O, Thrift Marketing, Eastern Fitting and Foundry  
# of outside sales people: 2  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### G & S Sales, Inc

Principal Contact: William J Godwin  
1641 S 700 W.  
Salt Lake Cty, UT, 84104-1609  
Phone: 801-972-0659 Fax: 801-972-0688  
email: csmitth@gandssales.com  
Territory: UT, S. ID, E. OR, W. WY  
Lines: American Plumber, Bradford White, General Wire Spring, Grohe, Hold-Rite, IPS Corp, Viega, Laars, Legend Valve, Reed Tools, Spears Mfg., Cresline, Western Pottery, Wilo, Milwaukee Tools, Backstop/Duratrac, Insulation Solutions, Norwesco Tanks  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Pip-

ing, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**See ad on this page**

### Intermountain Sales & Marketing

Principal Contact: Joseph C. Kennard  
60 North Cutler Dr., #103  
North Salt Lake, UT, 84054  
Phone: 801/936-0228 Fax: 801/936-0227  
email: joe@intermountainsales.net  
website: www.intermountainsales.net  
Territory: UT, S. ID, W. WY, E. NV  
# of outside sales people: 5  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Mcgregor & Assoc Inc

Principal Contact: Ken McGregor  
1578 W 7800 S  
West Jordan, UT, 84088-4110  
Phone: 801/566-8225 Fax: 801/566-8233  
email: ken@mcgregor-assoc.com  
website: www.mcgregor-assoc.com  
Territory: UT, ID, WY, S. OR  
Lines: American Metal Products, American Standard Brands, Arrowhead Brass, Broan/Nutone, Ideal No Hub Couplings, Coway USA, Deco Lav, Grand Hall, Falcon Stainless, Fernco, Laing Thermotech, Little Giant Pumps, Merrill Mfg., Omegaflex, Steamist, Swanstone, Z-Flex, Commercial Enameling, Honeywell Controls, EWC Controls  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

**See ad on this page**

### R.E. Fitzpatrick Sales, Inc.

Principal Contact: Roger Withers, CPMR,  
P.O. Box 157, West Jordan, UT, 84084  
Phone: 801/282-0700 Fax: 801/282-0600  
email: roger@fitzpatricksales.com  
website: www.fitzpatricksales.com  
Territory: UT ID (excluding panhandle) WY (5 Counties that border UT & ID) (Mountain)



Manufacturers Representative

Corporate Office:  
1578 West 7800 South  
West Jordan, Utah 84088  
801-566-8225  
800-281-7809  
Fax# 801-566-8233  
email: mcgregor-assoc@msn.com

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See contact information on page 114



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## California

### Action Sales

Principal Contact: Doug Logsdon  
15650 Vineyard Blvd. Suite A-133  
Morgan Hill, CA, 95037  
Phone: 408/779-6773 Fax: 408/779-1264  
email: [actionsales@verizon.net](mailto:actionsales@verizon.net)  
Territory: N. CA, N. NV  
Lines: American Plumber, Gastite, John Guest, Legend Valve, LSP Products, Rothenberger, Saniflo, Schier Products, Seachrome, Seisco, Zurn Industries  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Carrhill Company

Principal Contact: Phil Harrigan, Ed Calvosa  
7271 E. Slauson Ave.  
City of Commerce, CA, 90040  
Phone: 323/724-6087 Fax: 323/724-6553  
email: [phil@carrhill.com](mailto:phil@carrhill.com)  
website: [www.carrhill.com](http://www.carrhill.com)  
Territory: CA, HI, NV, S. NV, S. CA  
Lines: A. Y. McDonald, Arrowhead Brass & Plumbing, Central Plastics, Church Seats, Fernco, Florestone Products, General Wire Spring, JB Products, KBI, Nomaco, Perfection Corp., Rack-Strap Inc., Stockham, Wolverine Joining Technologies, Z-Flex  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Delco Sales

Principal Contact: Steve Klapp  
1930 Raymer Ave.  
Fullerton, CA, 92833  
Phone: 714/888-2444  
Fax: 714/888-2448  
email: [sklapp@delcosales.com](mailto:sklapp@delcosales.com)  
website: [www.delcosales.com](http://www.delcosales.com)  
Territory: S. CA, S. NV and HI  
Lines: AB&I Foundry, Anaco Couplings, B-Line, Bemis, CTS Flange, Eemax, Fiat Products, Frank Pattern, Gastite, Imcoa, Insinkerator, Just Manufacturing, Liberty Pumps, Merit Brass, Metcraft Industries, Multi Fittings, Plumberex, Sloan Valve, Trim To The Trade, Turbo-Torch, Watts Water Technologies  
# of outside sales people: 10  
# of warehouses: 2  
Industry Orientation: Plumbing  
**See ad on this page**

### DSC/Pacific

Principal Contact: Lee Davis,  
2179 Stone Ave #17,  
San Jose, CA, 95125  
Phone: 408/626-7892 Fax: 408/626-7894  
email: [lee@dscpacific.com](mailto:lee@dscpacific.com)  
website: [www.dscpacific.com](http://www.dscpacific.com)

Territory: N. CA, W. NV  
Lines: Hydro Systems, Brasstech, Blanco America, EWS Inc., Linkasink, Newport, Ginger, Motiv, Smith Cooper International, Stiebel Eletron, Deco Lav, Comfortpro Systems, Miro Systems  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings

### Elmco & Associates

Principal Contact: Kirk Kleinen CPMR,  
8336 Valdez, Sacramento, CA, 95828  
Phone: 916/383-0110 Fax: 916/38-0181  
email: [kkleinen@elmcoassoc.com](mailto:kkleinen@elmcoassoc.com)  
website: [www.elmcoassoc.com](http://www.elmcoassoc.com)  
Territory: N. CA, N. NV  
Lines: Acorn Engineering, Acorn Safety, Acorn Vac, Anvil International, Jomar, Aqua, Chronomite, Clamp-All, Rehau, Elmdor/Stoneman, Jay R. Smith, Marlo, Metropolitan, Murdock, Potter Roemer, Powers, PPP, Roof Top Blox, Whitehall  
# of outside sales people: 9  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Elmco/Duddy

Principal Contact: Tom Duddy,  
P.O. Box 3787, City of Industry, CA, 91744  
Phone: 626/333-9942 Fax: 626/855-4811  
email: [tduddy@elmcoduddy.com](mailto:tduddy@elmcoduddy.com)  
website: [www.elmcoduddy.com](http://www.elmcoduddy.com)  
Territory: S. CA  
Lines: Acorn Engineering, Acorn Aqua, Acorn Safety, Acorn Vac, Apollo Valve, Chronomite Labs, Clamp-All, Corgal Water Tanks, Crete Sleeve, Elmdor/Stoneman, Emerson VFDS, Flexcon Industries, Flex-Hose, Griswold Water Systems, Jay R. Smith, JRS Products, Lochinvar Corp., Murdock Fountains, Orion Fittings, Potter-Roemer, Powers Controls, PPP, Quantumflo, Reco USA, Roof Top Blox, Duravent, Skidmore, Superior Pipe, Taco, Tower Tech, Watson McDaniel, Weiss Instruments  
# of outside sales people: 15  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### GPW Sales

Principal Contact: Richard Ponce,  
2252 Shady Oaks Road,  
Glendora, CA, 91741  
Phone: 626/857-0767  
email: [richard@gpwsales.com](mailto:richard@gpwsales.com)  
website: [www.gpwsales.com](http://www.gpwsales.com)  
Territory: S. CA, AZ, S. NV  
Lines: Navien America, Centrotherm Eco Systems, Rheem PEX Products, Solar Usage Now, Webstone  
# of outside sales people: 4  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Harcro Sales, Ltd.

Principal Contact: Brendan Cross,  
1945 Alpine Way, Hayward, CA, 94545  
Phone: 510/786-2480 Fax: 510/786-0246  
email: [brendan@harcrosales.com](mailto:brendan@harcrosales.com)  
website: [www.harcrosales.com](http://www.harcrosales.com)  
Territory: N. CA, N. NV  
Lines: Eemax, Eternal Water Heater, General Pipe Cleaners, Little Giant Pump, Lucas Milhaupt, Metal Products Co, Pipe Conx, Reed Mfg., Simpson Duravent (Fas-n-Seal), Turbotorch  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Howard C. Fletcher Co.

Principal Contact: Doug Winchester  
25671 Commercentre Dr.  
Lake Forest, CA, 92630  
Phone: 949/660-0200 Fax: 949/660-9072  
email: [dougw@hcfletcher.com](mailto:dougw@hcfletcher.com)  
website: [www.hcfletcher.com](http://www.hcfletcher.com)  
Territory: CA, AZ, HI, NV  
Lines: Canplas, Danze, Elkhart Products, Erico, Gerber, Houzer Sinks, Husky Couplings, Irwin Tool, Lenox Tools, Rems, A.O. Smith Water Heaters, Takagi, Jacuzzi  
# of outside sales people: 13  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Keyline Sales, Inc.

Principal Contact: Richard R. Banner, CPMR  
9768 Firestone Blvd.  
Downey, CA, 90241-5510  
Phone: 562/904-3910 Fax: 562/904-3911

email: [corp@keylinesales.com](mailto:corp@keylinesales.com)  
Territory: S. CA., S. NV  
Lines: American Metal Products, Aquatic/Lasco Bathware, Bootz Steelware, Champion Evaporative Coolers, Fluidmaster, Mansfield Plumbing, Price Pfister, Rinnai Products, Rocky Mountain Colby Pipe Company, Tracpipe/Omegaflex Csst, Uponor, ACT D Mand Recirculator Systems, Mainline Backwater Valves, Swan Corp.  
# of outside sales people: 19  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Osborne Companies, Inc.

Principal Contact: John Osborne  
6672 Patterson Pass Rd.  
Livermore, CA, 94550-9563  
Phone: 925/449-1700 Fax: 925/449-1796  
email: [john@osborneco-inc.com](mailto:john@osborneco-inc.com)  
website: [www.osborneco-inc.com](http://www.osborneco-inc.com)  
Territory: N. CA, N.W. NV  
Lines: Amtrol, Bosch, Caleffi, Crown Boiler, Everflux, Fortis Faucets, Grundfos Pumps, Homestead Valves, Lochinvar, GEA Heatexchangers, Mepco Products, Paco Pumps, Pfister Faucets, Sensus Meters, Trac Pipe, Uponor  
# of outside sales people: 11  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Reporc

Principal Contact: Dean Cummings  
2455 Mercantile Dr.  
Rancho Cordova, CA, 95742  
Phone: 916/386-2233 Fax: 916/386-2232  
email: [dean@reporc1.com](mailto:dean@reporc1.com)  
website: [www.reporc1.com](http://www.reporc1.com)  
Territory: N. CA, N. NV  
Lines: American Standard, Watts, Navien Tankless, Febco, Ames, Armacell, Prinsco Pipe, Nuvo H2O, Metlund On Demand, E.A. Gray Nipples, Norwesco Tanks, Orion Acid Waste, Mueller Strainers, Blucher Drains, NDS  
# of outside sales people: 11  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

### Ridenour Group

Principal Contact: Laurie Ridenour,  
384-A Clinton St, Costa Mesa, CA, 92626  
Phone: 714/708-0078 Fax: 714/708-0077  
email: [laurie@ridenourgroup.com](mailto:laurie@ridenourgroup.com)  
website: [www.ridenourgroup.com](http://www.ridenourgroup.com)  
Territory: S. CA, S. NV, AZ, HI  
Lines: Keuco, Miroir Brot, GMS Products  
# of outside sales people: 4  
# of warehouses: Yes  
Industry Orientation: Plumbing

### Signature Sales

Principal Contact: Sig Schmalhofer,  
9182 Stellar Ct., Corona, CA, 92883  
Phone: 951/549-1000 Fax: 951/549-0015  
email: [sig@signaturesalesinc.com](mailto:sig@signaturesalesinc.com)  
website: [www.signaturesalesinc.com](http://www.signaturesalesinc.com)  
Territory: S. CA, S. NV  
Lines: Aqua-Pure, Bradford White, Cash Acme, Firefighter, Highland Tank, Laars, Laing, Niagara, Pioneer/Olympia/Central, Red-White Valve, Rothenberger, Speakman, Steamist, Trim By Design  
# of outside sales people: 13  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Specification Sales

Principal Contact:  
David Hutchins, CPMR  
1295 E. Acacia St.  
Ontario, CA, 91761-4583  
Phone: 909/594-7088 Fax: 909/594-2498  
email: [david@specsales.com](mailto:david@specsales.com)  
Territory: S. CA  
Lines: Advance Tabco, AMTC, Bosch, GT Water Products, Haws, Intersan, JG Speedfit, Jomar, Keeney, Lawler, Mifab, Raychem, Spears, Sunroc, T&S Brass  
# of outside sales people: 9  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal  
**See ad on this page**

(Listings continue on pg. 91.)

## MOUNTAIN

(Continued from page 86.)

Lines: American Water Heaters, A.O. Smith, AquaGlass, Bemis, CTS Fabrication, Guardian Equipment, InSinkErator, Metcraft, Pasco Specialty & Mfg., Powers Controls, Sloan Valve, State Water Heaters, Plumberex, Turbotorch, Watersaver Faucet, Watts Regulator, Watts Brass & Tubular, Watts Drainage Products, Watts WaterPEX, Wolverine Joining Tech., Barnes Pumps  
# of outside sales people: 6  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

### Rocky Mountain Integrated Solutions, Inc.

Principal Contact: Darren Foster,  
14832 S. Concorde Park Dr. #C,  
Bluffdale, UT, 84065  
Phone: 801/576-1353 Fax: 800/391-4974  
email: [darren@rmishvac.com](mailto:darren@rmishvac.com)  
website: [www.rmishvac.com](http://www.rmishvac.com)  
Territory: UT, S. ID, W. WY  
Lines: AIC, Boiler Buddy, Centrotherm, Cimberio, Ecobee, First Co., HTP, Hi Velocity

Systems, Linesets, Lux Products, Rehau, NOFP, PHP, Quietside/Samsung, Thermolec, Tundra  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

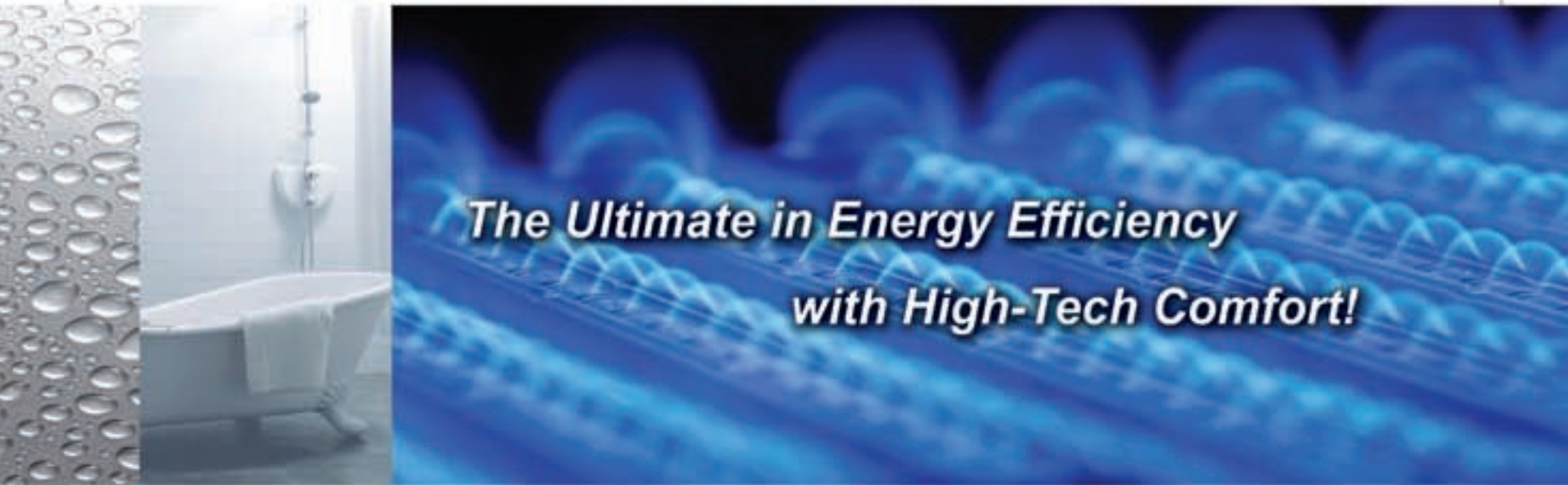
### The Lovell Company

Principal Contact: Dave Lovell CPMR,  
1970 Alexander St, Salt Lake City, UT, 84119  
Phone: 801/975-7053 Fax: 801/975-7056  
email: [dave@lovellcompany.com](mailto:dave@lovellcompany.com)  
website: [www.lovellcompany.com](http://www.lovellcompany.com)  
Territory: UT, S. ID, W. WY  
Lines: B-Line, Bradley, Eemax, Elkay, Halsey Taylor, Jacuzzi, Mestee, Pfister, Rheem, T&S Brass, Toto, Tyler-Wade, Uponor, Keeney  
# of outside sales people: 5  
# of warehouses: 2  
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating  
\*\*\*\*\*



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blueprints supplied to Tapco  
by the manufacturers.

See contact information on page 114

**PACIFIC**

(Continued from pg 88.)

**Thomas Ramos & Co.**

Principal Contact: Thomas Ramos,  
290 Nichols Dr., Santa Cruz, CA, 95060  
Phone: 831/429-9506 Fax: 831/426-1988  
email: office@thomasramos.com  
website: thomasramos.com  
Territory: N. CA, N. NV  
Lines: Americh, Bravura, Herbeau, Kueco,  
ACO Channel Drains, Crystal Ventilation,  
Valsans Accessories, Century Bathworks,  
Terra Aqua, Amba/Jeeves Towel warmers,  
Water Decor, Aptations/Kimball & Young  
mirrors, Zuma Baths, Blu Bathworks, Inox  
# of outside sales people: 3  
Industry Orientation: Plumbing

**W&R Industrial Products Inc**

Principal Contact: Wally Prueett,  
1870 Arnold Industrial Pl,  
Concord, CA, 94520-5341  
Phone: 925/602-9700 Fax: 925//60-2-97  
email: wnrind@sbcglobal.net  
website: www.wnrind.com  
Territory: N. CA, NV (except Clark County)  
Lines: CSS Pre-Insulated Calcium Silicate  
Pipe Shields, Georg Fischer -Fuseal, Con-  
tain-It, Halsey Taylor, Lawler, Speakman,  
Advance Tabco, Rada by Armstrong, Super  
Pipe, Superstrut by Thomas & Betts  
# of outside sales people: 2  
# of warehouses: 1

Industry Orientation: Plumbing, Piping,  
Valves & Fittings

**Oregon**

**Reid Pacific Co.**

Principal Contact: Matt Reid, CPMR,  
1104 N.W 15th Ave., Portland, OR, 97209  
Phone: 503/228-6255 Fax: 503/228-7942  
email: matt@reidpacific.com  
website: reidpacific.com  
Territory: OR, WA, AK, N. ID  
Lines: Bradley Corp., Fluidmaster Inc., Price  
Pfister, Noritz, Rehau, Jones Stephens,  
Tracpipe, Peerless Boilers, UEI Test Equip-  
ment, Cascadian Fixtures, JB Products,  
CHG Hardware, Oasis, Genovia, Apricus  
# of outside sales people: 5  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping,  
Valves & Fittings, Hydronic Heating

**Washington**

**Bailey Sales & Associates**

Principal Contact: Rick Root  
12303 E Marginal Way S  
Seattle, WA, 98168  
Phone: 206/903-5375

email: r.root@baileysales.com

website: www.baileysales.com

Territory: WA, OR, N. ID, AK

Lines: Aquatic, Arrow Head, Brass Craft,  
Chicago, Clamp-All, Haws, Heatlines,  
Heatlink, IPS, Karp, King Electric,  
Lenox-Irwin, Leonard Valve, Mans-  
field, Mifab, Noble, Nomaco, PHD, Red  
White, Rohl, Rooftop Blox, Triangle  
Tube, Ward-Wardflex, Wasteking,  
Water Soft, Wilo, Z-Flex

# of outside sales people: 10

# of warehouses: 1

Industry Orientation: Plumbing,  
Piping, Valves & Fittings, Hydronic  
Heating

**Baxter-Rutherford Inc**

Principal Contact: Robert Norwood,  
PO Box 24324, Seattle, WA, 98124-0324  
Phone: 206/762-4888 Fax: 206/767-4386  
email: rob@baxter-rutherford.com  
website: www.baxter-rutherford.com  
Territory: WA, OR, ID, W. MT, AK  
Lines: ABZ Valves & Controls, Anvil, Billco  
Corp., CTS Fabrication, Gruvlok, Home-  
stead Valve, Keckley Company, Kitz Valves,  
Kraissl Company, Lee Brass, Pannext  
Fittings Corp., Thermacor, Vulcan Treaded  
Products, Trenton Nipple, Wheatland Tube  
Company

# of outside sales people: 6

# of warehouses: 2

Industry Orientation: Piping, Valves & Fittings

**Davis Sales**

Principal Contact: Scott Davis,  
625 W. Scott Ave., Woodland, WA, 98674  
Phone: 360/225-9408 Fax: 360/225-9458  
email: scott@davissales.com  
website: www.davissales.com  
Territory: OR, WA, ID, AK  
Lines: Plastic Trends, Norwesco, Rocky  
Mountain Colby Pipe, Royal Pipe Systems,  
Dahl Brothers Valve, Gripper Gasket Co.,  
Cambridge Brass, Copperhead Industries,  
Wolverine Joining Tech., Church Seats,  
Holyoke Brass, Plumberex Specialties

# of outside sales people: 4

# of warehouses: 1

Industry Orientation: Plumbing, Piping,  
Valves & Fittings

**Pinnacle Marketing, Inc.**

Principal Contact: George R. Marable,  
11427 N.E. 21st St., Bellevue, WA, 98004  
Phone: 425/451-2017 Fax: 425/451-2018  
email: scotti123@aol.com  
website: www.pinnaclelw.com  
Territory: WA, OR, ID, AK, HI  
Lines: Danze, Insinkerator, Decolav, Dura  
Supreme, 6 Square, Aqua Products,  
American Metal  
# of outside sales people: 4  
# of warehouses: 1  
Industry Orientation: Plumbing

**Sawtooth Sales**

Principal Contact: Gary  
3213 West Wheeler St., Ste 184,  
Seattle, WA, 98199  
Phone: 206/281-8283 Fax: 206/270-9137  
email: docwarner@aol.com  
Territory: AK, ID, MT, N. CA, OR, UT,  
WA, Alberta & B.C. Canada  
Lines: Top Knobs, Acorn Manufacur-  
ing, California Faucets, Bravura,  
Cheviot, Smedbo, Inox by Unison,  
Classic Grills, AHI,  
Foundations/Brocac  
# of outside sales people: 3  
# of warehouses: 1  
Industry Orientation: Plumbing,  
Piping, Valves & Fittings  
**See ad on this page**

**Western States Sales, Inc.**

Principal Contact: Jim Anderson  
8009 S. 224th St., Bldg. E  
Kent, WA, 98032  
Phone: 253/893-1695 Fax: 253/893-7588  
email:  
janderson@westernstatessales.com  
website:  
www.westernstatessales.com  
Territory: AK, OR, WA, MT, N. ID  
Lines: Bemis, Bradford White,  
OateySCS, InSinkEerator, Aqua  
Glass, Multi Fittings, Oliveri Sinks,  
Raychem, Cash Valve, Cash Acme,  
Amba Towel Warmers, Centennial  
Plastics, Danze, Cantex  
# of outside sales people: 9  
# of warehouses: 1  
Industry Orientation: Plumbing  
\*\*\*\*\*



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F 206.270.9197  
docwarner@aol.com

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Principal Contact: Jeff Blair  
Phone: 604/945-1010 Fax: 604/945-  
3030

website: www.barclaysales.com  
Territory: British Columbia, Alberta  
Lines: American Saw, Lenox, Apollo  
Valves, Bow Plastics, Mironlin, Flu-  
idmaster, Bootz, Bemis, Schwartz  
Chemicals, Fleurco, ECR Interna-  
tional, Mustee, Noritz, Saniflo, Ther-  
masol, Unasco, Zone First, Afa Sink  
Ware, Wade Drains, Bow, Aprilarie,  
Fernco, Waste King

# of outside sales people: 9

# of warehouses: 3

Industry Orientation: Plumbing, Pip-  
ing, Valves & Fittings, Hydronic  
Heating, Warm-Air Heating, Ducted  
Air Conditioning, Refrigeration &  
Sheet Metal

**See ad on this page**

**The Morgan Group**

Principal Contact: Brian M. Morgan, CPMR  
7181 Woodbine Ave., Ste. 231  
Markham, L3R 1A3  
Phone: 905/477-9332 Fax: 905/470-9513  
email: brian@themorgangroup.ca

website: www.themorgangroup.ca  
Territory: Ontario  
# of outside sales people: 7  
# of warehouses: 1  
Industry Orientation: Plumbing, Piping, Valves  
& Fittings, Hydronic Heating

**Puerto Rico**

**Inter American Builders**

Principal Contact: Lester A. Toro Jr.  
Box 1988  
Carolina, PR, 00984  
Phone: 787/752-0200 Fax: 787/757-0210  
email: lestjr@iabaco.com  
Territory: Puerto Rico, US Virgin  
Islands, Dominican Republic

Lines: Acorn Engineering Company,  
American Specialties Inc. (Global Par-  
titions) ASI Storage Solutions, Accu-  
rate, Apco Valve & Primer Corp,  
Bradford White Corporation, Charlotte  
Pipe & Foundry, De Zurik Water Con-  
trols, East Jordan Iron Works, Echo  
Process Instrumentation, E.L. Mustee  
& Sons, Inc., Elkhart Products Corp.,  
Fernco Plumb Quick, Franklin Elec-  
tric, G.T. Water Products, Griffin Pipe,  
Halsey Taylor, Highland Tank, In-  
SinkEerator, Kessler Supply (Wieland  
Copper), Mansfield Plumbing Prod-  
ucts, Milwaukee Valve, National Diver-  
sified Sales, Neptune (division of  
Elkay), Oatey Manufacturing, Robar,  
O.C. Keckly Co., PHD Manufacturing,  
Potter Roemer, Prier Products, Ross  
Valve, Sure Seal, The Beneke Corpo-  
ration, Ultra Fiber Glass  
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info@barclaysales.com

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**MANUFACTURERS' REPRESENTATIVES**

*Sales Organization Listings begin on page 92.*

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 ONE INDUSTRIAL DRIVE  
 HERMITAGE, PA 16148  
 #724-981-5500 FAX # 724-981-5560  
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**WALLED LAKE, MI 48390**  
 248-669-2800 FAX #248-669-3310  
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**BURKE AGENCY BRANCH OFFICE BURKE AGENCY, INC.**  
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 BYRON CENTER, MI 49315  
 #616-878-7300 FAX #616-583-1239  
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**M. TOUSIGNANT-PHONE/FAX #518-511-2128**  
**AL WHITNEY-PHONE #607-868-3221**  
**AL WHITNEY-FAX #607-868-3933**  
**BOB PHILLIPS-PHONE #716-474-4885**  
**PHONE/FAX #716-634-6486**  
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 SACRAMENTO, CA 95828  
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 #303-934-4969 FAX #303-934-6131  
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 714 SOUTH MILWAUKEE AVE.  
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*More Manufacturers'  
Sales Organizations  
on page 94.*

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502-778-2731  
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**Utah:** Armour Sales Co.  
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801-487-1355.

**Ohio:** Bickart-Felton Associates, Inc.,  
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513-792-1221, Fax: 513-792-1223.

**California:** Budco Sales, Inc.  
3549-B Haven Ave.  
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650-216-9522.

**North Carolina:** Confederate Sales,  
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**Pennsylvania:** Cope-Wardell-Ammon  
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**New York:** Edwards Platt & Deely,  
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**Colorado:** Fanning & Associates,  
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**Ohio:** Ralph C. Frey  
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**Georgia:** Spotswood Associates, Inc.,  
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**Illinois:** Hart, Milligan & Travers, Inc.,  
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**Northern Region Texas:**  
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Seattle: 206-467-0346.

**Minnesota:** J.M.K. Sales  
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**Missouri:** Specialty Sales & Service,  
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## INDUSTRY NEWS

### \$418m deal brings Lochinvar into A.O. Smith family

(Continued from A.O. Smith, cover.)  
to earnings per share in the amount of approximately \$.10 in the fourth quarter of 2011, excluding one-time purchase accounting charges and professional fees related to the acquisition, and in the range of \$.40 to \$.50 per share in 2012. The transaction is expected to close in the third quarter of 2011, subject to customary closing conditions and regulatory review.

"This acquisition fits squarely within our stated strategy to expand our core product offering with new technologies, which emphasize high-efficiency products that can be applied globally," said Paul W. Jones, chairman and CEO. "This is a significant first step in growing our diversified global water heating platform and the beginning of the redeployment of the proceeds from the sale of our Electrical Products Company."

For the 12 months ended June 30, 2011, Lochinvar recorded sales of approximately \$200 million and adjusted EBITDA of approximately \$45 million. The purchase price represents an adjusted multiple of 7.5 times EBITDA when taking into account the estimated \$80 million of tax benefits that A. O. Smith will receive as a result of treating the transaction as a purchase of assets for tax purposes. In addition to the fixed purchase price, privately held Lochin-

var's shareholders could earn up to an additional \$35 million if certain revenue objectives are achieved by November 2012. A.O. Smith expects to achieve approximately \$10 to \$15 million of annual synergies over the next few years from purchasing economies and potential global expansion opportunities.

"The addition of Lochinvar expands our product offering and gives us access to proven high-efficiency boiler technology," noted Ajita G. Rajendra, president of A. O. Smith Water Products Company. "The \$1.1-billion North American boiler industry is in the midst of a transition to the new high-efficiency condensing technology, which we believe is growing several times faster than GDP. We expect high-efficiency boiler products to continue to grow at an accelerated rate for the foreseeable future.

"We also believe there are significant growth opportunities in regions outside of North America — especially in China — for Lochinvar's higher-efficiency boilers, as more commercial customers seek ways to save energy and reduce operating costs. This opportunity becomes even more compelling when we couple Lochinvar's leading technology with A. O. Smith's many years of experience, strong water heater manufacturing platform and prominent

brand in China."

Rajendra went on to say, "Lochinvar represents an excellent fit because of their complementary products and commitment to product engineering and technology leadership. And, they share our commitment to the highest levels of product quality and customer satisfaction. The Lochinvar plant and technical facility in Lebanon, Tenn., are best-in-class operations, and we are excited about the future for this campus. Lochinvar has built a strong team internally and a strong group of sales representatives. We are enthused about their becoming part of the A. O. Smith team."

William L. Vallett Jr., CEO and president of Lochinvar, commented, "We are extremely excited about the potential benefits of combining with such a logical partner like A. O. Smith and the future prospects for our employees, customers and suppliers."

Highlights of the transaction include:

- **Access to higher growth, energy efficient technology and product line expansion** — Pro forma A. O. Smith sales in 2010 increase 12% to approximately \$1.7 billion, based on Lochinvar's sales of approximately \$180 million. Lochinvar's sales have grown at a rate of 8% for the last five years, and A. O. Smith's management believes that this growth rate will continue for the foreseeable future. In the last year, approximately two-thirds of Lochinvar's residential and commercial boiler revenues have come from its well known lines of high-efficiency, condensing products. In addition, the North American commercial boiler industry is currently split between hydronic heating applications and hot

water applications, and A. O. Smith currently sells very few hydronic heating systems. Given its leading technology position and presence in this segment, Lochinvar will serve as the foundation for A. O. Smith's global residential and commercial boiler platform.

- **Value creation and synergy opportunities** — A. O. Smith expects annual synergies from purchasing economies and potential global expansion opportunities to be \$10 to \$15 million in the next few years.

- **Financing and financial targets** — Management expects to fund the \$418 million purchase price with a combination of cash and debt, which it expects to borrow under its \$425 million revolving credit facility. A. O. Smith believes the transaction will achieve management's financial targets by delivering full-year earnings accretion of \$.40 to \$.50 per share in 2012 and a return in excess of the company's cost of capital in the first year after completing the acquisition.

Lochinvar's product offerings are highly complementary to A. O. Smith's and include: residential and commercial high-efficiency condensing and non-condensing boilers, residential and commercial water heaters, indirect water heaters, storage tanks, solar thermal commercial water heaters, and commercial and residential pool and spa heaters. Lochinvar's manufacturing and product engineering operations are located in Tennessee. The purchase also includes Lochinvar Ltd., the company's United Kingdom-based subsidiary.

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

# NetSuite expands cloud-based inventory management

SAN MATEO, CALIF. — NetSuite Inc. has extended its cloud-based business management suite with new demand planning features. Designed to enable wholesalers, manufacturers, retailers and distributors to achieve best-in-class inventory management practices, NetSuite Demand Planning enables companies to forecast peaks and troughs in demand and minimize capital tied up in inventory.

NetSuite's new demand planning bridges the gap between the front office and back office, allowing companies to tightly align sales forecasts with inventory replenishment plans. This supports businesses with minimizing excess inventory, eliminating stock outs and improving customer satisfaction. Combined with the ease of deployment of cloud computing and integrated business suite, NetSuite puts the power of completely integrated demand planning into the hands of companies of all sizes and geographical locations.

NetSuite Demand Planning provides flexibility for building an op-

erational demand plan. Businesses can use sales forecasts to build an inventory plan and augment the plan with special predictions, such as marketing input on new product launches. Alternatively, inventory plans can be built using statistical



forecasting models such as linear regression, moving averages and seasonal averages, based on historical sales data. As part of a fully integrated supply chain, these projections can be automatically delivered to upstream providers, ensuring that the entire flow from raw materials to end customer is managed with minimal disruption and optimal inventory levels at each step in the chain.

In today's competitive world,

businesses need to run lean in the current economy. But, only one in five companies has adopted a demand planning solution (Source: Gartner, "Business Case for Demand Planning," March 18, 2011). According to the Gartner study, intelligent, integrated demand planning can increase inventory availability up to 30%, reduce obsolescence by up to 15% and boost gross margins up to 5%.

NetSuite Demand Planning enables companies to

- Improve inventory forecast accuracy by automatically building inventory forecasts from real time data, reducing demand planning cycle time, lowering risk of error and operationalizing the demand planning process.
- Reduce excess inventory or risk of stock outs by ensuring that the right amount of inventory is kept on hand to effectively meet demand rather than having to tie up unnecessary capital in inventory.
- Minimize manual restock processes by automating the actual

inventory replenishment plan and creating the necessary purchase orders and work orders to meet anticipated demand, freeing up stakeholders to focus on more strategic activities.

"With NetSuite's latest addition of new Demand Planning capabilities, NetSuite serves notice that our leading cloud ERP solution continues to evolve at a pace that leaves rivals behind and is able to pass innovations swiftly to our customers automatically," said Jim McGeever, NetSuite COO. "The power of NetSuite Demand Planning is in tightly integrating historical and sales forecast data, together with inventory and replenishment processes. An integrated business management suite across front and back office provides the critical foundation for this kind of tight collaboration and orchestration, and, when combined with advanced demand planning, businesses gain flexibility, innovation and a competitive advantage that's hard for competitors to match."

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

## K/BIS ranks high in annual trade show trends report

HACKETTSTOWN, N.J. — The National Kitchen & Bath Association's annual Kitchen & Bath Industry Show enjoys elite trade show company, according to the recent Exhibit Survey Inc. Trade Show Trends report. The annual report recognized K/BIS in 2010 for hosting a high volume of qualified decision makers with immediate purchase intent, which was the predominant characteristic of all leading trade shows.

Exhibit Survey Inc.'s examination of buying influences and total buying plans differentiated KBIS from many other shows. The report identifies success points in trade shows that have adapted to the new economic climate and ranks them based on their pre- and post-show performance. Eighty-nine percent of KBIS attendees ranked as "net buying influencers," meaning that they had the capacity to make final purchasing decisions and carried influence in their respective brands. Additionally, KBIS ranked above average in total net buying plans grossed from a trade show, with 60% of attendees planning to purchase product within 12 months of the show.

NKBA president David Alderman acknowledges Exhibit Survey Inc.'s findings and credits the continued suc-

cess of KBIS to proper internal planning and the strategic branding of both the NKBA and KBIS. "Upholding communication and increasing interaction within key segments has kept KBIS successful in reaching decision makers, even amidst lower attendance rates. We continue to uphold the commitment to making KBIS an event tailored to the industry's interests and needs and always look to add engaging components to keep the show compelling," said Alderman.

KBIS has established itself as the ideal locale for kitchen and bath professionals to showcase their work,

## Hansgrohe/Axor believes in interactive programs

ALPHARETTA, GA. — Hansgrohe and its designer brand Axor have lived up to their role as an industry leader in more ways than one. Far beyond products, the company continues to create programs and services that enable them to interact with and engage the global design world. Through educational forums in their Alpharetta-based Aquademie and international initiatives such as the Hansgrohe Water Symposium in Schiltach, Germany, Hansgrohe/Axor is able to share their passion for water and collaborate with like-minded professionals.

while serving as a scouting ground for merchants and distributors to identify new trends and talent. This strategic direction is not lost on KBIS exhibitors.

"The Kitchen & Bath Industry Show is always a great opportunity for us to showcase our latest product innovations to customers and design professionals," said Lenora Campos, PhD, spokesperson for TOTO USA Inc. "Nothing can replace the opportunity to meet face-to-face with customers, specifiers and key media, as well as to give them personalized tours of our new product introductions and highlights from our full-line bath collections."

For more information, log on to [www.nkba.org](http://www.nkba.org) or [www.kbis.com](http://www.kbis.com).

Most recently, Hansgrohe and Axor partnered with the Museum of Design Atlanta (MODA) to present Water-Dream: The Art of Bathroom Design, a four-part exhibit that explores the evolution of the bath from early 19th-century Europe to today's global market. For Hansgrohe and Axor, this latest endeavor is a great opportunity to support the local community and celebrate the company's rich 110-year water story. It is a further testament to their continued commitment to their A&D clients and customers.

According to Hansgrohe North

America president Russ Wheeler, "Our participation in the exhibit at MODA allows us to connect with our clients at a higher level. While we pride ourselves on delivering top of the line products, we feel that it is equally important to develop and nur-



ture our relationships with the A&D community. Throughout our history, we have successfully done so through various programs and platforms, both at home and abroad.

"Now we are able to offer even more educational and training programs at our revamped Aquademie. Our international initiatives such as AquaTektur and the Hansgrohe Water Symposium have been extremely successful and enabled us to interact with opinion leaders and experts in water conservation, architecture and design. This fall, we are expanding our services even further with the grand opening of Axor's first design showroom in New York City."

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# ‘Just-in-time’ economy cools torrid manufacturing sector

With several of the Federal Reserve’s regional sectors indicating pullback from the red-hot momentum of a revived manufacturing base during a five-month surge through mid-May, I’ve determined several reasons for this reversal of expansion:

- The catastrophic impact of Japan’s earthquake/tsunami. This has not only played havoc with the profusion of components on which many American-based manufacturers had become dependent, but it impacted U.S. exports into the Japanese domestic economy, which has con-

September 2008 financial crash.

Although the energy-dominant Southwest region’s surge continues unabated, constant strife over Environmental Protection Agency regulations is impeding the major thrust that oil and natural gas shale “fracking” could bring to the general industrial economy.

### ‘Back to America’ movement continues to gain momentum

While the “Back to America” movement by business and industry — which began to be noticed late last year — seems to continue to gain

**While the “Back to America” movement by business and industry — which began to be noticed late last year — seems to continue to gain momentum, the major impetus for the manufacturing sector seemed to emanate from last summer’s deep sea drilling disaster in the Gulf of Mexico.**

stricted the most since Tokyo’s recovery after World War II.

- Much of the inventory buildup generated by distributors and retailers since earlier this year has perceptibly slowed. A “just-in-time” position to service customers has become universal among distributors, who are becoming increasingly concerned about a general economic slowdown that is expected to become more rampant in quarters three and four.

- The surprising rebound of international U.S. exports is cooling in tandem with a reduction of the frenetic activity that reflected overseas growth, especially in China, India and other rebounding Southeast Asian quadrant nations.

- Growing concern over the solution of the U.S. debt-deficit and increasing government policies considered restrictive by business. This belief has introduced a new wave of pessimism, with increasing numbers believing a double-dip recession is in the cards; I don’t believe this will happen.

- The recent dip in retail sales, after a 10-month stretch of increases. Also, the virtual disappearance of residential and light commercial construction, which had for decades formed the core of U.S. gross domestic product growth prior to the mid-

momentum, the major impetus for the manufacturing sector seemed to emanate from last summer’s deep sea drilling disaster in the Gulf of Mexico.

Although there had been previous malfunctions relating to various aspects of energy production and processing, the determination of the originating source of the problem has not been disclosed.

The Gulf catastrophe was all-encompassing in the ongoing and growing setbacks emanating therefrom. It didn’t take long for global energy major BP to be tarred with the brush of guilt for the varied consequences. These affected tourism, fishing and a wide array of economic reverses that have still not been adjudicated and brought to a halt.

This incident set in motion various defense mechanisms by manufacturers, reacting to distributors’ and end-users’ requests to supply certification of product origin and its components. As these concerns and demands for such certification have multiplied, it has become readily apparent that the overwhelming verification of these demands is most often attained from American-based companies and the facilities for which they are responsible.

As previously revealed in these

columns, the shift to “Back to America” has been quantified by “just-in-time” inventory policies, which are best supported by indigenous manufacturers and their distribution affiliates that allow immediate shipments to require spot demands. Imports, on the other hand, require lengthy lead times, and are becoming increasingly costly, due to galloping overseas labor and transportation costs. Hard-to-get items are especially difficult to get in a timely fashion when relying on overseas sourcing.

Even such Fortune 500 companies as General Electric and NCR, in such disparate locations as Louisville, Ky., and Portland, Maine, are announcing domestic plant reopenings.

Such comments as shrinking cost margin differences between ostensibly comparable domestic and imported products and the need for certified quality standards are being heard with greater frequency.

Although this directional change in bringing goods and services back to the U.S. is as yet a trickle, it seems to have arrested the runaway trend to overseas dependence. For multi-nationals, however, the commitment to global manufacturing and licensing is expanding as the developing nations’ domestic market development is growing faster than



**BY MORRIS BESCHLOSS**  
*PVF and economic analyst emeritus*

Johnson, Google, Oracle and Procter & Gamble profess major benefits to the fiscal budget, job creation and stateside expansion, the 2005 results prove otherwise.

While the 2005 effect, which provided tax reduction from 35% to 5.25%, resulted in the repatriation of more than \$300 billion of foreign earnings, less than 10% of the \$16 billion increased tax generated accrued to new hires or the multi-nationals’ stateside expansion.

Much of the additional after-tax revenues available were used for stock buybacks and dividends. In fact, subsequent years’ tax collections from the corporate giants’ tax repatriation involvement indicated a sharp increase in foreign earnings invested abroad. This was climaxed by a record \$320-billion capital expenditure in foreign countries in 2010.

This was more than triple the amount spent in the post-repatriation year of 2006. Even without the bargain tax rate, the years following have indicated substantially higher

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that of the U.S., and they require full channels of distribution availability and on-the-spot deliveries.

### U.S. corporate foreign tax repatriation benefits disputed

Despite mounting efforts by America’s major multi-nationals and their lobbyists to convince the federal government to declare another “discounted tax repatriation holiday,” in 2012, similar to that of 2005, the economic benefits touted are not valid, according to the National Bureau of Economic Research.

While such multi-billion-dollar U.S. giants as Pfizer, Johnson &

foreign earnings repatriation than existed in the five years preceding 2005. Even the financial crash year of 2008 generated \$150 billion of return to the U.S. by foreign multi-national earnings accumulation. This was more than double the 2004 year high.

Although it may not be coincidental that both 2005 and 2012 preceded contentious elections, it’s fantasy to expect that this one-shot boost to the U.S. Treasury will be more than a relatively small, temporary expedient. Multi-nationals have primarily committed to accelerating expansion in growth markets overseas.

(Turn to entrepreneurial page 98.)



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# Entrepreneurial spirit responsible for overwhelming dominant economic core

(Continued from page 96.)

These corporate super giants have increased their holdings offshore to more than \$1.5 trillion, which would likely generate \$50 billion if a new tax holiday were to be declared in 2012. Starting in 2013, the normal repatriation of future profits would be less in subsequent years. The non-partisan Congressional Joint Committee on Taxation has estimated the prospective special program's cost at \$79 billion in lost revenues over the following decade.

With independent businesses that operate almost exclusively within the confines of America's 50 states saddled with the major responsibility of providing additional employment to American workers, a periodic tax holiday for the industry conglomerates would not produce the job bonanza promised. Additional revenues into the government till are not the answer, but business-friendly government policies are.

## Manufacturing comeback produces few new jobs

Although the administration is seizing upon the one bright spot in the dark employment firmament — manufacturing — as a boon to its reelection potential, this sector's moderate growth is totally detached from any federal policies introduced during the past 2½ years.

As I first revealed in my mid-December 2010 columns, distributors were building inventories at a time that such investments were subject to year-end "floor taxes" and took a watch-and-wait attitude as the new year unfolded. The reason for this reversal of previous shrinkage, which had plagued manufacturing since reaching a peak in the 1950s, was a sudden awakening of new orders from industrial end users, retailers, contractors and, most of all, exporters.

As previously explained, there was also universal anticipation that commodities across the board such as copper, scrap, steel, rare metals, and even lumber and cotton were starting to generate significant price increases. The distributors awakening to these factors figured that buying in at lower prices would substantially outweigh the bill for increased year-end inventory taxes.

Although the manufacturing production index has risen 13% since the March 2009 lows, and manufacturing jobs have increased 158,000 in the

past year, the manufacturing personnel employment today represents an all-time low as a percentage of total manufacturing payrolls at 9%. This compares to the 1950 peak, when a similar statistic pegged manufacturing jobs at 31%.

Factors totally divorced from government policies and expenditures include the following major aspects:

- The awesome demand for Amer-

As I first revealed in my mid-December 2010 columns, distributors were building inventories at a time that such investments were subject to year-end "floor taxes" and took a watch-and-wait attitude as the new year unfolded.

ican construction machinery, military and commercial aircraft, automotive products, industrial supplies, armaments and agricultural goods from developing nations, especially Southeast Asia, Brazil, Eastern Europe and Africa.

- The weaker dollar has facilitated exports, but U.S. manufacturing quality, brand name preference and product guarantees have combined to reverse years of manufacturing's downward trend.

- The acceleration of import labor and transportation costs, size of shipment and lead time, as well as waning confidence in some foreign goods, exacerbated by frequency of malfunctions, especially in the vast and growing energy sector.

With perception now favoring "Made in USA" at the highest point it has seen in years, the return of manufacturing to the home base has begun, but is still yet a trickle.

## Constitutional orthodoxy holds key to stable U.S. exceptionalism

It is probably unknown to most that the U.S. constitution is the only written code of governmental behavior still in effect after more than 230 years. No other global constitutional document even comes close.

What's even more remarkable is that only 27 amendments have been appended, as the original colonies grew from 13 disparate states with a population of three million to 50 states and territories numbering over 100 times that many today. What's more astounding is that this incredibly effective document has retained its invincibility despite the multi-

faceted demographic changes ever impacting any of the world's historical governmental entities.

The exceptionalism and creative entrepreneurial spirit unleashed by this commitment to a multi-century old legal structure, has also been responsible for the overwhelming dominant economic core, which has reflected a 67% consumer participation, never before experienced by any

(national emergency) steps have been taken to reorganize the American system to conform to a system that borders on enforced wealth redistribution.

Although generally supported by the nation's largest publicly held corporations, who have received exemptions from the congressionally approved universal health dictum, the independent businesses — who employ two-thirds of the U.S.'s fully-employed — have become the target of these extra-constitutional circumstances and are suffering the most from them.

Unfortunately, this has resulted in further employee reduction and a downgrade in expansion. While the multi-faceted conglomerates continue to ship facilities and job potential abroad and to sequester their profits in low-tax foreign nations, most independent businesses don't enjoy such a luxury.

Consequently, a downgrade in hiring and restricting expansion expenditures by private companies has become the regressive result of government initiatives. ■

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

of the world's 190 nations, large or small.

Only currently has this governmental structure balanced between the legislature, executive and judicial, come under mortal danger. The White House has originated a bevy of czars that have circumvented legislative, and even judicial, restraints, by implementing federal regulations that have not been tempered by either the legislative or judicial process.

Under the aegis of a force majeure

## ASA members realize gains in revenues in May

CHICAGO — Momentum is growing across the board for American Supply Association members as they are reporting increasing growth and are finally getting back to 2008 revenue levels. May 2011 produced another very strong overall 9.2% improvement in per day revenues as compared to the same month in 2010; up 14.2% as compared to 2009 and down a mere 1.8% as compared to 2008. Plumbing, heating and PVF distributors are up 6.1 % YTD and 5.9% on a rolling 12-month basis. These revenue growths are balanced well, based upon both geographic location and size of distributor. The only exception to this revenue diversity is the California market, which is lagging the other geographic areas on a rolling 12-month basis. On a monthly and year-to-date basis, California is comparable.

The industrial PVF sector was particularly strong during May, reporting an 18.7% increase in per day revenues, up 26.3% over 2009 and down

a small 3.9% over 2008. Continued optimistic feelings in the industry and ongoing concerns of both inflation and shortages have driven ASA members to one of the largest monthly inventory rebuilds in many years. This marks the 8th consecutive month of increases after 20 consecutive months of declining inventories.

On a year-over-year basis, inventory grew at a 9.6% rate in May vs. 2010; up 6.6% as compared to 2009 and down 3.7% as compared to 2008. Days sales outstanding stands at 48.1 days at the end of May 2011. This is a reversal of the recent improvement trend and is higher than 2010 by 1.0 day and still a 1.1 day improvement over 2009. And, very importantly, distributors are overwhelmingly reporting an improved bottom line as compared to 2010.

For a full report, which contains breakdown by regions of the country, market segment and by distributor size, contact Chris Murin at [cmurin@asa.net](mailto:cmurin@asa.net).

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*An incredible journey –*

## Behind the scenes look into Scholzen Products

**H**ello everyone! I'm glad you stopped by Martin's Corner once again to see if I'm in — and if I have anything credible to tell you about! It is really good to have you in the "Corner" for a bit of catchin' up on things! I have to admit that after taking a month off from the norm to be able to write to you totally about wine in the month of June..... ..then sort of rest up during July, is just about to bring me to the conclusion that I need to work — like all the time. Now, to be clear (for Anvil In-

born the son of German immigrants on March 17, 1894 in Racine, Wis. His family was just one of many other German families that chose to settle in the Wisconsin area upon entry to America back in those days. Henry served as a cook for the U. S. Army during World War I, and afterwards decided to go West. But unlike many others, he came as an employee of the dining car and hotel department of the Union Pacific Railroad. Prior to being transferred to Southern Utah to actually manage the Union

the fear of a transfer. He did not want to even think about leaving Southern Utah. Taking a leap of faith, he decided to go into a business for himself. It is amazing, but he started to raise chickens, turkeys and rabbits to sell to the big restaurants in the Los Angeles area. On his return trips over land from California, he would freight in construction supplies for Southern Utah contractors in the area. As the economic conditions changed, he decided to branch out into other products.

Knowing how the Union Pacific Railroad processed their business thoughts for the future, he and Mary had the vision to see that the government would not spend vast amounts of money on future park facilities without the positive knowledge that roads would indeed be built to connect those parks together.

With that thought firmly in mind, they sat down and put together a business plan. They started to contact business contractors, and builders to see what their next plans were. Their work really paid off. When road contractors, tunnel builders and other construction activities started moving into Southern Utah and Northern Arizona, they were ripe and ready! They sold everything from blasting powder to groceries and meat for the construction mess halls. **BIG BUSINESS!**

From spring every year until the road conditions stopped them for winter, Henry and Mary loaded their truck in Salt Lake City with general construction supplies and food for the construction camps. The big accounts for them were the contractors on the Zion National Park Tunnel and Highway. In 1930, when the tunnel was completed, they began selling contractor supplies and equipment from a small warehouse in Hurricane, Utah. Although the company was known as Scholzen Produce Company from 1928-1936, Scholzen Products Company was in reality born right after 1930 when the tunnel project was completed, and they actually moved into that Hurricane warehouse.

That, my friends, is how Hurricane, Utah, became the headquarters of Scholzen Products, and remains so until this day.

As Jack grew older, he made selling trips with his dad. He would fill orders and learned how to figure pricing even before learning how to read! He also acquired his father's business ability, and his sincere feeling of civic duty and responsibility. Fast forward a bit. When Jack was 15 years old, his dad Henry had a terrible auto accident.



**BY JOHN MARTIN**  
*PVF industry veteran*

Jack had to leave school to help out with the business. Henry finally recovered, but all of the stress from that plus the long hard hours he had lived in the business finally caught up with him, and he passed away July 18, 1951. This indeed left Jack with the total responsibility of the business at age 26!

Fast forward a bit more, and you find that Jack married Thelma Olds; they have six children who are carrying on the family business. Jack passed away on September 19th, 1987, leaving the family business to those six children. They are Nick, Nancy, David, Keith, Linda and Mary Lu. They were all taught and are very proud to possess their father's integrity! It is apparent to me that the noble character imprint and accomplishments that were left behind by Jack and certainly his father Henry on the face of Southern Utah will stand through this current generation and many more.

Let's talk about Hurricane (pronounced Hurra-can), Utah for a few minutes before we move on to my interview with the current management of Scholzen Products. I'm gonna wager that the bulk of you good industry folk reading this article have no idea of where Hurricane is located on the State of Utah map. (That's okay, as I really did not know either until I started this.) Located down near the Nevada/Utah border, it is very close to the Utah city of St. George of I-15 toward Las Vegas! (Now, you must think you know why I found it!) Anyway, the Hurricane Valley sat vacant through the 1800s, but was opened to farming in 1904 when water was brought to the valley. It took 11 years to build that canal to get the water there, but those that helped in the project were given land in now fertile valley. The city was named after the world's longest fault that runs along the city's eastern rim (bet you did not know that either), and did not get actual power and water until 1917! Another little-known fact is that The Hurricane State Bank, which opened for business in 1920, was heralded as one of the safest banks in the country during the Great Depression! There are al-

*Scholzen's management team includes (back row) Bruce Ballard, David Scholzen, Mike Harris, Nancy Harris, Nick Scholzen, (front row) Kelly Asheroft and Keith Scholzen.*



ternational and for the sake of our president Tom Fish), it is very true that I do work all the time, so what I mean is taking off from my side job at *The Wholesaler* for a couple months (okay Mr. Fish!). Writing about wine is a pleasure, so I'd never get tired of that; in fact after finishing this article on a unique family-owned and-

operated Pacific's facilities at the Utah National Parks (Grand Canyon North Rim, Bryce, and Zion) Henry was over the Union Pacific dining car division from Ogden, Utah, to Hollywood, Calif., with offices in both of these cities. He was a pioneer to the present-day Zion National Park Lodge, having actually set up a mess

**It really does look like the Scholzen success model has been totally built around that one word — and that word is "DIVERSITY!"**

wholesaler, I will once again have a bit of a wine tip of the month for ya to think about. Anyway, it is great to be back again, so let's get to it!

I am so pleased to bring the story of Scholzen Products to the industry in this issue of *The Wholesaler*! The story of this founding family, and how and why the company got started is so worthwhile sharing with you! It is very unique in my opinion — not that it is much different than that of other worthy companies, but the circumstances and the timing of it becoming what it is today is really interesting.

This incredible journey begins with a gentleman named Henry Scholzen,

hall three full years before the 1925 construction of the lodge. During that time, he asked a lady named Mary Sanders of Hurricane, Utah, if she would help manage the dining hall at Zion. From that very day, she became his long-time constant companion and partner, and they were married in 1924. Their only child Jack was born in Hollywood, Calif., the following year. Even as a child, Jack found himself involved in the business adventures, and was driving trucks for his father and the businesses at the ripe old age of 14!

In 1928, Henry quit working for the railroad and all their companies due to

most 15,000 people living in the Hurricane area today.

So, I have told you all I know or found out about from the historical point of view when it comes to a wholesale distribution house that not only is 83 years old, but has been in the same founding family right up to today via fourth-generation management! Isn't that great? So I invite all of you to read on for my interview with the Scholzen management team.

**Martin:** *Good morning gentlemen, it is great to meet you all and have this time to not only review and confirm all the wonderful history associated with your family up to the present-day business of Scholzen Products here in Hurricane, but to also see and hear first-hand about Scholzen Products and how you have actually thrived for the last 83 years! I'd like to start with president Bruce Ballard, and ask you to please give the readers a snapshot of the company today?*

**Ballard:** Thanks John, but before I start, I want to give a big thanks to you from the family and employees of our company for that great historical account of our family's arrival in the U.S., and what has evolved since then. We really appreciate it. First of all, I am president here at Scholzen Products. For the record, I also take on the responsibility of purchasing all our steel product needs, and I am still the prime contact in reference to any steel or welding need or issue in the company. I have been employed here for 31 years, and it has been a very good time. Being part of the family and a company officer has given me the opportunity over the years with all other family members involved to really work together with each other and our employees for the good of the company and its legacy. Scholzen Products Company's active sales territory covers from southern Nevada to Northern Utah typically along the I-15 corridor and the surrounding



Casey Carnell, Scholzen Products' commercial plumbing sales manager.

areas. We cover the customer base in our area with two locations in Hurricane and St. George, Utah. We employ 65 very dedicated and loyal people. Most are making this a lifetime career. Of this head count, seven are dedicated outside sales and 12 are dedicated to inside sales. As a company we have chosen not to have a dedicated vice president of sales. What works better for us is to have a market segment specialist for each of our divisions, and they make the final call on that piece of our business. One of the benefits of working for a family owned business, which is actually operated by the family, is that you are not just an employee; you become a member of the family. I'll list for you in no particular order the balance of the working officers and family management in the company today. They are:

- Nancy Harris, who is treasurer and the keeper of all of our credit applications and the processing of them. She is also very handy answering the phones around here!
- David Scholzen is vice president and branch manager of our Hurricane branch.
- Keith Scholzen is secretary and travels an outside sales territory for us.
- Nick Scholzen is our finance manager and is responsible for all of our accounts payable. Nick is a good guy for any vendor to know!
- Kelly Ashcroft is one of our directors also, and is responsible for all of our fencing sales and activity.

One last thing John, allow me to tell you a little bit about Casey Carnell, the man who got you involved and really wanted to see that this interview on our company take place. Casey, as you know is our commercial plumbing sales manager, and he was brought on board to do just that — help us build the commercial sales

segment of our business. He works out of the branch in St. George where Jeff Turek is the branch manager. He has a total of some 17 years in the business, and we are very proud to have him on the Scholzen family team. After beginning his career with an independent, then going through that crazy acquisition period a few years back, he became an employee of one of the big box guys in the territory. Didn't take long for us to "find him," and the rest is history as they say. He is very important to the commercial segment of our business, and we expect great things from that area as we go forward through his leadership.

**Martin:** *What a great lineup of people to take care of the business! I do know Casey through the UPA buying group structure that you are a member of, but this is my first time to meet him also. Seems like a very dedicated man who really does know the business. He was telling me earlier this morning that it sure was a good feeling to be back with a strong independent in a market place that believes in taking care of a customer with service and inventory!*

**Ballard:** Yes, I feel we have a great team across the top level of management here at Scholzen's, and in my opinion, it continues through middle management and throughout the entire company to the truck delivery folks. We are proud of the entire group.

**Martin:** *As well you should be! Sounds like a dedicated lineup of quality folks. I can tell that I am going to totally enjoy this story! Next Bruce, could you share with us how your sales are divided among product*

*categories and between residential and commercial?*

**Ballard:** I sure will, but one of our best qualities here is how diversified we really are as a total company. If there is a need, we try to fill it, no matter what traditional category it may fall into. Our ability to source any need our customer has is one of the prime reasons for our growth and



An archival photo of Scholzen's steel house.

success over the years. Scholzen is the dominant supply house that services this area. Between PVF and plumbing, I'd say that 25.0% is PVF related, and 45.0% is plumbing, with the balance being all others.

**Martin:** *Since I have had the management tour of your warehouse and grounds, I'd sure say you are correct on being able to supply anything a customer would want. A very nice operation indeed. I mentioned earlier that I had knowledge of Scholzen being part of one of the industry buying groups which is UPA in Sanford, Fla. Would you comment on how Scholzen has been able to use this group function and their chosen vendors to help grow your business?*

**Ballard:** Sure. Relating to UPA for the company is part of the charge we have given Casey, and it seems to be working extremely well. Being (Turn to Scholzen... page 102.)

## Wine Tip of the Month!

### Why swirl? And how to use the nose!

You have all seen it done, many of you have actually done it, but I would wager that the bulk of you reading this issue of *The Wholesaler* and "Martin's Corner" do not know exactly why you are doing it! Come on, you know it is true! Is it for show, or is there a real reason for the ritual?

First, let's talk about food just for a moment. Ever notice how some people smell of and/or push their food around on the plate before they eat it? Why is that practice looked upon with disdain while swirling wine in a glass then sticking your nose in it is viewed with a smile and a nod of approval? What are we missing here, you might ask? Smelling or pushing food around before you eat it could be construed as an insult to the cook, but swirling wine serves a much more noble purpose. It mixes air with the wine. This in turn releases the aromas and sniffing those aromas might just tell you something about the wine, but it will not tell you everything. Is it dry, sweet or just plain fruity? If you think it is fruity, could your nose be playing tricks on you? So to find out, here is what you do: Take another sniff, then take a sip. Yep! It really is sweet, no doubt about that. Now, HOLD YOUR NOSE, and take another sip. If the wine still tastes sweet, then for sure, the wine is indeed sweet. If you can't taste the sweetness, then your nose was actually smelling the fruit aroma and translating them as a sweet taste. You see, the nose and mouth smell through nasal and retronasal passages in the back of the throat. YOU TASTE WITH YOUR TONGUE! The nose can smell fruit aromas and tell the taste buds sweet when, in fact, the wine may be dry, the opposite of sweet!

Use what I have given you for a month, and I'll pick up on this for you in the September issue.....Until then, be safe, drink well, and always know your limit!

## Scholzen Products

(Continued from page 101.)

aligned with the UPA buying group has indeed been all positive from my point of view. The Corp brothers are very industry oriented and good to work with. In fact, we have been working with them in the positive effort to continue to improve our profit margins, as well as developing a private label program for some products. It is essential to be part of a buying group in today's economic world to help and support what you have to do sometimes to be able to compete with the big box stores.

**Martin:** You seemed to really like that question my friend, and I'll tell you that I really liked your answer! My company (Anvil International) does business with most groups out there today, and UPA is certainly among that grouping. I can tell you that I agree on your comment about Bill Corp, Doug Corp and Roy Jacobs, their resident expert in valves and product in general. I'd say he is a pretty darn good sales guy for them also. They all are friends of mine, good customers and have been in the industry a long time. Good choice for you to be sure!

Now, are there any special or major projects in your area that you have been involved with that are a particular source of pride for

your company?

**Ballard:** We of course are very proud of all of the projects that we have participated in. However, one of the most recent projects we participated in that has made a huge impact in our market was the new \$159-million St. George City Airport. It definitely has kept our trucks and our purchasing agents very busy trying to keep up with the demand.

**Martin:** How good is that? Most houses even in the large cities don't have new airports to deal with, so congrats on that job! Now sir, with reference to the business climate around here for the past couple years and forward, have you had to change the focus of your business or do anything differently? Could you also describe the market conditions in your area currently, and have you or do you see an improvement going on now or when?

**Ballard:** I'm pleased to answer this question John. One of the many good things about Scholzens is that because of being so diversified we have not been affected by the downturn in the market like the big box wholesalers. We are not solely dependent upon plumbing or waterworks to survive. This is and always will be a sense of pride for us. As I mentioned before, we like the fact that we can source anything for any of our customers, at any time. It allows us to operate in

many markets at one time.

**Martin:** So, you have had to make little focus change because of the in-place diversification that has been historically built into your service system, is that correct? Does the current market conditions and what you see down the pike have you planning to do anything different?

**Ballard:** You know, we really do

street looking for possibly the next game changing idea, but even with all that, we take care of whatever the current market is everyday, and when you treat customers in an honest and fair way, they tend to come back. We love that "next visit" from a new account! Feels really good.

**Martin:** Thanks Bruce, for that clarification. Next, I'd like to ask how



Just a small portion of Scholzen's extensive pipe yard.

watch our markets very closely for signs of change even in good times. We don't panic and start to think that times are bad or have been bad, so we have to make big changes in what or who we are. No sir, we simply strive to keep a closer relationship with our key vendors and talk to them about change and new products for new emerging markets possibly. We are attending more trade shows and trying to keep a keen eye out there in the

have your customers' expectations changed over the years, and how has Scholzens adapted to those changing needs/wants?

**Ballard:** Our customer base over the years has been very loyal, and that sense of family that we impart to our employees translates over to our customer base. When you buy from Scholzens you buy from family. We make it a point to not just sell to a customer, we want them to be a part

## LET'S GO RACING

### Creatherm launches IndyCar sponsorship

BY MARY JO MARTIN  
Editorial director

Creatherm is shifting its marketing into high gear with a new Izod IndyCar sponsorship program. The building products supplier is sponsoring the #99 car owned by Sam Schmidt Motorsports and driven by Wade Cunningham at key races this season. I was a guest of Creatherm during their debut race on June 11 at Texas Motor Speedway — and the thrilling experience made it easy to see what an impression events like this can make on Creatherm's customers.

Creatherm, based in Indianapolis, has been involved with IndyCar racing for the past few years in the IndyLights series as a personal sponsor for a few of the drivers, including Cunningham. So when the opportunity arose to support the New Zealand-reared rookie in his effort to run in the IndyCar Series, Creatherm's executives decided it was an ideal time to take their sponsorship to the next level.

According to vice president-sales and marketing Cameron Cobb, "The

IndyCar Series helps Creatherm distinguish itself from our competitors by using racing to entertain new and existing customers in a technology-driven sport that reinforces the speed and ease with which our products install. The track is also a great place for our partners to bring clients and create new business-to-business opportunities with wholesalers in our various target markets."

Naturally, it was very exciting for the Creatherm team to see their logo on the #99 car for the first time. "Having been around the sport for many years, I must say that seeing just a logo on a car is one thing. However, seeing the entire car decked out in your livery is quite another," Cobb described. "We were really excited by how sharp the car looked when it rolled off the transporter in Texas last month and by the exposure holding the provisional pole built for our brand through most of qualifying. It was nice to see our investment pay off."

As a driver, Cunningham's outgoing and warm — but driven — personality

also makes him an ideal fit with the Creatherm organization whose customers get a lot done on the job site but also like to have a good time.

"Wade is quite the character, very funny and entertaining, but when it comes to racing he is all business," Cobb explained. "We were proud to sponsor him as a highly decorated driver, having already won a Karting world championship and an Indy Lights Championship to name a few. He is also the only three-time winner of the Freedom 100 race at Indianapolis."

"It's a great feeling for us to see all of Wade's friends, family and supporters as he works to get our company message out. We wanted to give Wade a jumpstart to reach for his dreams while showing the rest of the series, other potential sponsors and the fans how talented he is at racing," Cobb added.

In fact, Sam Schmidt agrees and believes that Cunningham has the tenacity, confidence and talent to have quite a career as a driver.

Being affiliated with Sam Schmidt Motorsports is also a very rewarding opportunity for Creatherm. Schmidt is a former IRL driver who had



of our lives. We want to know about their family, because we are in the business of building relationships. Coming to Scholzens' counter is like coming to your local barber shop. Where a lot of wholesalers make their mistake is they send out their salesmen for strictly sales, and then get mad when the salesmen come back empty handed. You have to build that relationship and trust level first, then the rest will fall into place.

**Martin:** *Absolute wonderful response! Thanks for that! Just a couple more I promise. Do you have any special events/activities that you sponsor to help build customer loyalty and relationships?*

**Ballard:** We do many activities to build relationships with our customers. It is not uncommon to see our salesmen out riding 4-wheelers, or on fishing trips, or skeet shooting with our customers. Two times a year we have a breakfast and lunch for our customer just to say thank you. We also hold continued education meetings with our reps, and invite our customers to participate, so we are not just order takers — we learn hand in hand with our customers. The more we learn as a company, the better prepared we are to service our customer base. Our knowledge base is unrivaled, and a real source of pride within our company.

**Martin:** *Can you describe the lead-*

*ership philosophy at Scholzens, such as accessibility to customers and employees, and hands-on activity by the owners?*

**Ballard:** I can do that John. Scholzen Products Company is a family owned business, and we pride ourselves with the fact that we work hand in hand everyday with our customers, and employees. At any given time any customer, or employee can walk into any one of our offices and sit and talk. One of the things that makes us unique as a company, is our strong work ethic.

**Martin:** *Last question I promise — with so many sources of competition in the marketplace, how does Scholzens attempt to differentiate itself?*

**Ballard:** Again, for us it all falls back to our diversity. The more items that you can provide for a customer the more you become their first point of contact. Most of the big box stores have turned into nothing more than catalog stores, and rely heavily upon their distribution centers to provide them with product. As a family owned business we cannot rely upon a distribution point, because we are the distribution center. Our purchasing agents do a very good job of keeping us in material, and that helps us stay ahead of the game. When a customer comes to your counter they need the parts now, not two days from now. We use our inventory levels and our rela-

tionships with our vendors as a huge advantage over our competition.

**Martin:** *You know Bruce, it really does look like the Scholzen success model has been totally built around that one word — and that word is “DIVERSITY!” It certainly has worked for*

for the month of August! ■

*Starting in our industry in 1968 at Anvil International (formally Grinnell Company) Martin has been with them over this 43-year span of his life through five different owners! Cur-*



*Scholzen's customers need parts when they walk up to the counter, so the company uses its inventory levels and relationships with vendors as 'a huge advantage over our competition.'*

*your company, and you have every right to be proud of the success we have identified. You guys have been great, and from me and all the management staff from The Wholesaler, thanks, and we really appreciate the time you have given us to put this together for the pleasure of all our industry readers. Good selling!*

Well that's it folks.....I sure hope you all have enjoyed this true story coming right at ya from Southern Utah! Thanks again for dropping into “Martin's Corner” just to see what's goin' on! Don't forget, as you read through this issue, please finish up by checking out my interesting wine tip

*rently serving as VP-National Account Sales for Anvil's mechanical products division, he has worked in every phase of the company from warehouse to sales (inside and outside) to branch management in the 1970s-1980s. He served as regional VP for their West Coast units, and since about 1990 in this national role with contacts and customers/vendors coast to coast. Currently also, he is responsible for Anvil as their lead person at ASA & MCAA, and identified as Anvil in all the wholesale industry buying/marketing groups. John can be reached anytime at [jmartin@anvilintl.com](mailto:jmartin@anvilintl.com) or his cell phone at 303-588-9806.*

emerged as a star after just a few seasons in the late 1990s. Sadly, on January 6, 2000, Schmidt and his team were in Orlando, practicing at the Walt Disney World Speedway. As his car exited turn two, it hit the wall with a tremendous impact. He was airlifted to a nearby hospital, where was diagnosed as a quadriplegic, the result of a severe injury to his spinal cord at the C-3/C-4 levels and was on a respirator for 5 weeks.

Even with these devastating injuries, Schmidt realized he was one of the lucky ones. His strong personal faith — and trust that God had a purpose for his life after the injury — along with loving support from his family, friends and the entire motorsports community helped him rally and push on. Today, Schmidt uses his platform in motorsports to raise awareness — and funding — for spinal cord research through The Sam Schmidt Paralysis Foundation.

Creatherm™ is a leading provider of innovative energy efficient radiant floor panels for residential, commercial and municipal building projects. The company designs, produces, markets and sells proprietary products throughout the U.S. and Canada



that reduce installation labor and improve thermal performance. The interlocking panels help reduce labor costs and improve installation efficiencies by allowing for precise tube layout that eliminates the need to tie, clip, staple or screw the PEX tubing to the substrate. ■

Visit online at [www.creatherm.com](http://www.creatherm.com), [www.samschmidtmotorsports.com](http://www.samschmidtmotorsports.com) or [www.wadecunningham.com](http://www.wadecunningham.com). And see Mary Jo Martin's video interviews with Cobb, Schmitt, Cunningham and trainer Jim Leo from Texas Motor Speedway in the “On the Road” section of [www.thewholesaler.com](http://www.thewholesaler.com).

## Gala opening for new NIBCO iron-valve plant

*NIBCO company officials were joined by elected official dignitaries for the ribbon-cutting ceremony marking the grand opening of the company's new iron valve distribution center at its Blytheville, Ark., plant. From left: NIBCO president and COO Steve Malm; Arkansas State Rep. Tommy Baker; NIBCO chairman and CEO Rex Martin; NIBCO vice chairman and CPO Alice A. Martin; Arkansas State Representative David Burnett; Mayor of Blytheville James Sanders; and NIBCO plant manager Danny Quick.*



*(Continued from NIBCO, cover.)*  
Attendees toured the 281,500-square-foot iron valve manufacturing facility and new distribution center to learn more about the company's best practices, including lean manufacturing, and its commitment to safety, quality and service. After the ribbon-cutting ceremony, guests were treated to a Southern barbecue lunch, immediately followed by a hospitality reception.

NIBCO broke ground on its 50,225-square-foot expansion in March 2010, allowing the company to maximize its manufacturing processes, while freeing up 100,000 square feet to accommodate its new distribution center. This NIBCO facility manufactures ductile and cast iron gate, globe, check and butterfly valves for the commercial, industrial and fire protection markets.

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



### Seated safety shower

The 60"×30"×37" acrylic Seated Safety Shower™ meets the needs of the elderly and disabled. Features highly durable and luxurious cast acrylic construction; wide, contoured, full-sized seating area with recessed front to make standing or sitting easy; an accessory ledge for personal items and a built-in armrest; and a low 3" threshold and a built-in wraparound grab bar. Available in left or right hand configurations. **American Standard.**

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

### Health care restroom products

The SafeCare series was designed with input from behavioral health professionals to perfect the products' functionality, safety and style. Wall showers feature conical showerheads, contoured handles or hemispherical push buttons to minimize ligature points. Other products include the SafeCare lavatory made from resilient Terreon® solid surface material and has infrared activation that uses only 0.5 gpm. All plumbing is fully enclosed with a stainless steel trap cover. Other washroom accessories available.

**Bradley Corporation.**

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

### Welded steel nipples

Schedule 40 assorted black and galvanized standard welded steel nipples are available in sizes 1/2", 3/4" and 1".

These runs go up to 6" lengths and meet or exceed all applicable ASTM and ANSI standards. Available assortments include 60 and 66 pieces. 66-piece nipple assortments come in both packs and slanted cardboard trays with handles. Assortments contain 6 of each length from 1/8" through 6" pipe diameters. **Matco-Norca.**



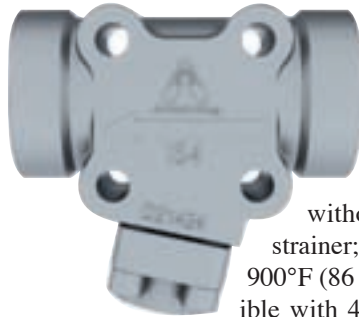
[www.matco-norca.com](http://www.matco-norca.com)

### Bathroom faucets and fittings

The Waveland™ Collection, a new line of low-flow, WaterSense-labeled faucets and fittings, includes low-lead faucets, Roman tub fillers, and tub and shower fittings, offering water at 1.5 gpm. Equipped with low-lead waterways and ceramic disc cartridges, Waveland faucets are available in 2 handle, 4" center-set and wide-spread center options that can fit hole patterns as small as 4". Tub and shower fittings have solid brass lever handles and fit on Gerber's standard ceramic pressure balance valve or its PLUS™ tub and shower valves. Roman tub fillers have solid brass handles, ceramic disc cartridges and an elegant high arc spout. **Gerber Plumbing Fixtures LLC.**



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



### Universal connector

The IS-4 stainless steel universal connector for high pressure and super heat steam lines enables quick and easy access to replace steam traps in critical process applications without disturbing existing piping. Has integral strainer; rated for Class 900 service up to 1245 psig at 900°F (86 bar at 482°C). Corrosion resistant and compatible with 4-bolt connector steam traps. 3-year warranty against defective materials and workmanship. **Armstrong International.**

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

### E-Z clean toilet seat hinge

Designed specifically to meet the needs of housekeepers in the healthcare and hospitality industries, the JUST•LIFT® hinge enables the toilet seat to be pulled straight up from the open position. The lifted seat creates a 1.5" gap between the seat and bowl that enables easier and more thorough cleaning. After cleaning, the seat is just pushed down, making the hinge flush with the bowl. This system has been teamed up with the STA-TITE® Commercial Fastening System™ for faster installation speeds and no more labor-intensive retightening of loose seats. **Bemis Manufacturing Co.**

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



### Basket strainers

GF-PP SB (Glass Filled Polypropylene) SB Series basket strainers are available in sizes 1/2" to 4", with true union threaded or flanged end connections. Vessels feature a pressure rating of 150 psi and service temperature of 240°F. Ideal for more robust chemical service and abrasive applications. Options: Duplex configurations for higher flow rates, stainless steel, Monel®, Titanium and Hastelloy® strainer baskets, stainless steel baskets with mesh liner and pressure differential gauges. **Hayward Flow Control.**

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



### Silicone grease

Specially formulated for the professional plumber, Plumbers Silicone Grease lubricates and prevents corrosion on valve stems, faucets, ballcock linkages and other places where water proof grease is needed. It provides high heat resistance of -40°F to +400°F for use in a broad range of applications and is petroleum-free and VOC-free. Can be applied to both rubber and synthetic O-rings. Available at plumbing wholesalers nationwide through **OateySCS. Hercules.**

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



### eCAM pipeline inspection systems

eCAM systems are compact, easy to use and made from high-quality, durable components. Inspect sewer and drain lines, septic tanks, service laterals, chimneys, HVAC ducts and more. The "ace" and "pro" systems feature color cameras, LCD monitors and rugged powder-coated steel construction. **Electric Eel.**

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

### Portable eyewash station

Model #SOP50 portable gravity-fed eyewash station requires no plumbing and can be wall-mounted or placed on a flat surface. Highly visible yellow, UV-protected polyethylene tank has no moving parts. Eyewash heads provide a minimum of 0.4 gpm flow rate for 15 minutes and include a yellow eyewash pull strap for ease of activation. Tank has a wide fill opening with threaded cap and an identification/operation label. Concentrated water preservative supplied with each eyewash station maintains water solution up to 6 months. **Acorn Safety.**

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

### High efficiency urinals

The Architec is the first urinal to receive WaterSense approval. Designed by Prof. Frank Huster, it is a successful combination of form, function and technological innovation. Features an electronic control system that combines sensor technology with intelligent flushing. Can be set at one of 3 programs, including an "eco" program, depending on installation environment and volume. **Duravit.**

[www.duravit.us](http://www.duravit.us)







**Water efficient toilet**

Thanks to its 3" hybrid flush valve, the U.S.-made Alto 1.28 flushes 600 grams. The new toilet comes in three configurations — ADA, elongated and round front. It features jet and hydraulic enhancements that virtually eliminate clogs, is compliant with WaterSense™ and meets Buy America and ARRA requirements.

**Mansfield Plumbing.**

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

**Tape measure for pipe**

The Pipe Friendly™ tape measure features a patented end piece with a built-in J-shaped hook, which significantly



improves the ability of the tape measure to hook its blade onto the edge of a thin object. Great for measuring pipes, conduit, paneling, siding, sheet metal and much more. **Tekforce.**

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

**Vandal-resistant fountains**

VersaCoolerII water coolers have 14 gauge stainless steel heavy-duty galvanized frames, with galvanized steel screens to prevent objects from being inserted into ventilation panels or into the underside of units. A 1-piece, low-flow, chrome-plated solid construction bubbler is keyed into place to prevent destruction. Available in 2 models, with and without filtration and refrigeration. Components are lead-free; all units are ADA compliant when properly installed. Can be equipped with the Oasis Green Filter® system to decrease contaminants and reduce taste and odor. **Oasis International.**



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

**Offset pipe clamp facilitates professional installations**



does away with makeshift installations. **Sioux Chief.**

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

The new Main Block™ 1 1/2" offset pipe clamp is designed with 3-axis holding power and rigidly secures 3/4" to 1" CTS water main inlets, appliance and fixture stub outs, water heater and softener loops. The two-piece pipe clamp is a non-corrosive and 100% compatible with copper, PEX, PVC and CPVC. It installs quickly and is packaged with all installation hardware. Creates a solid connection that ensures a uniform, professional look every time and

**Lead-free thermostatic faucets**

LavSafe commercial, industrial and residential faucets feature an internal thermostatic valve. Key components are above sink level for easy access; no need for a separate tempering valve below the point of use, so there are fewer parts and fewer potential leak points. Available in 2 contemporary models, standard and gooseneck; both meet ASSE 1070, have ADA-compliant handles and are certified to be lead free in accordance with NSF/ANSI 61 plus Annex G. Low flow models are available between .5 and 1.5 gpm. **Watts Water Technologies.**

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



**Macerating toilet**



The Ascent II macerating toilet system features a 1.28-gpf high-efficiency toilet for a macerating system. RazorCut™ technology allows improved maceration of waste and a removable service panel provides quick access to the cutter area without disconnecting the plumbing. Other features include ISTTM solid state switching, a built-in alarm, LED lights with external touchpad for alarm silence and manual override. Available in round front and elongated; have improved flush performance and carry the WaterSense™ mark. Both models feature insulated tanks to eliminate sweating. **Liberty Pumps.**

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

**View-only inspection camera**

The 1.2-lb micro CA-100 inspection camera has a 3.5" display and 1-hand controls that make detecting and diagnosing problems easy. Image rotation function



allows the image to be positioned

for the best readability in any tight situation. Has 4 adjustable LEDs in a waterproof 3/4" anodized aluminum camera head on a flexible 3-ft cable. Attachments include the Hook Tip that allows users to pick up, tug, or pull small objects within reach of the cable, a Magnetic Tip that can pick up metal objects and a Mirror Tip, which lets users look around corners. **RIDGID.**

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

**Faucet adapters**

Adapter kits make ordering replacement parts easy. Each contains 17 adapters to solve almost any thread issue found in the field. Washer Kit has an assortment of regular and junior size washers, to replace that missing washer on the go. Shower Solution Kit features 2 different products in 3 different flow rates for shower retrofit; the Water Saving Aerator kit contains a wide selection of water-saving products. **NEOPERL.**

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



**Flame-free press system**

Vic-Press is an ANSI Schedule 10S pipe sized press-to-connect system designed for off-the-shelf ASTM A-312 Schedule 10S stainless steel pipe. It joins pipe in a matter of seconds. Has a life cycle of up to 3 times the end-load performance, up to 2 times the bend-load performance, up to a 52% increase in available flow and up to a 23% reduction in pressure drop per 100 linear feet of pipe. Available for 1/2" to 2" type 304/304L and type 316/316L pipe. Has pressure tolerances up to 500 psi and is ANSI/NSF 61 certified for potable water up to 180°F. **Victaulic.**

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

**Termination vent screen**

The PVC Termination Vent Screen easily installs in the hub of a PVC fitting. This new, patent pending product prevents leaves, debris and wildlife from entering PVC exhaust vent piping. The PVC Termination Vent Screen is available in 2", 3" and 4" sizes. Also available with stainless steel screen. **Raven Products.**

[www.ravenproducts.us](http://www.ravenproducts.us)



**Showerheads**

The Anystream® Alexandria product family includes a fixed, hand-held showerhead and three unique combination showerheads that are also available as WaterSense® certified 2.0-gpm fixtures. Feature the Anystream 360™ spray technology, allowing them to achieve a 360° rotation to the spray adjusting mechanism (handle or face-plate). User can make incremental adjustments to the spray of the showerhead through an infinite number of sprays. **Speakman Company.**

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



## New Texas facility to enhance United Pipe & Steel's market

(Continued from cover.)

in Corsicana is located just off I-45, providing easy shipping and receiving access.

The Corsicana facility stocks:

### Copper Tube

- L, M, K, ACR and K-Oxy straight lengths
- K-Coils
- Refrigeration Coils

### Plastic Pipe

- SH40 PVC
- Foam Core
- SH80 PVC
- SH80 CPVC
- S&D
- SDR

### Domestic Steel Pipe (up to 8")

- A53 Grade A Type F T&C
- A53 Grade B ERW
- A106B Seamless
- Fusion Bond
- S10, S40 and S80
- Black and Galvanized

### Electrical

- PVC Conduit
- Metal Conduit
- Strut
- Threaded Rod.

United's general manager Greg Leidner noted, "We think about our business as measured in generations. And in the long term, the Texas, Oklahoma, Louisiana and Arkansas markets represent a sizable opportunity. We understand that wholesalers in these markets — as in every market in which we sell — are going

**"...We offer them a way to smooth profitability and generate more consistent returns, which is very important to our customers."**

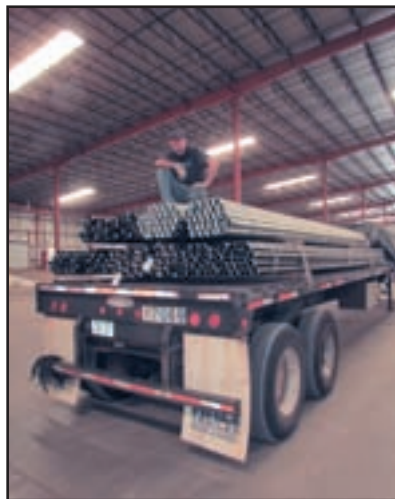
through challenging economic times. Our business model enables wholesalers to lower their risk exposure to volatile commodities and increase their cash flow by buying smaller

quantities more frequently. This has enormous appeal, especially during the current economic climate.

"Wholesalers are looking for ways to improve their cash flow, increase turns and reduce the amount of capital tied up in inventory. Rather than 'timing' their purchases and trying to gamble on the commodities market, we offer them a way to smooth profitability, and generate more consistent returns, which is very important to our customers."

As at its other locations, the new Corsicana facility will be served by United Pipe's own fleet of trucks and drivers. The company remains committed to maintaining its own fleet for a number of reasons.

"First and foremost, our drivers are



Greg Leidner: 'Our drivers are the heart and soul of our organization.'

the heart and soul of our organization," Leidner said. "They, in many cases, are the face of United Pipe & Steel to our customers. Second, handling pipe — especially copper tube — is not easy. Our drivers typically make between six and eight stops each day — and there is considerable room for damaged product if the load/unload process is not handled by professionals experienced in handling pipe. Lastly is the issue of control.



Michael Blair, Greg Leidner and Allison Leidner.



•THE WHOLESALER® — AUGUST 2011



United Pipe & Steel's Corsicana facility stocks a wide range of pipe such as copper tube, plastic pipe, domestic steel pipe and electrical pipe supplies.

Having our own fleet means we control our own destiny. Too many times with outside carriers, commitments are not kept. And in our world, that's exceptionally damaging. Our ability to put product in our customers' yards in a timely fashion is what builds the trust between our customers and us. And this business is all about two things — relationships and trust."

A number of United Pipe's well-respected veterans have spent a good deal of time getting the Texas operation up and running, and Leidner is confident their efforts will pay off.

"Eric Foley, our director of operations, was instrumental in site selection, staffing and setting up the operation," Leidner said. "And our national sales manager Michael Blair, a name familiar to many of your readers, has personally been spending the majority of his time in Texas over the past six months, preparing for our launch and then leading the sales efforts following our opening. Gerald Slattery, our director of steel pipe sales, has also been evangelizing United Pipe & Steel with his fair share of Texas customers."

"In addition, we hired a Texas-based outside salesperson — industry veteran Mike Feemster who brings a host of local knowledge to our team — and an inside salesperson — Audrey Donovan. And our entire outside sales team has spent considerable time meeting wholesalers in Texas, Louisiana, Arkansas and Oklahoma. Marcy Harriss, Jeff Fainberg, Bill Day, Brian Garrety, John Zahnke, Joe Mabee and Joe VanHeirsele have all been visiting prospective new customers to educate them on the benefits of our business model, which allows wholesalers to buy smaller quantities more frequently."

According to Leidner, United Pipe believes that word-of-mouth recommendations among wholesalers is

still one of the company's best and most effective marketing tools.

"Wholesalers around the country tend to know one another — whether through organizations such as ASA or buying group meetings," Leidner commented. "When we're talking



Gerald Slattery, director of steel pipe sales, with David Cohen, company founder.

with prospective customers, one thing we try to do is find a wholesaler we both know in common and we recommend they call their peers for references on our business model, integrity, product quality and service. This is by far the most effective marketing tool we have at our disposal."

United Pipe & Steel continues to be led by a team-oriented and collaborative philosophy — something that has served the company well since David Cohen founded the company 31 years ago. And their Vision Statement embraces that philosophy: "We are United with our Employees. We are United with our Customers. We are United with our Vendors. We are United Pipe & Steel." ■

For more information, visit [www.united-pipe.com](http://www.united-pipe.com).



United founder David Cohen with driver Matthew Skrabut.



BY PETER SCHOR  
Showroom specialist

## Meeting the challenge of today's economy!

I hope you, your families and friends celebrated the 4th of July watching parades and fireworks, and enjoying barbecues and summer weather! Most of all, I am hoping that you were in gratitude for the freedom that we all have in this great country of ours, and give blessings to our brave military and their families, here and abroad.

My wife and I and many other people sponsored and served up a “Pizza, Salad and All the Fixings” for a July 4th celebration for 310+ spouses and children (over 700 people) and their families at Travis Air Force Base, Calif. There were also over 125 volunteers participating in the event, who came to be of “most sincerest and genuine service.” Many businesses stepped forward and donated much-needed goods and money.

The best part of giving back to our troops and their families is to inspire other people to take leadership in their communities to support our troops and their families, who take such a big toll back home. I think that collectively we all should care about our troops and their families — regardless of our political views. It was my personal “BEST” July 4th holiday!

There is a story I was told by Steven Covey, author of *The Seven Habits of Highly Effective People* and numerous other profound books, some 20 some years ago. The story called, “The Hundredth Monkey,” was told at his five-day Leadership School that I attended. It is a story recounting what scientists did in 1952 on the remote Island of Koshima, Japan. There were monkeys were living on the island that

- Lessons from monkeys
- Negative mindset yields negative results
- Think like a winner and be winner
- Find resources to help face obstacles
- Focus on solutions
- Change is normal; not to be feared

made a dramatic change forever. It took around the 100th monkey doing something different for everyone to embrace the change. There are “pages upon pages” on the internet about this phenomenon, which is what is really about what is needed to bring about “social change.” You can find this short story and worthwhile reading at [www.wowzone.com/monkey.html](http://www.wowzone.com/monkey.html).

### Current economic climate – meeting the challenge!

Many places that you go, people are talking about how tough things are in the economy, and the media continues to blast us on a daily basis regarding unemployment, foreclosures, big name businesses that are closing their doors; and any information they can put together to let us know how bad things are out there. The big question is, “what are you

Albert Einstein: “Let’s not pretend that things will change if we keep doing the same things. A crisis can be a real blessing to any person, to any nation. For all crises bring progress. Creativity is born from anguish, just like the day is born from the dark night. It’s in the crises that inventiveness is born, as well as discoveries and big strategies.”

Here are some things that I recommend to you:

- Avoid negative media, such as news — TV, newspapers, and radio especially when you first wake up and before you go to bed. If you watch TV news or read the newspaper, one-half hour a day will keep you well informed.
- Avoid negative gossip and stories of gloom and doom with fellow workers, family and friends. They become negative toxic to your attitude and ability to think clearly. Don’t

**The best part of giving back to our troops and their families is to inspire other people to take leadership in their communities to support our troops and their families, who take such a big toll back home. I think that collectively we all should care about our troops and their families — regardless of our political views.**

going to do about it?”

You can jump on the doom and gloom bandwagon and say “Woe is me” and do nothing or you can make a choice to do something about it. This isn’t the first time we have faced this situation, and it probably won’t be the last. Do you honestly believe that supporting the negative frame of mind thinking, that things are going to get better?

Think success! Take positive action. There are people and companies out there that have chosen not to participate in the recession. They are thinking and acting like winners. They are focused on — and talking about — success rather than failure or survival. They are focused on making things happen rather than waiting for things to happen to them. They are planning for success and they are executing the plan.

In these days of really hard work, uncertainty and crisis, it’s good to remember the following words from

condemn, criticize or complain. Look for solutions!

- Identify the resources you will need to help overcome the obstacles you face. Many resources do *not* cost money. I.E: Go back to *The Wholesaler* magazine ([www.thewholesaler.com](http://www.thewholesaler.com)) archives and source out the many showroom articles with numerous great tips that cost little or no money. In my showroom column, January 2008, there were 33 things listed that you can do to make things better in your showroom. The #2 tip was having an “Outcall Service.” Create an outcall service charging a few per hour to come go to consumers homes to determine what will fit in their applications. The cost is refundable against the purchase of the goods by the consumer or through your recommended trade resources. Use your showroom trade partners to participate in this service.

- Since 2004, I have been writing showroom columns based on proven

factual information extracted from the most successful showrooms in the USA and Canada — both plumbing wholesaler and DPH types. For some of you may think I am a “horse ass”, please don’t let this get in your way from going back in *The Wholesaler* magazine showroom articles on their web site, creating better results for you and your showroom.

- Read, listen or watch something positive, inspirational, motivational, educational or spiritual every day. Rent a sport movie that is uplifting and inspiring. Some of my favorites are: *Facing The Giants* (football), my all-time favorite; *The Final Season* (baseball) starring Sean Astin, of the *Rudy* movie fame. It even has a web site [www.finalseason.com](http://www.finalseason.com); *The Express (The Ernie Davis Story)*; *Remember The Titans* (Denzel Washington); *The Blind Side* (Sandra Bullock) and many others.

- Have an attitude of gratitude. Stay focused on everything you should be grateful for.

- Look for solutions! Rather than identifying the problems, write down your solutions. Set a time frame which to accomplish the,

- Goals — Set short term, intermediate, and long term. Zig Ziglar said, “Obstacles are things we see when we take our eyes off our goals”. Work smarter.

- Embrace change — Learn how to embrace. Some of you and your companies over the 25 years in showroom education, want to make me wrong, so you are right, so you do not have to change! Most of the things I advocated about showrooms in the late 80s, 90s, and in 2000 forward have happened. All of what I was trying to do is have you position yourself to capitalize on it before it happened and be the leaders most of you are!

- Think, talk and act like a winner! We are in a great industry! ■

*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 [www.dynamicresultsonline.com](http://www.dynamicresultsonline.com).*

# In business, we're all still human

Social media such as Twitter, Facebook, LinkedIn and other tools are changing the way business is done. This is not because of their technology.

Yes, the technology of these and other tools is pretty amazing. The ability to connect with, say, all your friends who like baseball in Centerville on Thursdays provides a sense of community. Yes, we've had that for centuries, but now we have a way to do it faster, easier and in a cost-effective way. Even better, we can have that community worldwide at very low or no cost.

Courtney Boyd Meyers recently wrote an article for the blog TNW entitled, "Why the Human is a Social Animal." It was a report from the 99% Conference, where Simon Sinek spoke about why we want to be together: People are social animals and want to be around others.

We like to be with those who are like us and who we trust. This is a bedrock principle of Sales 101. Find something you have in common with prospects and focus on that. It is the beginning of building trust. Pay more attention to them, listen to them and their needs first, and then blend your proposal into how your products and services can solve their problems.

Doing this helps to build trust. This is basic advice from Sales 101 that we've heard many times, and it still applies today.

But, how can you adapt this principle for your business in today's social media? It means that you have to be more "social" than "media." Don't think of broadcasting a bunch of information to others about how great you are (We really don't care — really!). Don't talk about you; focus instead on areas of interest to clients.

I recently had a business luncheon with several new clients. I was expecting that we would talk about the approach we'd take on certain aspects of the deal, how to better serve our target market; you know, basic business. About 99% of the conversation, however, was about sports and the experiences that some people had at various restaurants around town. Hey, we're all human! This is of far more interest to most people than the nitty-gritty of business.

This is no big news to successful business leaders. Yes, we have to produce in business, but successful businesspeople know that you have to reach the person emotionally — as a human being — first and foremost. By getting to know each other as human beings, talking about sports, restau-

rants and other matters that are important in the human condition, we are better able to address business issues.

Yes, Simon Sinek is right: We need to focus on commonalities first. It has to be genuine; this is where the winners leave the losers in the dust. Your prospects can tell whether you are being real or fake. They can see through any baloney you throw at them.

In social media and social networking, provide value first. Help others with their needs. Provide value outside your circle of expertise. Suggest a good dentist, a good real estate agent, a good restaurant, etc. that would be of interest to them.

Building trust with people is vital for any business. This is a key principle I talk about in my coaching program online at [www.terrybrock.com/yoursuccess](http://www.terrybrock.com/yoursuccess). If you don't reach a given level of trust, no business can be done. The greater the level of trust, the more business can be done and the richer and more meaningful life you'll have.

So, here's your assignment: Think of ways you can add serious, real value for others, asking them what they need and then helping them. Use the tools of social media and be a resource that people trust. No, this won't win over 100% of the people immedi-



BY TERRY L. BROCK  
Technology/marketing specialist

ately. Hey, success takes time! But, by continually showing that you are trustworthy and dependable, you'll get favorable attention. When someone is in the market for your products or services, they will think of you and your company.

Build trust. It is what social media and social networking are all about, today — and for the rest of our lives. ■

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## Simple promotions cost little but make big gains

(Continued from page 8.)

Try doing small things to brighten up a technician's day or to make them feel special. The idea is to encourage them to visit your store on a regular basis.

- Do cool stuff — Get a freezer full of Fudgesicles, buy a 5-gallon bucket of ice cream or have the local ice cream truck stop by on a hot afternoon

- The dog days of summer — Have a simple hot-dog on a bun and some condiments and maybe some chips... without the full spread of side dishes. One of our local car dealerships has a very simple, hot dog and can of soda promo that attracts a lot of people. Consider whether a steak dinner every 3 months creates more ongoing good will than a hot dog every week.

- Create a simple frequent buyer program — Give away a pizza or happy-meal coupon after 5 or 10 invoices.

- Driver donuts — No, I'm not

talking about circular skid marks in front of the customer's shop. Try a driver promotion where your truck drivers present donuts, some other treat or just your latest monthly flier to the office while they make deliveries. (Obviously, you cannot have him giving away stuff that has rotted or gone stale in this truck's cab while he makes his rounds.) Drivers often see the customer in his shop more than anyone else in your company and while he is there, he could ask if there is anything else that they need. He can then get a salesperson to initiate a call or can take the order on the spot. (If you're thinking that your drivers aren't sharp enough to do more, consider hiring better drivers. The side benefit of smarter drivers is that they are promotable if they ever want to grow within your company.)

- 8. Surprise them with fun — Have fun on a random basis to train customers to visit your store every day hoping that today will be the "fun

day" for this week. Wholesalers who have regular events like "hot dog Thursdays" may find, over time, that they attract a mixed crowd of professional contractors, semi-pro contractors (who are not there to buy, only to eat) and vagrants who are there to eat and to solicit donations or jobs from contractors. Your good customers may avoid those Thursdays altogether since the parking lot is so clogged with non-customers.

- 9. Say thanks to your customers — Very few wholesalers say thanks to their customers...ever. Years ago every cash register at every K-Mart store had a sticker that said, "TYF-SAK." It reminded every checker to complete each sale with, "Thank you for shopping at K-Mart." It was kind of a joke and sometimes offered up with little, if any, sincerity but it was always much better than the way most retail transactions ended at other stores, "Here's your change, who's next."

- 10. Keep your outside team outside. There is a phrase: the lazy days of summer. It's hot and not much fun making the rounds but you cannot let them relax. Sitting in the cool office so they can "babysit an important

order," may not be the best use of an outside guy's time. "The customers are too busy to talk to me", is an excuse I hear all the time. Customers are certainly too busy to shoot the bull but will often value a well-planned, efficient sales call that provides valuable information or helps the customer solve problems. Your marketing team will need to be especially thoughtful as the provide the materials for these condensed sales calls.

I know you and your team are probably very busy but pick a couple ideas or create a couple ideas of your own to amp-up your selling by a notch or two in August while your competition is sitting on the porch napping. ■

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*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.*

[www.go-spi.com](http://www.go-spi.com)

# Maintenance dept. helps K-12 school continue sustainability pursuit

SANDY SPRING, MD. — Some schools only teach sustainability, but Sandy Spring Friends School (SSFS) practiced what it teaches when executing a major HVAC retrofit that promises long-term energy savings, sustainability and environmental preservation.

The 50-year-old private, Sandy Spring, Md.-based K-12 school became a sustainable HVAC role model when it converted a conventional boiler/chiller/air handler system to a greener multi-zone heat pump system by Fujitsu General America, supported with mini-split installation accessories by Airtec Products. The HVAC retrofit of the 10-classroom Walbrooke Breiling building was installed in-house with textbook aesthetics, efficacy and little disturbance to the 180 lower-grade students.

The energy-efficiency choice parallels the 570-student school's other environmental programs, such as planting more than 100 trees on its 140-acre campus, composting dining room biodegradables, creating a three-acre organic vegetable farm that supplies student dining and installing a 2009 HVAC control system and ductwork insulation retrofit that reduced campus electricity usage by 24 percent (more than 500,000-Kwh). The school was named one of 40 Green Schools of the World by The Earth Day Network in 2010.

The same environmental consciousness applied to remedying Walbrooke's antiquated boiler, chiller and air handler system, which had surpassed its expected lifecycle and required expensive periodical repairs. Laura Miyoshi, SSFS's director of operations, had two alternatives. Most building owners would most likely replace the entire system with another boiler/chiller at an estimated \$125,000 to \$150,000. Another alternative, suggested by local wholesaler, R.E. Michel Company Inc., Rockville, Md., was installing a multi-zone, mini-split system by Fujitsu.

The multi-zone system solution was considerably less expensive and less intrusive to the students because SSFS's maintenance staff installed it in-house at a savings of tens of thousands of dollars. SSFS's director of facilities Robert True and Delbert Leese, facility HVAC engineer, an EPA Section-608 certified service tech with over 47 years of HVAC experience, installed the system with both online and onsite training certi-

fication from Fujitsu.

The chosen alternative uses the Fujitsu Halcyon Hybrid Flex Inverter (HFI) series heat pumps and environmentally-friendly refrigerant R-410A. The choice also allows the two-story, 9,000-square-foot former dormitory to be heated and cooled economically in zones with the individual heat pumps when needed. Besides spot cooling/heating only occupied spaces, 17-SEER (seasonal energy efficiency ratio) heat pumps regulate compressor speed for optimum energy usage.

The 11 outdoor condensers and 10 branch boxes, which supply 33 evaporators in classrooms, were a concern because of aesthetics, ground area space and potential damage from debris and lawn maintenance workers. Leese mounted the 11 condensers on individual WBB-series wall-mounted, powder-coated steel brackets, designed and manufactured specifically by Airtec Products to adjust to all major brands of mini-split condensers, up to 500-lbs. The WBB-Series brackets are less expensive, lighter, and easier to install and protect the condensers, versus the alternative concrete pads, according to Leese. "I've installed mini-splits conventionally on concrete pads before, but hanging them on a wall is much easier, more aesthetic and great protection against weed whackers, snow and landscape debris," said Leese.

Aesthetics also came into play with hiding and protecting lineset runs from the condensers to ceiling areas and again once the linesets drop down into the classroom evaporators. Leese used Airtec Products' SlimDuct lineset ducting made of UV and weather-resistant, extruded PVC with injection-molded fittings. Airtec Products' wall sleeves helped promote a tight weatherproof and insect seal as the linesets enter the building.

While aesthetics are important, Leese also took important steps to protect the building from potential moisture and mold problems by outfitting interior wall evaporators with Aspen condensate pumps. Leese used Aspen's Lime Series, which is a combination pump/reservoir in a monobloc design that fits neatly and unnoticed inside the lineset ducting elbow included with the pump near the evaporator. The lineset cover snaps onto its wall-mounted receptacle for easy accessibility while concealing the lineset, drain hose, pump and other components.

The pump activates automatically once evaporator condensate levels rise. The pump also includes an integral overflow safety cutoff. "Some people install a mini-split system and overlook a condensate pump, which can create an evaporator condensate pan overflow situation that leads to property damage," said Leese.

In other applications, Leese mounted Aspen's White Series, a 7" x 4" x 2" combination pump and reservoir designed to match and attach to the wall directly under the evaporator casing. One such application is the building's basement level computer room's evaporator, which requires condensate pumping up to ground level because there are no floor drains. Part of Leese's monthly maintenance checklist will include condensate pump filter monitoring as well as evaporator air filter checks.

To prevent vapor lock on multiple

gravity drain condensate lines, Leese also used a DY16 vented Y-fitting by Airtec Products, as recommended by Fujitsu.

The entire building can be controlled and monitored by a Fujitsu building controller that can be accessed by True and Leese's desktop computers. The building controller will be interfaced with the school's campus-wide Johnson Controls, Milwaukee, Wis., FX-Series building automation system.

The Fujitsu system also has its own redundancy where two evaporators from separate condensers service each classroom. If one condenser needs servicing, the other condenser can still provide cooling for its respective classroom.

Based on the success of the Walbrooke Breiling HVAC retrofit and the replacement, installation and operational money it has saved SSFS, a similar multi-zone strategy will be considered when retiring other older conventional building HVAC systems.

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

## Johnson Controls introduces rebate and incentive finder

MILWAUKEE — Johnson Controls has equipped its York, Luxaire and Coleman HVAC distributors and dealers with a new tool — the GreenOhm Rebate and Incentive Finder. Designed to help identify rebates and incentives on HVAC components and systems, the new tool is also readily available at no additional cost to Liberties dealers who participate in the Liberties website program.

"The GreenOhm Rebate and Incentive Finder gives these dealers the opportunity to highlight a good/better/best product offering on their websites and show the rebates and incentives tied to these products by ZIP code," explained Brenda Keith, Johnson Controls Unitary Products marketing project manager. According to Keith, the tool enables dealers to customize their web pages to show their selected good/better/best offering for models, based on their distributors' stocked models or to choose to default to a selection made by the distributor.

"The freedom to create their own good/better/best options gives dealers the opportunity to feature systems that they are promoting or systems that are tied to a local rebate," said Keith. The GreenOhm tool also allows both distributors and dealers to search for rebates and incentives, again by zip codes, associated with other systems

and components not featured in the good/better/best option.

"Being able to easily search and gather all of the rebates available for a potential model or system gives the dealer a great advantage in the sales process. At the same time, consumers have the ability to search dealer websites for rebates and incentives, which helps drive sales to the dealer."

The web page also links consumers to an energy savings calculator, providing homeowners with a more complete savings picture that includes energy savings associated with the equipment as well as the available rebates and incentives.

"Our aim is to create easy-to-use tools and interfaces that help take the complexity out of the rebate and incentive process, ultimately saving consumers and companies money," said Andrew Taitz, chairman of GreenOhm.com. "The program with Johnson Controls is especially exciting, because it represents the first time that a manufacturer has provided all of their eligible dealers with a powerful tool that historically was reserved for the corporate websites of much larger companies."

Less than a month after the program launched, Lee Guthman, president and founder of GreenOhm, had traced almost 10,000 rebate searches by the public, which translates to 30,000 combinations of good/better/best components. In addition, consumers have downloaded hundreds of rebate and incentive forms.

Visit [www.yorkhvadealer.com](http://www.yorkhvadealer.com),

## Epicor survey finds gaps in distributors' protection of critical business data

YARDLEY, PA. — According to a recent survey conducted by Epicor Software Corporation (recently combined with Activant Solutions Inc.), many wholesale distributors do not have comprehensive safeguards in place to protect their business data in the event of a disruption to their Enterprise Resource Planning (ERP) system.

“Business continuity should be a very serious concern for distributors,” noted Kevin Roach, executive vice president and general manager-wholesale distribution for Epicor. “Data loss is a cash flow killer. Research has shown that on average, every hour that your system is down costs your company \$80,000-plus in lost sales and productivity. The reality is that we’ve seen distributors without a data backup plan or warm failover solution go out of business, because they’re unable to get back on their feet after something as common as a hardware failure.”

Over 60% of distributors who completed the Epicor survey to obtain a personalized Business Continuity Scorecard for their company did not have a redundant Internet connection or an offsite copy of their data avail-

able for failover to a standby system, and the vast majority (87%) did not have a formal crisis management plan in place. Most also did not regularly test a data restore from onsite or offsite backups or regularly review and test their universal power supply (UPS) requirements to avoid the risk of a power shutdown.

According to Dan Heullitt, director of technical services-wholesale distribution for Epicor, “No matter what industry you support or what marketplace you cater to, consistently servicing your customers in a timely and professional manner is the No. 1 rule that you never break. Rule No. 2 is ‘It’s all about the data.’ The best continuity plans prepare for an unexpected outage, because history suggests it’s not if, but when, your company will experience a data loss. Therefore, it is vitally important for a company to have two data retention policies in place; Onsite for level 1 data corruption and quick-recovery outages and Offsite for level 2 or unexpected prolonged, catastrophic outages.”

Contrary to popular belief, the survey found that natural disasters were not the main threat to business conti-

nuity; the results indicated that for the 50% of distributors that had experienced a disruption, hardware failure was actually the No.1 cause of data loss, followed by user error.

Heullitt observes, “It’s important to note that today, e-commerce is just as vital as the traditional ERP system. Having a business continuity plan to keep your Internet/global presence functioning could be as simple as having a redundant Internet connection. And no matter what data retention policy is in place, or what your e-commerce strategy is, testing has to be done quarterly, with results being shared with everyone in the company.”

On the positive side, over 90% of the distributors surveyed did have a consistent data archive strategy, and the majority employed daily business data backups, redundant hardware and dedicated power outlets in their server rooms and monitoring software to provide notification of potential network or hardware issues.

However, the survey also suggested that as many as one-third of distributors do not conduct offsite as well as onsite backups of their database, and only half are doing a daily

backup to an offsite location.

“Ideally, the backups should be happening in real time to ensure zero data loss,” explained Heullitt. “Offsite backups are necessary in case your building and its contents are damaged due to catastrophic events, rendering your onsite backup useless. In some cases, we have found that alerts for failed backups end up going to an inactive e-mail (e.g., to the address of an employee who is no longer with the company). Of course, that doesn’t do anyone any good. Best practice is to send the alert to a group e-mail.”

Epicor’s Automated Backup Solution for data storage is currently offered to Eclipse™ and Prophet 21® ERP platform customers. Heullitt commented: “The goal of the solution is that a customer experiencing a catastrophic outage could fail over to our Tier 2 data center in less than an hour and be able to access a dataset anywhere, from last night’s copy to real time. They could then run in our data center, leveraging over 50 years of IT experience, while they found a new temporary facility, purchased and configured new hardware and took other steps to restore their business.”

To complete the Epicor survey and obtain a free Business Continuity Scorecard for your company, go to [www.efm.activant.com/se.ashx?s=01529BC942477DA3](http://www.efm.activant.com/se.ashx?s=01529BC942477DA3).

Visit [www.epicor.com/distribution](http://www.epicor.com/distribution).

## Atlanta museum pays tribute to bathroom design

ATLANTA — WaterDream: The Art of Bathroom Design, a thought-provoking new exhibit exploring the history of the bath, debuted at the Museum of Design Atlanta (MODA) on June 26 and will run until September 24. Organized by Bangert Verlag, an award-winning, international design exhibition curator and sponsored by Axor, the exhibition is a four-part, visual journey that explores the evolution of the bath from early 19th-century Europe to today’s global market.

Upon entering, visitors will immediately be greeted by the sights and sounds of water. Soft silhouettes that gently move along the perimeter of the gallery reception area create an artistic illusion of the experience of showering.

The historical journey through the evolution of modern bathrooms begins in Victorian England and the French Belle Epoque era, the period in which bathroom design and industrial production combined efforts to create luxurious, state-of-the-art technology. In this era of technological advancement and transformation, the

bath was regarded as the latest achievement of cultural modernity.

The graphic timeline demonstrates important milestones in the process by which bathrooms became luxurious interior spaces created jointly by engineers and designers, from porcelain bowls and pitchers in the late nineteenth century, to the mass marketing of colorfully designed bathroom products in the 1970s, to the creation of today’s cutting-edge modern shower technologies that maximize water experience and minimize environmental impact.

Past and present meet as visitors learn how Philippe Starck, in collaboration with manufacturers Axor, Duravit and Hoesch, revolutionized the bathroom in the early nineties, when he transformed a small obscure room into a relaxing retreat drenched in natural light, warm materials and uncompromising modernity. He gained inspiration from the simplicity of a 19th-century German plumbing workshop, with its iron water pumps, buckets, and beaten nails. Starck’s approach signaled a turning point in bathroom design in his creation of

rooms that expressed a spectrum of moods, emotions and expressions, rather than being just a rational and utilitarian spaces.

Another gallery in WaterDream will be drenched in natural light and will showcase the visionary contributions to bathroom design made by world-renowned designers Patricia Urquiola of Milan and Jean-Marie Massaud and Rowan and Erwan Bouroullec of France.

This gallery will demonstrate how, in 2005, the Axor brand charged these European designers with the task of turning the bathroom into a space for being closer to nature and more mindful of its gifts. The section will culminate with an interactive experience and will offer visitors a blank canvas for creativity, where they can write or draw and share their personal water dreams.

The journey comes to a conclusion in a gallery showcasing modern bathroom culture and design. Images, products, and projections of contemporary bathroom designs will give visitors the opportunity to escape into the fantasy bathrooms, such as those

designed by Philippe Starck in the SLS hotel in Beverly Hills, where the bath’s lavish and magical landscape looks like it has been pulled from a scene in a movie, the modern bathrooms aboard the Florida-based Lazzara Yachts, and the more traditional ones in the stately Queen Mary II ocean liner.

The exhibition is sponsored by Hansgrohe and its designer brand, Axor. Many of the objects on display are on loan from the Water-Bath-Design Museum at Hansgrohe headquarters in Schiltach, Germany.

According to Hansgrohe USA president Russ Wheeler, “We are honored to partner with MODA to bring this exhibition to life. Hansgrohe is passionate about water and deeply committed to supporting the design and art community. Our Hansgrohe roots date back to 1901. We believe that it is important to remember history, as it often repeats itself and continues to shape the future. WaterDream: The Art of Bathroom Design may be a moment in time, but the reality is the water dream never really ends — only evolves.”

## Grundfos furnishes energy-saving pump system for sporting park

KANSAS CITY, KAN. — When soccer fans and concert goers enter the new, state-of-the-art LIVESTRONG Sporting Park for their events, one aspect of the park that will not be on their minds is whether or not the plumbing is working properly. Nor



will it worry Michelle Land of U.S. Engineering Company. Land is the senior project manager for the mechanical engineering firm that installed Grundfos pumps in the new sports facility. She knows that the Grundfos BoosterpaQ system will ensure that the park will run smoothly, as well as achieve energy and space savings, all while requiring low maintenance.

The 342,000-plus square-foot stadium seats over 18,000 fans for soccer games and more than 25,000 for concerts. The highest flow demand will occur at intermission, such as halftime during a soccer game. To en-

sure that sufficient water pressure is available for all stadium water fixtures, a “worst case” flow capacity of 1,200 gpm is required. The Grundfos BoosterpaQ Hydro MPC, consisting of three vertical multi-stage CR pumps, is designed to handle this type of volume, while maintaining constant pressure. If there is no flow demand, the system is designed to switch off automatically. When demand is again required, the system automatically switches on, providing the necessary flow.

To ensure that the system could handle the volume capacity in the new stadium, a “superflush” was performed to simulate the simultaneous flushing of hundreds of fixtures. The Grundfos system passed with flying colors. “We were all very impressed with the performance of the system,” said Land.

The BoosterpaQ also passed another challenge, the “nickel test,” which is related to vibration. Typical installations for stadiums consist of a



single-stage end-suction pump, which require on-site adjustments to minimize vibration. The Grundfos multi-stage pump, however, requires no adjustments, because the pump is virtually vibration-free, as shown by the nickel test. The test works by placing a nickel on top of the pump — on its edge — while the pump is running at full speed to see whether the nickel moves or falls. Not surpris-

ingly, the nickel didn't fall over or slide off the pump.

The LIVESTRONG Sporting Park officially opened on June 7 with a special ceremony, followed by the home opener for the Sporting KC soccer club on June 9. Rest assured, with the Grundfos BoosterpaQ system in place, the plumbing will be of no concern to the event attendees.

Visit [www.grundfos.us](http://www.grundfos.us).

## Caroma participates in design show

LOS ANGELES — For the second year, Caroma® was a proud sponsor of the Modern Living Showhouse, a one-of-a-kind green designer home set unveiled by style and sustainability company ecofabulous at this year's Dwell on Design show.

The West Coast's largest annual event of its kind, Dwell on Design was held at the Los Angeles Convention Center June 24–26. This three-day exposition of design industry

leaders and manufacturers' products and services, also included presentations, panels and keynote speakers who were scheduled throughout the weekend.

Each year, Dwell on Design partners with ecofabulous to design and decorate a pre-built constructed home that epitomizes aspirational, sustainable living. This year, founder Zem Joaquin teamed up with leading architect Jonathan Davis of piece-Homes®, and sustainable prefab builder, OneBuild, to create a modern dweller's 550-square-foot eco-

friendly dream home.

The team tapped Caroma to supply high-efficiency bathroom products for the home's interior, including Caroma's Brisbane above counter sink, and coordinating Brisbane 270 Round Front Plus, high-efficiency toilet. Considering that this year's home was about innovation and incorporates a modern palette, Caroma's cutting-edge and design-forward Brisbane collection was a natural fit.

As in years prior, the showhome



was auctioned off by eBay Giving Works with the proceeds going to Global Green USA.

Visit [www.ecofabulous.com](http://www.ecofabulous.com) or [www.caromausa.com](http://www.caromausa.com).

## CIPH starts eighth Habitat home build

TORONTO, ONT. — June 29 marked the official sod turning of the 8th CIPH Habitat for Humanity home build. Over 250 delegates, companies and guests from across Canada and the U.S. who were attending CIPH's 79th annual business conference in Victoria, B.C., gathered at the build site in the Saanich area of B.C. for the ceremony.

Under the leadership of CIPH B.C. region president Andrew Dyck (Barclay Sales) and Paul Stevenson (Emco—Victoria), members from the CIPH B.C. region, will participate in Build Days throughout the summer and fall, with a final key dedication ceremony planned for

early December.

“We are very pleased that this CIPH home will be built in the B.C. region this year and will be completed with a modern hot water heating system. A very deserving family will have a new house to call a home for Christmas 2011,” said Dyck.

CIPH Charity Committee chair John Hammill (Moen) added, “I would encourage all local CIPH B.C. region members to get involved in this very rewarding build project. By volunteering your time and talent, you are helping a family realize the dream of owning their own home. Hundreds of CIPH volunteers have contributed their time to the past



seven CIPH home builds as a way of giving back to their local communities. Get involved and be a part of helping build sustainable Habitat families and helping to improve our Canadian communities.”

CIPH's HFH Week will take place September 18–24, when CIPH members from across Canada hold various fundraising events in support of local HFH Affiliates in their communities. For more information, contact Nancy Barden at [barden@sympatico.ca](mailto:barden@sympatico.ca).

Since 1994, the Canadian Institute of Plumbing & Heating members have contributed more than \$6.3 million in products and cash to Habitat for Humanity Canada and helped more than 1,000 Habitat families move into simple, decent, affordable homes across Canada.

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

## KSD expands with Kansas City location

WOODBRIIDGE, N.J. — KSD is pleased to announce the opening of its ninth regional distribution center located in Kansas City, Mo. The facility was scheduled to open on or about July 1.

The 85,000-square-foot facility located at 6530 Winner Road in Kansas City will enhance KSD's ability to service wholesalers in the Midwest market and through the Rocky Mountains.

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



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JMF Company, a leading national supplier of high quality plumbing products, is seeking a National Sales Manager. Select candidates must possess the ability to effectively manage manufacturer's reps and major accounts. Only qualified candidates need to apply. Please submit resumé and salary requirements in confidence to:

**JMF Company c/o Human Resources**  
PO Box 868, Bettendorf IA 52722

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- A self-starter who can work independently.

**Inside Sales Representative – Ipswich, MA Sales Office**

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- Works with the outside sales team.
- Generate new and repeat sales by providing product and technical information in a timely manner. Process orders, prepare correspondence, and fulfill customer needs to ensure customer satisfaction.

Interested candidates please send cover letter, resumé, and salary history to:

**Ruben Klein (rk@united-pipe.com), CFO/Director of Human Resources.**

Visit [www.united-pipe.com](http://www.united-pipe.com) to learn more about United Pipe & Steel Corp.

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# Innovation, providing value continue to be at core of SWA



BY MARY JO MARTIN  
Editorial director

With a theme of “*Success By Choice, Not By Chance*,” the Southern Wholesalers Association focused on building better businesses and partnerships at its recent Annual Convention on Hilton Head Island.

Brock McVay’s Reggie Hickman, this year’s SWA president praised his fellow wholesalers and supply chain partners for taking time from their businesses to take part in the convention: “By being here you are taking a very important step. You are participating. If you aren’t participating, you won’t be able to take advantage of all the tools SWA has to offer. Using the tools SWA offers, you will gain an advantage over your competition. Don’t leave your company’s future to chance; make it successful by choosing to participate in all that SWA has to offer. Challenge your company to be successful by choice, not by chance.”

I had a chance to speak with SWA executive director Terry Shafer, who was extremely pleased with the increased attendance of wholesalers, manufacturers, reps and guests. He credits the unique registration structure that SWA has implemented for keeping interest — and attendance — in the convention high. The group really encourages family participation, so they have set a flat rate registration fee that includes spouses and children, all of whom are welcome to participate in convention activities. They also work with the hotel on children’s programs so the parents can enjoy some adult time.

Another successful strategy that SWA implemented this year provided a great incentive for members to recruit new attendees. Any member who successfully encouraged another wholesaler, manufacturer or rep who had been absent for three or more years to give the event another try, qualified both parties for free convention registration.

The hotel itself, the Hilton Head Marriott Resort & Spa, had a rather open, central lobby lounge and a fabulous pool area that provided ideal social and networking opportunities.

And of course, there were a number of great sessions that were full of valuable take-home information. One was a presentation on Social Networking by Todd McDonough of the Mad Dog Group. “We’re in a sea change here,” he said. “Traditional media is dying if not dead — except for trade magazines,

which are still very much needed in this industry and others. A new direction is underway. Social media is here. You need to start really thinking about how social media will impact your business. It is not going to run its course — rather it is going to help direct where your business is going and generate interest in your company. Each of you is an expert in your own right, and social media gives you the ability to share that expertise and generate relationships.”

McDonough went on to share some interesting facts about the tremendous numbers of people that are using the Internet in a variety of ways:

- 107 trillion — number of e-mails sent on the Internet in 2010
- 600 million — active Facebook users
- 1 Facebook fan equals 20 visits to your website
- 46% of Facebook users say they would recommend a product on the site
- 126 million — number of blogs on the Internet
- 2 billion — number of videos streamed every day on YouTube.

“You need to start thinking about how you are going to integrate videos and YouTube into your business,” McDonough noted. “YouTube has made it so basic that you don’t need highly polished videos to have an effective presence — you just need to provide content that is relevant and important to your customers.

“Social media is a strategy-driven exercise. You have to determine what you want your presence to do for you and your company. Use keywords and build content based on the message you want to share. Set your objectives and then be steadfast. It’s like tending a garden. You have to put effort into it. Work it. Measure it. Commit yourself to it.”

One of the most-talked presentations I’ve seen in recent memory was that of David Kohler, president and COO of Kohler Co., whose knowledge of the global economy, issues affecting business today, and where we may be headed were incredibly impressive. Stay tuned for the September issue of *The Wholesaler* for comprehensive coverage of Kohler’s speech and follow-up Q&A session, along with a photo montage from the Convention. And please check our website’s “On the Road” section for videos from a special Roast and Tribute held during the Closing Dinner and Reception, honoring popular industry veteran Jim Whiteherse, who recently retired from BrassCraft. There were a lot of laughs, as well as genuine appreciation for this true gentleman and his long-time dedication to this industry. ■

Mary Jo Martin is editorial director of *THE WHOLESALER*. She can be reached at 972/315-9803, [editor@thewholesaler.com](mailto:editor@thewholesaler.com), on Facebook at [www.facebook.com/maryjomartintx](http://www.facebook.com/maryjomartintx) or through Twitter at @maryjomartin.

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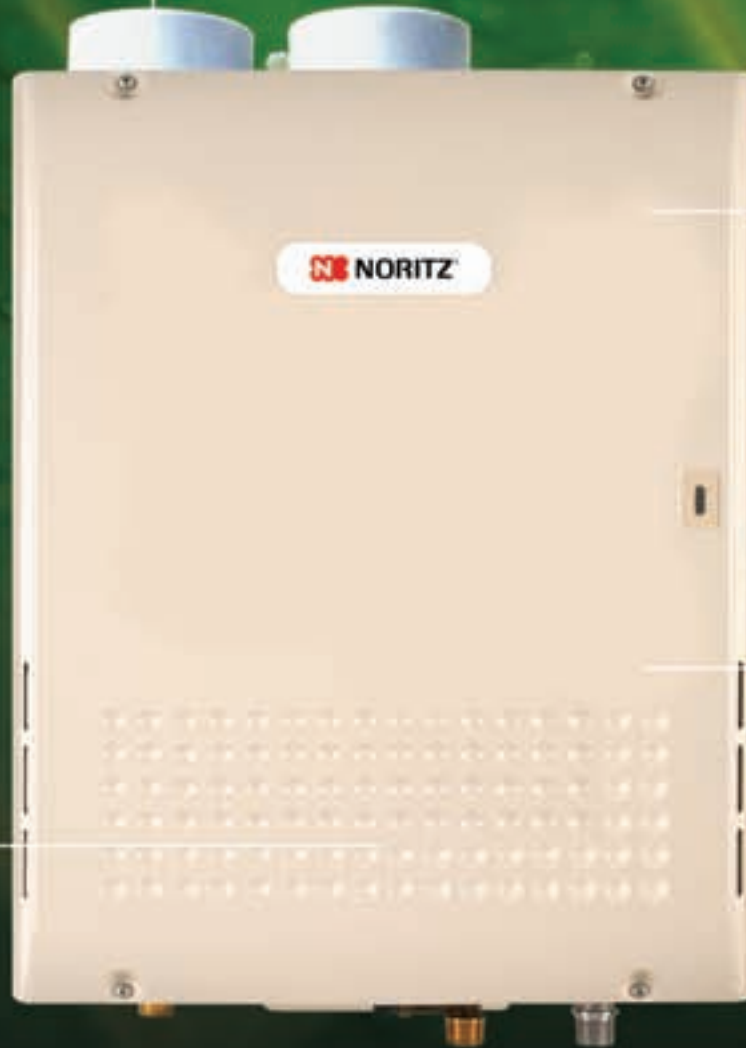
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