



LEARN TO NAVIGATE OUR eMAGAZINE



BACK TO CONTENTS



SUPPLYHOUSE  
TIMES

**2021**

SUPPLY HOUSE  
OF THE YEAR

★

PORTER PIPE & SUP

**CALEFFI**  
Hydronic Solutions

www.caleffi.com

**DIRTMAG® PRO**  
DIRT SEPARATOR WITH  
40% MORE POWER

Caleffi pioneered the magnetic dirt separation market in North America over 10 years ago with DirtMag®. Now say hello to **DirtMag® Pro** – our latest advancement in ferrous and non-ferrous debris separation. Containing powerful, dual magnetic fields and a redesigned collision mesh, DirtMag Pro delivers **40% more power for greater efficiency** in dirt removal. The debris blow-down valve makes **serviceability simple**, keeping your **hands clean**. **CALEFFI GUARANTEED.**

NEXT PAGE

SPONSORED BY: **CALEFFI** Hydronic Solutions

A **bnp** PUBLICATION  
media



LEARN TO NAVIGATE OUR eMAGAZINE



BACK TO CONTENTS

**SUPPLYHOUSE**  
TIMES



OCTOBER 2021  
Vol. 64 Num. 8  
SupplyHT.com

OFFICIAL PUBLICATION OF THE  
AMERICAN SUPPLY ASSOCIATION



NEXT PAGE >

SPONSORED BY: CALEFFI  
Hydronic Solutions

A **bnp** PUBLICATION  
media





◀ PREVIOUS PAGE

NEXT PAGE ▶



REAL-TIME INVENTORY



SEE YOUR COST



ONLINE ORDERING

THE STOCK MARKET

Leaders in Master Distribution: Kitchen, Bath & Lighting • **GET IT NOW ONLINE!**

email: [orders@the-stockmarket.com](mailto:orders@the-stockmarket.com) | web: [the-stockmarket.com](http://the-stockmarket.com) | phone: 1-800-IN-STOCK (467-8625)

©2021 The Stock Market | 02/21 2302632



# Table of Contents

# SUPPLYHOUSE TIMES

OCTOBER 2021 VOL.64 NUM.8



Cover and inset image by Mike Miazga.



## 2021 Supply House of the Year: Porter Pipe & Supply

Third-generation Addison, Illinois-based Porter Pipe & Supply takes home this year's award.

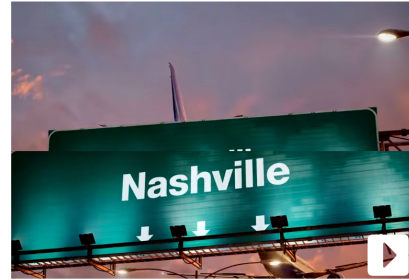
## Features

▶▶ **Next-gen tells all**  
ASA's Emerging Leaders division event holds panel and roundtable discussions on hot-button topics.

▶▶ **Supply House Times profile: Bonomi Vales' Rick Wentzell**  
Wentzell celebrates 50 years in valve business, shares changes and predictions for PVF sector.

▶▶ **Why you should stock green plumbing products**  
Generational shift and market trends make it more important than ever to have sustainable products.

▶▶ **Decorative plumbing mirrors wellness trend**  
Showroom leaders and designers share what tub, finish and fixture trends are leading the market.



## Columns

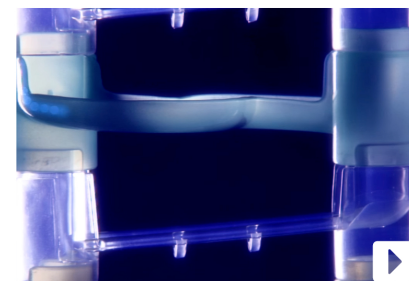
▶▶ **From the Editor**  
Natalie Forster

▶▶ **Heating Help**  
Dan Holohan

▶▶ **From the ASA President**  
Chris Fasano

▶▶ **The ASA Files**  
Mike Miazga

▶▶ **Succession Planning**



Brad Williams

Showroom Dollars and Sense  
Jeff Valles

Leadership Lessons  
Stephen Jaye



## Departments

PVF Beat

Movers and Shakers

Down the Pipe

Product Focus: Stainless Steel Products

New PHCP-PVF Products

ASA News

Classified

Advertiser Index



# LegendPress®

SIMPLY THE BEST

© 2021 Legend Valve & Fitting, Inc.



[← PREVIOUS PAGE](#)

[NEXT PAGE →](#)

Meet the newest addition to the LegendPress product line, the P-203NL Transition Ball Valves. They feature a full port ball valve and two transition end options.

LegendPress valves and fittings are simply the best, combining the latest design innovations with expert engineering. Deeper tube sockets enhance stability during installation, saving you time, labor, and callbacks.

At Legend, we back all of our products with an industry-leading 5/25 product warranty. We've got your back.®



(800) 752-2082 | [www.legendvalve.com](http://www.legendvalve.com)

 **LEGEND**  
PLUMBING • INDUSTRIAL • COMMERCIAL • RESIDENCE

FROM THE EDITOR || NATALIE FORSTER



Contact Natalie 

## Impatient homeowners

As lead times increase, focus on offering alternate solutions for customers.

Over the past 18 months, I have been in the unique position to hear first-hand how the booming remodel market, supply chain disruptions and material costs are affecting plumbing distributors and showrooms while simultaneously being the end-user customer who's remodeling her kitchen.

In early 2020, my husband and I were contemplating moving out of our first home and into a larger, more permanent house. It only took a couple of months listening to friends and family describe the bidding wars happening in the cut-throat real estate market to make us change our minds. We became the poster customers for much of what you all have been dealing with — millennials choosing to upgrade and remodel their homes throughout the COVID-19 pandemic.

After some minor, non-plumbing related projects, we moved on to remodeling our kitchen in May of 2021. The local contractor I called was so busy that it took him nearly five weeks to make it out to our home for the first time — no worries there, we were willing to wait to work with a professional.

After cabinets had been painted — a DIY project I don't recommend if you're a work-from-home neat-freak like myself — and granite countertops were installed, I learned that both the kitchen faucet and hardware I had selected would take four to six weeks to arrive. Without hesitation, I asked the plumbing showroom salesperson what other options there were similar to the faucet I had picked. She was able to show me several options that would arrive within a week, and one that they had in stock right then. Can you guess which one I went with?

We walked out with a faucet ready to be installed right away because I was not willing to wait another few weeks for the one I had pinned on Pinterest numerous times. My point is — the arguably impatient nature of much of your customer base today can work in your favor.

According to the latest NKBA and John Burns Real Estate Kitchen & Bath Market Index, Q2 2021 registered the fourth straight quarterly gain in foot traffic. Additionally, more than six in 10 retailers noted the increase, with average traffic up a significant 17% since Q1. That increase in foot traffic means more opportunities for your talented salespeople to encourage homeowners, specifiers and designers to choose products that can be delivered sooner rather than later.

The market index also reports nearly half of those in retail sales reported a shift in customer price-point demand, with 89% saying the shift is to higher-priced project work. I'll bet many customers are willing to pay more for a product if it will arrive sooner than one that's back-ordered.

I give my point of view as a consumer who — when it comes to home projects — will research online and seek out as much information as possible, but when it comes time to buy, wants and needs the input of a professional.

Just like many of you are telling me in our conversations, there is nothing you as a distributor can do about the disruption — the only way out is through. Make sure your customers know this as well. And not many people are fans of unfinished projects, so take these instances as an opportunity to show your market expertise, offer up alternate solutions and show off your success stories online and/or on social media.



 PREVIOUS PAGE

NEXT PAGE 

Natalie Forster is chief editor of *Supply House Times*. You can reach her at [forstern@bnpmedia.com](mailto:forstern@bnpmedia.com) or 224-201-2225.

# HIGH PERFORMANCE. EASY INSTALLATION. IT RUNS IN THE FAMILY.



TANKLESS SOLUTIONS  
FOR EVERY APPLICATION

Choose Rheem Tankless



People love the performance and continuous hot water of Rheem® tankless water heaters. But every customer application is unique. So, we've created a complete line of solutions to provide the flexibility needed—and the ease of installation that saves your customer time and money. *Meet our entire family of residential and commercial tankless water heaters online today.*

The new degree of comfort.®

MODELS WITH RECIRCULATION • UP TO 150' PVC VENTING • MODELS WITH BUILT-IN CONDENSATE NEUTRALIZER

[Rheem.com/TanklessInnovation](http://Rheem.com/TanklessInnovation)





# PEOPLE OVER PRODUCT AND PROFIT

▶ Natalie Forster

## Third-generation PHCP-PVF distributor Porter Pipe & Supply named 2021 Supply House of the Year.

Family business takes on a new meaning when you walk into Addison, Illinois-based Porter Pipe & Supply. Visitors, longtime customers and brand-new team members alike say they feel a welcoming, family-like energy throughout the company's locations — no matter which of its five branches you're in.

As of November this year, Porter Pipe & Supply will be celebrating 45 years in business, three generations of family executive leadership, and now, taking home *Supply House Times'* 2021 Supply House of the Year award.

### Humble beginnings

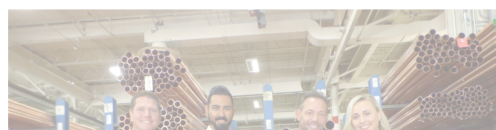
"One big family" describes both Porter Pipe today and its humble beginning. **Ralph G. Porter** opened the first location in 1976 — with eight children at home. It didn't take long for his sons, **Jim Porter** and **Bud Porter**, to join the business in 1980 and 1983 respectively. As Ralph retired in 1996, Jim and Bud bought the family business and opened a new 40,000 square-foot location.

Today, three generations of Porter family members are part of the team, including six of Jim Porter's children and one of Bud Porter's. In April of 2021, Jim's son, **Nick Porter**, transitioned into the CEO role, while Bud remains president and Jim serves as chairman of the board.

**Stephanie Porter**, manager of marketing and brand initiatives and Bud Porter's daughter, points out that there is more family involved in the company outside of the Porter family. "I'm extremely proud that so many Porter family members choose to come work for the family business," she says. "But it extends outside of our family as well. Out of our now 230 team members, there are more than 30 family member connections outside of the Porter family name."

### Fun, family and faith

Porter Pipe and Supply was built on six core values — faith, family, fun, safety, integrity and excellence — and those principles continue to drive everything the company does today.



**Tim Modesitt**, an inside sales representative at Porter's new Indianapolis location, says 13 years ago when he started with the company he knew right off the bat every employee was cared for and important to the executive team.

"The moment I knew the family atmosphere was real was when I got the chance to walk through the Addison location with Nick and Bud," he explains. "Everyone I walked by was smiling. I've worked in multiple branches and seen many new team members come in and it's clear that everyone genuinely cares for them and wants them to succeed."



From left: Chris Eisenmann, Nick Porter, Bud Porter and Stephanie Porter. Photo by Mike Miazzo.

Indianapolis team member **Whitley Howard** agrees. "The first time I met the executive team they all gave me a hug and welcomed me in," she says. "I immediately felt comfortable here, it's different than any other work environment I've been in and it all feels very natural."

Hugs are a big part of the Porter Pipe family, and Stephanie Porter points out that social distancing measures throughout COVID-19 were especially tough for the team. "Not giving our usual hugs was a real struggle through COVID," she explains. "We eventually came up with a wristband system so that everyone could indicate their interaction comfort level."

The hugs, genuine care and family mindset make for a company culture that employees struggle to put into words.

"I've been with this company seven years and it's still hard to describe our culture in words," says Chris Eisenmann, senior operations manager. "The feeling you get when you walk into this facility is a distinct energy. You feel known and cared for, and that makes everyone want to go above and beyond daily. All levels of the team know they are appreciated."

Though this energy is hard to describe, Don Salemi, outside field rep, says it's a positive, uplifting feeling.

"One of the ways we keep our family-like culture flowing is by staying positive every single day; whether it's work related or personal life, we just let each other know that we've got your back," he says. "This positive attitude makes for a strong work ethic company-wide. Everyone here is treated the same way — whether you're washing the trucks or the CEO, and everyone in between."

Stephanie Porter credits much of the company's incredible culture to the family legacy it was built upon. "Many people in this company have seen the Porter family work together through tough times and take on the stress that comes with being entrepreneurs together," she says. "That genuine family connection has been strengthened over years of hard work — the good, bad and the ugly — and it built this strong culture from values that transcend through our entire team today."

President Bud Porter echoes the importance of the Porter Family legacy, pointing to the family's faith as a pillar to the company's success. "My father Ralph and his wife Lita were very strong Catholics, and they built their family and the business on The Golden Rule," he says. "It really is simply about treating people how you'd like to be treated. This is a family business not because of the name on the building, but because of everyone inside the building who encompass what it means to be a family."

Faith remains front and center at Porter Pipe & Supply, and Nick Porter says that's a significant part of why the culture is so strong. "Our culture is all thanks to our faith, our values and the people who make up this company," he says. "The Porter family only makes up 4% of the company's team members, the other 96% are people who choose to be a part of our family, and it's because of them that we all stay connected and work hard together towards the bigger picture."



## Growth mindset

Porter Pipe and Supply began as "Porter Supply," a hydronics and heating distributor but since has branched into many other market sectors offering various services for its customers.

Bud says all of the company's new ventures have come from listening to customer needs. "My dad used to tell us that your customers will tell you everything you need to do to be successful," he says. "Every aspect of the company that we've grown into has come from suggestions from our customers."

Nick agrees, pointing to the company's growth mindset. "When companies have a growth mindset, you're always searching for opportunities to bring more to the table," he says. "We have three groups of stakeholders in this company: The people who work here, the customers that we serve and the vendor and manufacturer community. If you're focused on serving those three stakeholders, you're going to naturally find ways to expand your business."

Vendor partners of Porter Pipe & Supply can easily vouch for the company's commitment to customer service. "Porter Pipe and Supply is a true partner in distribution. They consistently strive to maintain positive relationships with their

pipe and supply is a true partner in distribution. They consistently strive to maintain positive relationships with their suppliers as well as understand the products they offer. They are mindful of the needs of their customers and focus on creating a service offering that truly makes it easier for customers to be successful," says **Jennifer Weed**, district manager, Chicago for Viega. „They do an excellent job setting up events for their customers and suppliers to meet and exchange ideas. This sharing of knowledge helps create lasting relationships, feedback for future development and an overall stronger industry.“

Porter Pipe and Supply knows that part of continuous growth is investment. The company has made several key investments over the past year, including a full-service distribution center near downtown Indianapolis which opened in September 2020. Also in 2020, the company's headquarters began its FASTLANE service — the fastest way for it to get product to customers.



Porter Pipe & Supply executive team. From left: Paul Strzewski, Sandy Nagel, Craig Costa, Nick Porter, Bud Porter, Rick Schweinburg and Kevin Roche. Photo by Mike Miazga.

The current Addison headquarters campus is now 330,000 square feet and fulfills thousands of line items daily totaling over \$40 million. It includes in-house cutting, end-preparation and fabrication services, 24-hour service, on-site rental fabrication stalls, an onsite fitness room for team members and more.

“We want our people to feel like their workplace is an extension of their home,” Nick says. “We now have five different locations and the goal is to model each one after the Addison headquarters so that no matter what branch you’re in, you feel like a part of the family.”

Salemi points out that the company, specifically the outside sales team, invests in showing appreciation for its field customers.

“We strive to bring our family culture out to the customers in the field and to our vendors,” he says. “We’ll bring lunch to the pipe-fitters or plumbers, the general contractors and/or anyone involved in the project. Any little things we can do to show our appreciation not only for the business but for the friendship and partnership as well is really important.”

According to Stephanie, the team loves to gather around for a meal with its vendors and customers. “There’s no better way to gather family than around a table or enjoying a meal. It’s just a small token of how we can be more impactful with that family element,” she says. “And ultimately around a table is where issues might be brought up. We can talk through things with our partners, hear new ideas, and from there we will take action to provide solutions.”

When discussing how the team has navigated the current supply chain disruption, Nick alludes to the company's long-term investment in inventory.

“We’ve always gone to market with a major investment in our inventory. Because of this, our fill rate is a benchmark for service to our customer base. When you put priority and visibility into measuring your fill rate, making sure you have what your customer needs is a front and center focus for everyone from the purchasing side to the ownership and finance sides,” he says. “We didn’t deviate from this strategy at all throughout the supply chain disruption.”

Nick adds that the company looked at leading indicators and forecasted what was going on in order to be in the best position to take care of its customers.

Since the disruption the PHCP-PVF industry has been facing is out of distributors’ control, Stephanie points out that the company began releasing a monthly forecast statement to its customers and vendors.

“We have been dedicated to releasing a monthly forecast that our head of purchasing puts together along with industry experts looking at trends and predictions,” she says. “This is something that shows our level of dedication to transparency, ensuring our partners know what’s going on and it’s not a surprise to them so they can plan accordingly.”

According to Modesitt, these challenging times have brought the Porter team even closer than they were before. “I’ve found the positive side of all of this by noticing how our team had grown stronger together,” he says. “We have more communication between departments now and that’s only going to help us tackle things moving forward and improve our culture even more.”

The positive mindset is prominent throughout the Porter team, as Salemi points out that the company truly shines during difficult times. “We’re involved with our teammates at work and outside of work,” he says. “The bottom line is we support each other and that makes our team stronger, setting us up to excel during trying times.”



From left: Stephanie Porter, Kevin Roche, Sandy Nagel, Craig Costa, Nick Porter, Bud Porter, Rick Schweinburg, Paul Strzewski and Chris Eisenmann. Photo by Mike Miazga.

## people FIRST

Whether it's sticking to its 98% fill-rate, onboarding new employees or connecting with customers, Porter Pipe and Supply credits it all back to the team.

Bud Porter says everything goes back to putting themselves in the customer's shoes. "I like to think of us as 'Porter Mechanical,' and 'Porter Plumbing,' not just as a supply house," he says. "Understanding the needs of all customers and striving to solve their problems differentiates us. And we can't do any of this without our people.

I'm not afraid to share our mindset, values and strategies with the competition, because they can't have our people; they'll never be able to do what we do without the people we have."

Hearing about the top-notch people that make up Porter Pipe & Supply makes anyone wonder how the company gets such great talent. According to Eisenmann, new hires tend to "click" with the team and culture. "We have more success with hiring someone based on work ethic, attitude and being a good fit with our culture rather than strictly focusing on experience," he explains.

Team members in all departments and levels take pride in what they do and being a part of the Porter family.

Eisenmann says he's proud of the company's ability to stay true to its core values amidst the growth it's achieved. "I'm very proud because we've always stayed true to our beliefs are core values," he says. "No matter how big we've gotten, no matter the successes, the wins, we've always treated each other the same way we did from day one."

**"We're a family business not because of the name on the building, but because of everyone inside the building working every day to achieve best-in-class customer service while encompassing our core family values."**

*– Bud Porter*

Modesitt agrees, saying he's proud of the company's growth and ability to build a great team of people at the Indianapolis branch even through difficult times. "There are so many things to be proud of this team for," he says. "We put the trust in each other not knowing what was going to happen through a tough year, succeeding in opening up this distribution center and filling it with quality, amazing people."

In addition to being proud of the whole Porter team, Bud emphasizes what a great job Nick has done over the last year and a half as he transitioned to CEO. "Transition in any company, especially a family business, is not always easy. Nick has risen to the occasion. There isn't a day that goes by that I don't talk to clients or friends and point out what a great job he is doing, and I thank him for that."

Nick says he's humbled to hear each team member talk about the feeling they get when walking into a Porter Pipe location. "I'm most proud of the impact that we're able to make on people who come in contact with the company. I'm proud of us for being proud of our faith in God. I'm proud of the way we bring our values forward, and I'm proud of the role that we play in the different communities that we're part of."

# HOME-FLEX<sup>®</sup>


## UNDERGROUND

# Larger Sizes Larger Jobs



**The revolutionary HOME-FLEX Underground fittings are now available up to 2"**

Introducing our full line of couplers, tees, elbows, risers and transition fittings, available in 1/2" up to 2". You can now use HOME-FLEX Underground for any job, small or large.

 **Valencia Pipe Company**

For more information, visit us at [valenciapipe.com](http://valenciapipe.com) or call 661-257-3923.

© VPC GLOBAL 2018. HOME-FLEX and VPC GLOBAL logos are registered trademarks of VPC GLOBAL. All rights reserved.



# NEXT-GEN LEADERS TELL ALL

Members of ASA's Emerging Leaders division discuss top issues relevant to the future of the PHCP-PVF industry.

## Nashville

▶ Natalie Forster

There's no better way for distributors, manufacturers and reps to strengthen relationships than to gather together and discuss the most hard-hitting topics facing the PHCP-PVF supply chain today. In August, ASA's Emerging Leaders' division annual conference, EMERGE, did just that, providing both scheduled and free-time networking opportunities for the under-40 crowd.

On day one, the conference wasted no time, jumping into a panel discussion where **David Chisholm**, vice president of marketing for A. O. Smith, **Dan New**, president of Mid-City Supply, and **Tim Morales**, president of Tim Morales & Associates each shared their unique perspective on several important issues.

In addition to the panel discussion, the more than 150 attendees participated in two roundtable discussions where reps, manufacturers and distributors were strategically grouped — to avoid being placed with competition — to discuss hot-button topics such as customer expectations, adoption of e-Commerce, material shortages and price increases, labor concerns and more.

### Remaining relevant in today's marketplace

During the panel, Mid-City's New kicked things off saying for distributors to remain relevant, it's all about adding value.

"We often think of adding value to our contractor customers, but it's equally important that we work to add value to our manufacturers as well," he said. "They always have the choice to sell direct to the customer, so as distributors we need to be constantly working to add value to the vendors' salesforce and be willing to make changes from what worked in the past in order to move towards the future."

From the rep perspective, Morales spoke about passion and empowering the people you're working with. "We must proactively reach out to our distributor partners to share the market insight we have with them," he said.



EMERGE attendees had the opportunity to participate in two separate roundtable discussion with groups of reps, distributors and manufacturers. Photo by Mike Miozzo.

Chisholm added that A. O. Smith strives to be more than a manufacturer, again echoing the importance of adding value

— specifically additional services and resources — in order to remain relevant in today's market.

**Tara Scanzillo**, director of national accounts at Apollo Valves, said doing everything with purpose is a key to remaining relevant. "The days of milk runs, or just stopping by to chat are gone. Everyone is running leaner than ever and each touchpoint needs to have direct purpose and reason," she explained. "There is no time to waste. The importance of rich content (online and physical), needs to be able to sell on its own, as the speed that information needs to be available doesn't always allow for an actual salesperson to be there to aid the sale."

**Michael Field** with New Jersey-based Barton Supply said the market is always changing, but the fundamentals of relevancy stay the same. "Customer service, support and inventory are the keys to remaining relevant to customers," he said. "All three of these things are constantly changing but the core fundamentals of them always stay the same."

**Cary Caldwell**, southeast regional manager for Liberty Pumps, said it's all about service. "Deliver on service. Do what you say you're going to do and always give a little bit more to the customer than they were expecting. With a world-class focus on service, the sales should follow. Make your company known for being one that will do anything for its customer."

With a changing marketplace comes changing customer expectations. **John Hockley**, purchasing manager for WHCI Plumbing Supply, a Hajco Company, said customers are expecting more readily available information.

"Customers want images or access to images of the products they are thinking about ordering," he said. "The behavior change of shopping online more during the pandemic has raised expectations about the amount of product data, specs and images that should be available to them."

Scanzillo agreed, saying the importance of content has never been greater. "The speed information is needed is faster than ever," she said. "The new generation of workers likes everything on their phones or the internet. We are a bit behind in this segment, but I think COVID pushed forward initiatives to fast-track new websites and rich online content."

In some cases, attendees said customer expectations are lower due to the current disruption.

"Customers are so bombarded with price changes and lead time increases that general acceptance has come up more often," Caldwell said. "We as a Plumbing/HVAC society are resilient and doing everything we can to take care of our contractor communities. Caution is exercised on job quotes and job starts. Allocation is something I bet a lot of people never thought would be in place, but now it's happening often. We must maintain focus and understand that this situation of supply constraints is only temporary and the invisible hand of the free markets will correct our current path forward."

Field agreed, saying at Barton Supply customers have always expected materials to be in stock and delivered quickly, but expectations are dwindling as customers learn more about the availability of material across multiple industries.



Madison, Wisconsin-based First Supply sent a large contingent to Pöhlting-Seymour, Sean Robert Lamb-Vosen, Seth DePuy, Matt Dürtsche, Bryan Lynch and Staci Otradovec. Photo by Mike Miozga.

PREVIOUS PAGE

NEXT PAGE

## BUILT TO LAST LONGER™



LEAD FREE BRASS BALANCING RANGE

- MANUAL QUARTER-TURN VENTURI STYLE 1/2" - 1"
- MANUAL MULTI-TURN GLOBE STYLE 1/2" - 2"
- AUTOMATIC CARTRIDGE STYLE 1/2" - 1"
- ±.2% TO ±% ACCURACY

www.jommarvalve.com  
CSR@JOMMAR.COM + (980) 268-1230

### Online competition and opportunity

No surprise to attendees, Amazon was mentioned throughout the online competition discussion. Mid-City's New pointed out that distributors should be thinking: What can we do that Amazon can't?

"I believe this is still a people business, but for how much longer?" New asked. "In order to understand how to compete, we need to know why customers choose us vs. going to Amazon; don't be afraid to ask your customers this question."

Chisholm added that it's all about making sure available product is as close as possible to where it's needed, and asked the attendees to think about things the industry can learn from Amazon to leverage for its own growth.

Morales said reps understand that distributors are under pressure to compete online, so Tim Morales & Associates' strategy is to find out how reps can help.

Caldwell said she's seen success in companies that take an Omni-Channel approach, utilizing both online sales and brick-and-mortar stores.

"E-commerce is here to stay. With many years working in the retail industry, I saw the online marketplace always taking a little bit more market share every year," she said. "What has been proven to work for most companies is to adopt an Omni-Channel approach of doing business. Utilizing brick-and-mortar stores to fulfil orders quicker and allow a customer to pick up material should they choose or have it delivered utilizing a store's shipping capability."



Attendees gathered to continue conversations in between scheduled roundtable discussions. Photo by Mike Miazga.

**Michael Maloney**, executive vice president at Coburn Supply Co. and current ASA Emerging Leaders chairman, joined the conversation, pointing out that the communication described above defines partnership. "This type of communication between manufacturers, distributors and reps defines what our strong partnerships are about," he said. "It's all about telling each other what we know what we don't know, working together for the best outcome."

### Strategies for a tight labor market

The panel members also had conversations around personal and human resources, discussing how to navigate the tight, short labor market at hand. New explained that searching for hires in the current climate forces companies to look inward at wages and compensation. "A leadership team that is open, honest and willing to have difficult conversations makes for more comfortable employees," he said.

Chisholm added that through the past 18 months, companies should have focused on supporting employees through times of heightened demand. "If we've learned anything, it's the importance of flexibility and understanding," he said. "Take a look at and rigid policies you have in place and reevaluate to better support your people; treat them as people first.

I encourage you to look at work differently, and measure results instead of input, meaning you look at overall performance, not just time spent at a desk or on the road."

Field agreed, saying treating employees with compassion, respect and offering competitive wages are keys to attracting and retaining. "We should work on being the best companies we can be in order to attract the next generation," he said. "Additionally, we need to advertise the strength and stability of the sector. It is long-term employment with tons of growth potential."

In-house management tracks were a popular topic discussed among attendees. "Management programs allow the industry to get young, smart people and provide them with an opportunity to grow, gain industry experience, and lead," Hockley said. "In return, the company gets an in-house young management pipeline."

From the manufacturers' side, Caldwell said advertising ease-of-install is important. "As Emerging Leaders, we need to educate the next generation that a pipe wrench will make you more than a trending post on social media," she said. "As manufacturers, we need to educate to the younger generation that our products are easy to install and easy to use. This will require trainings needed at trade schools, in the field, counter days, online videos and customer testimonials."

### Greatest takeaways

Attendees left EMERGE with minds full of fresh perspectives and ideas.

"There is no company that is perfectly managing the fallout of the disrupted supply chain," Hockley said. "Organizations can always strive to be better, but perfection is not realistic in this environment. Instead of a just-in-time inventory strategy, adopt a just-in-case inventory strategy, while managing customer expectations."

Both Field and Caldwell said they left the event understanding that everyone is experiencing demand that is outpacing supply.

"We are looking at a very sensitive supply chain and factors that have never been truly factors before," Caldwell said. "We need to make sure we are communicating lead times and drawing up solutions in real-time to stay relevant in the markets we serve."

As a first-time attendee, Scanzillo said she enjoyed hearing from all levels of businesses and meeting folks she wouldn't ordinarily get to interact with. "It was great to have manufacturers, reps and distributors sharing perspectives openly," she said. "Hearing from everyone that we are experiencing the same struggles helped me step back and understand that business as a whole is changing rapidly.

I hope we bring more team members next time so more levels of our organization are represented and present to learn."

### Unprecedented supply chain status

Perhaps the most anticipated topic — supply chain disruption — was centered on the importance of transparent communication. "Even when we don't know exact lead times, 'no' isn't an appropriate answer for our customers," New said. "Distributors and manufacturers have to communicate more than ever to provide the best possible situation for jobs."

Caldwell noted that Apollo has implemented additional meetings internally and with distributors to better plan, prepare and communicate upcoming disruptions. "The importance of clear communication is greater than ever. Supply chain issues are hurting everyone. We need to be looking forward and planning four-to-six months out, rather than our historical dependency on ERP systems or past demand driving production and planning."



ASA Emerging Leaders Chairman Michael Maloney (left) and A. O. Smith's David Chisholm after ASA honored A. O. Smith with an award thanking them for continued sponsorship and investment in the Emerging Leaders. Photo by Mike Miazga.







## Comply with EPA Low-Lead Requirements in Seconds

Meet EPA Safe Drinking Water Act requirements quickly, thanks to new labor-saving ASCO™ valve end connectors — including Viega ProPress® and PureFlow® fittings. Using a RIDGID® Press Tool, mechanical contractors and plumbers can install ASCO lead-free valves with these end fittings in seconds — no hot work permit or plumbing unions required.

- Valves come with a wide range of electrical connections, reducing inspection delays.
- Viega ProPress and PureFlow fittings are factory-installed on ASCO valves.
- Fittings are also tested for leaks, facilitating installation.

Learn more at: [Emerson.com/LeadFree](https://Emerson.com/LeadFree)

The Emerson logo is a trademark and a service mark of Emerson Electric Co.  
© 2021 Emerson Electric Co.



**CONSIDER IT SOLVED™**

# WHY YOU SHOULD STOCK **GREEN** PLUMBING PRODUCTS

CULTURE SHIFT AND GOVERNMENT MANDATES CALL FOR INCREASED INVENTORY OF WATER SUSTAINING PRODUCTS.

▶ Jenni Steele



Before 1980, plumbers had to rely on greater flush volumes (or rates) to provide a flush with enough force to push media down through the trapway and into the drainage system. When the EPAct of 1992 went into effect, it mandated that all toilets sold in the U.S. must flush at 1.6 GPF or less. Suppliers were challenged with the need to offer a larger variety of options for plumbers and contractors to choose from that met the new regulations. Attempting to avoid callbacks for issues with drain line carry, multiple flushes needed, backflow and other low-profit maintenance situations, plumbers opted to work around the low-flow regulations by rigging low-flow toilets to use a higher flush capacity of 3.5 or higher.

Thankfully, the technology of low-flow and HETs has improved over the last 30 years, and new HETs perform more powerfully than their predecessors. There's now enough proven evidence to debunk any stigma your customers may have around low-flow toilets.

A typical concern that manufacturers had to solve early on was that low-flow toilets had trouble effectively clearing waste. These newer lines of HETs have implemented fresh hydraulic designs that are made specifically to clean out the bowl and also provide additional force to each flush. By optimizing where rim jets are placed, and by changing how the hydraulics



are deployed, toilets that use as little as 0.8 GPF can clear a bowl and push media effectively through the trapway with as much force as a traditional toilet.

On the most persistent issue, drain line carry, most plumbers may not be aware that the new flush technologies available not only clear the bowl in a single flush but can use 50% less water than the standard set by the Department of Energy. When your clients purchase toilets that utilize pressure-assist or vacuum-assist technologies, they can rely on the fact that a single flush will not only clear the bowl, but launch the waste down the drain line, eliminating callbacks for clogs or other historical issues.



The Shadow toilet is powered by Niagara's patented Stealth technology with upgraded tank components, providing a powerful flush that leaves a clean bowl every time while still earning EPA's WaterSense Certification. Photo courtesy of Niagara Conservation.

## THE LOW COST SOLUTION FOR PROTECTING WATER HEATING DEVICES FROM THE EFFECTS OF HARD WATER SCALING

- Easy indoor or outdoor installation
- Residential and commercial applications up to 150 gpm
- UV and chlorine tolerant
- CA AB1953 compliant
- Approved by the FDA, NSF and WHO to safely treat hard water
- 1 year warranty

Visit our website to learn more about the Heater Treater® today!



714.990.4602  
www.theheatertreater.com



FALSKEN  
WATER SYSTEMS, INC.  
Quality Water Treatment Equipment

With the cultural shift in consumer needs moving from Boomers to Millennials and Gen Z, not only will there be a higher demand for a variety of options but there will also be an increase in wanting more knowledge around what's being installed. End-customer satisfaction will be reliant on how fixtures will save them money and how they impact the environment.

Taking a look at the trend of updated regulations over the past 50 years, it should come as no surprise that some states have already taken actions to lower the standard GPF from 1.6 GPF to as low as 1.28 GPF. Seven states have already implemented this mandate, and it looks as though many more will soon follow suit. By choosing to stock a HET that utilizes a flush capacity of 1.28 GPF, 1.1 GPF, or even a 0.8 GPF, your customers will already be well ahead of the curve and will avoid the struggle of having to make a change overnight.

With the cultural shift in consumer needs moving from Boomers to Millennials and Gen Z, not only will there be a higher demand for a variety of options but there will also be an increase in wanting more knowledge around what's being installed. End-customer satisfaction will be reliant on how fixtures will save them money and how they impact the environment. Eco-friendly products like HETs will do the most to save the end-user money as well as provide a smaller impact on the earth. Given the updates in technology, the upcoming shifts in consumer behavior, and stricter regulations coming down the pipeline, it's clear that customer demand will be for more eco-friendly toilets.

[PREVIOUS PAGE](#)[NEXT PAGE](#)

## For wholesalers in our orbit, the sky's the limit.

Contractors have installed enough Bonomi brass ball valves and check valves in the past 40 years to circle the earth if they were placed end to end. Our factory ships 60,000 valves a day in regular and lead-free brass with NPT, sweat and press-fit end connections. Choose low-torque manual ball valves, SRLs or automated packages, and check valves with low cracking pressure, high flow and bubble tight shutoff. Call Bonomi today and stock the world's best in brass.



# BONOMI

NORTH AMERICA

704-412-9031 • [www.bonominorthamerica.com](http://www.bonominorthamerica.com)

## SUPPLY HOUSE TIMES PROFILE

# Rick Wentzell

Wentzell celebrates 50 years in the valve sector, discussing PVF history, evolving consumer expectation and advice for distributors.

BY NATALIE FORSTER



*Rick Wentzell on October 1, 1971 and 50 years later in 2021 celebrating a long career in valve product design, sales and training.*

How many people reach a point to celebrate five complete decades working in the same industry? Better yet, who remembers the exact date they began their career? Bonomi Valves' **Rick Wentzell** does. On Oct. 1, 1971, Wentzell began his career in the PVF industry and since that time has grown passionate about creating product, figuring out how best to sell it, and now, training the folks coming up.

*Supply House Times* Chief Editor **Natalie Forster** spoke with Wentzell to hear what a 50-year career in PVF means to him, how things have changed over the years and get his take on the current landscape.

### SHT: Tell us about your background in the industry. How did you get started and what roles have you held?

**RW:** In 1969 I graduated from a school called St. Michael's college in Vermont and right after I graduated I received my draft notice and I was inducted into the US army. I was shipped out to Vietnam and served with the hundred first airborne division infantry in the Asia valley.

As many people know, coming home was a difficult time for many Vietnam veterans because of the anti-war; we were not welcomed home. I took the summer of 1971 off and by early fall I interviewed with a valve manufacturer — Watts Regulator in Lawrence, Massachusetts. On Oct. 1, 1971, I became a Boston area salesman for the company.

In 1974, I was transferred to Chicago to help start a new factory. Shortly after that, Watts Regulator decided they wanted to get into the ball valve business, which was a relatively new product at the time. So in 1976, I headed back to corporate to head up this new ball valve program; I was asked to come back and find out what we should make and how we should make it.

Through my time traveling the country expanding Watts Regulator's ball valve market, I stumbled across the industrial ball valve sector. We were starting to make our own bronze balls, but now I found out that the real prize was if you could make carbon and stainless steel balls. After visiting the Gulf coast and petrochemical world, I found stainless and carbon ball valves to be the preferred product in the industrial market. So, we began to create our own versions of these, which I assisted in the design and debut to market of, and Watts Industrial Division was born in 1981.

In 1993, I took a job with Apollo Valves and by 1995, as imports were becoming more popular, I got approval to go look for an Italian ball valve. While there, I ran into Aldo Bonomi. He and I worked together to introduce Apollo's first international commercial ball series, which was extremely successful. Long story short, Aldo had also wanted to start his own company and he asked if I would help him. So in 2003, I became General Manager of Bonomi USA. Since then, I've been helping Bonomi design new products, bring them to market and do product training.

### SHT: What has been your favorite thing about your career in the valve industry?

**RW:** I've always really enjoyed bringing new things to market. Since the 1970s and 1980s, I've loved calling on customers and listening to what they want us to make, instead of just offering up product we do and don't have. It's always about solving an application problem for the customer when creating a new product.

Creating the strategy behind introducing new product has always been my passion and my strength. I like working with design engineers, participating in field testing and helping reevaluate the salesforce; teaching them how to sell specific products that are unique to the market. It's funny enough that I used to still do these things today.

## SHT: What are the greatest changes you've witnessed in the industry over the past 50 years?

**RW:** Well for starters, in the beginning of my career, I was making phone calls from phone booths along highways and in hotels. You had to wait in line — even in the rain or snow while trucks drive by splashing on you. Purchase orders were mailed through the post office and verbal POs were accepted.

Other than technology, one specific change I've seen is the focus on automation in the valve industry. In the seventies and eighties, PVF distributors generally wore a lot of hats and most of them did very well in automation. Many of the distributors had a specialist on staff that knew everything about automation and the accessories needed for these types of valves. From what I've seen, as many of these automation experts phased out of the industry, distributors have struggled to replace them. So many PVF distributors have gotten out of the automation business and stuck to pipes, valves and fittings.

## SHT: What are the keys to success for a long career in the PVF industry? How should we be getting more young people in the business?

**RW:** It's up to the company seeking to hire or hiring younger people to set the new hires up for a long-term career in the industry, vs. just hiring them to fill a slot. I see more generalists coming up as opposed to specialists. The younger folk out there may not have the training and skills to take on the PVF industry, but if they're invested in and shown the path to success, they certainly can become skilled specialists.

We need to be loud about the goals of the company and the opportunities for growth throughout our industry. If younger people understand when they're hired that there will be new positions opening up, new technologies to master, etc., we can spark more interest. In other words, get rid of the "slot" mentality and offer people a future, guiding them along the way.

## SHT: As the industry navigates supply chain disruption — price increases, shipping delays, etc. — what should distributors and manufacturers be keeping an eye on? What advice do you have?

**RW:** I've seen this type of thing before. From 1973-1975 we experienced significant inflation and high oil prices which caused consistent monthly price increases for about a year. So all I can say is there isn't anything we can do about it, so we must focus in riding it out. It's very disruptive. You have to readjust your business, both on the manufacturer side and the distributor side. No manufacturer wants to raise their prices, and no one wants to be the first one to do it either.

My advice is to adjust your business practices in order to prepare as best you can and this will pass. When I say pass, I don't mean prices coming all the way back down, I mean the landscape being calmer and more manageable. I've been through this before and in some ways, this is no different than what I've seen before; it's just a different color. And the industry will get through it just like we have before.

## SHT: How do you think the PVF sector is adapting to the digital changes it's facing?

**RW:** This is certainly still a people business, but not in the ways it used to be. Customer expectation and patterns are changing, even if you haven't seen it directly yet. A lot of distributors are doing business on the internet, and if you're not, you need to be. Consumers want specific product information readily available online. These products are sophisticated and detailed. Many customers now won't call for more information if all you're showing is a picture of a valve on your site — they'll find another source that does give them the specifications and details they need.

It's time consuming and difficult. I would advise distributors go to their vendors and say, "I need to set up my website with product information, can you help me?"

## SHT: What trends do you expect to see emerge and grow over the next three to five years?

**RW:** The technology behind the valve automation process will continue to enhance and become more streamlined. Additionally, control valves and half-ball valve technology is catching on like wildfire, so I expect to see a lot of product changes in terms of valve design.

I also think the way we take new products to market will continue to change. Distributors are multi-faceted and busier now than ever before, so manufacturers and reps must come to the distributor with product knowledge that's already been presented and accepted by the end-user. This takes the learning and training time off of the distributor, allowing them to run their business, sell and invest in product they know will sell.





# DISTRIBUTOR INTERVIEWS AVAILABLE NOW

Panasonic HVAC is interviewing for semi- exclusive mini split distributorships in various locations across the United States.

Panasonic is a top ranked worldwide supplier of mini split and VRF equipment; introducing their first A/C unit in 1958 and heat pump mini split in 1972.

### Quality & Innovation

Panasonic is known for its quality products and this holds true for its inverter heat pump mini split line. Contractors say, "We are able to install a quality product and move on without call-backs. This is much better than others. The nanoe™ X IAQ technology is very popular with my restaurant and retail customers."

**Innovations drive differentiation.** Panasonic has embedded its patented nanoe™ X IAQ technology into its XE Series mini split line. Creating atomized water particles, the mini split effectively neutralizes bacteria, mold, odor, and viruses; including Covid-19.

## Panasonic

**Experience a fresher and more comfortable indoor environment**

**nanoe X**

**7 effects of nanoe™ X air purification technology**

- Deodorizes:** Odors
- Inhibits 6 types of pollutants\*:** Bacteria & viruses, Mold, Allergens, Pollen, Water-based pollutants
- Moisturizes:** Skin & hair

\*nanoe™ X reduces the concentration of select pollutants, mold, allergens, pollen, PM2.5, and odors and the growth of certain viruses and bacteria, but does not prevent them.

**Panasonic**

RESIDENTIAL HEAT PUMP SOLUTIONS FULL LINE CATALOG

2021 PRODUCT LINEUP

A Better Life, A Better World

[NEXT PAGE](#)

**NEW PRODUCT LINE: MINI SPLIT SEMI-EXCLUSIVE DISTRIBUTORSHIPS**

We understand the importance of limiting "same-brand" competition. We are committed to maintaining semi-exclusive distribution wherever and whenever possible.

Contact **Wallace Eannace | Panasonic**  
For more information on semi-exclusive distributorships.

**Lisbeth Flores**  
888.932.4454  
LF@wea-inc.com

Wallace Eannace is the exclusive sole importer of Panasonic HVAC USA. The product line is supported and serviced by 9 fulfillment centers and our stocking and non-stocking Panasonic representative network.

# DECORATIVE PLUMBING MIRRORS WELLNESS TREND

▶ Tom Cohn



Photo courtesy of QuickDrain USA

The heightened awareness and changing nature of the home was the dominant trend throughout the past year and a half, and the large percentage of consumers still working from home as we head into the end of 2021 — combined with health and wellbeing being top of mind — homeowners recognize that the primary bath can be a refuge from Zoom fatigue, a wellness center and a space where they can spend a few minutes for themselves, devoid of emails, texts, video calls, school assignments and family obligations.

Spending nearly 24 hours every day inside homes made many owners recognize what currently exists is old, outdated or not meeting the needs of the family. Homeowners are willing and able to invest to create a new bath with clean lines and current design trends.

## Modern, spacious designs

Across most Decorative Plumbing and Hardware Association (DPHA) showrooms, the most popular design trend is modern and contemporary, followed by transitional motifs and then organic, natural styled baths that feature gray, blue and beige color schemes that are calming and more reflective of a natural environment. Expect the use of natural materials such as stone, clay and concrete and calming color schemes to continue to trend higher, along with designs that offer cleaner spaces to help visually minimize the stresses of everyday living.

Industry surveys reflect that homeowners want to increase the size of their baths because they want to improve performance and accessibility. If physically expanding the size of the bath is not possible, many showroom professionals

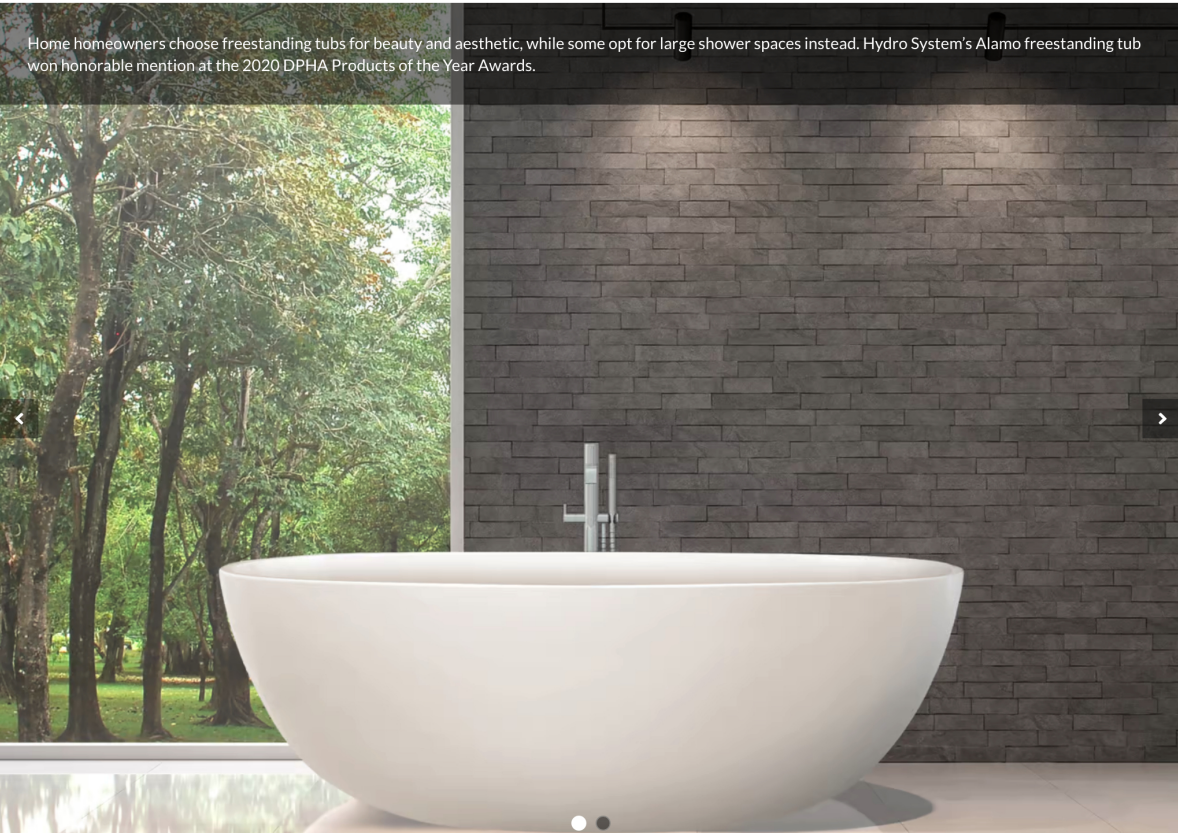
performance and capabilities. If physically expanding the size of the bath is not possible, savvy showroom professionals are recommending products that can make existing spaces appear larger and more functional.

This trend bodes well for the increased sales of wall-mounted vanities and toilets and open concept showers with linear drains that eliminate the need for an enclosed shower stall. We expect wet room bath design to continue to increase in popularity for a home's primary bath.

### Tubs: In or out?

A place to relax and recharge is a driving motivator for homeowners to renovate existing baths. This is helping to fuel demand for soaker tubs, tub systems and multifunctional shower systems. In some markets, homeowners are removing tubs during a remodel, opting instead for larger, multifunctional showers.

However, this isn't the case for Garrison Hullinger, principal at Garrison Hullinger Interiors, a Portland, Oregon-based designer. "With our clients, we've never seen bathtubs leave the owner's primary baths," he says. "We're currently completing the interiors for a new townhome community in a Salt Lake City suburb and market data shows that families want a free-standing tub in the owner's suite."



Home homeowners choose freestanding tubs for beauty and aesthetic, while some opt for large shower spaces instead. Hydro System's Alamo freestanding tub won honorable mention at the 2020 DPHA Products of the Year Awards.

◀ PREVIOUS PAGE

NEXT PAGE ▶

**Alena Capra**, owner of Alena Capra Designs, an award-winning designer based in Fort Lauderdale, Florida, finds there are two schools of thought when it comes to adding a separate tub and shower in the primary bath.

"There are those who want tubs mostly for the beautiful look (typically choosing a pretty, free-standing tub) and those who want one for therapeutic benefits. Sometimes we are combining both beauty and function."

Many tub manufacturers are responding to the trend for soakers and tub systems by producing customizable free-standing, flat-bottom tubs. Hydro System's Alamo tub that was honored with an honorable mention DPHA 2020 product of the year award is offered in five different sizes. The tub caters to consumer demands and preferences regardless of available space. Color options also span a wide spectrum, providing almost an endless number of customization possibilities.

As Capra notes, manufacturers are responding to consumer desire for increased wellness and relaxation by producing a number of products that provide the therapeutic benefits of water, light, color, sound and scent in both shower and tub systems. At no other time has it been easier for showrooms to sell steam systems, even in warm weather or high humidity climates, especially after explaining steam's therapeutic benefits.

Hullinger adds that an increasing number of clients want to include space in their bathrooms for plants in the shower or even plant walls that provide biophilic benefits. The desire to connect to nature in the primary bath is fueling another trend — outdoor showers and baths

### High tech baths

**Anna Stocks**, who manages Best Plumbing Supply's showroom in Manhattan, says smart home technology has been taking the lead recently. "Smart home technology has been growing exponentially for the last few years, but in 2020, we've seen the everyday consumer come to embrace it even more," she says. "Touchless faucets and voice-controlled

lighting are now seen as necessities, not just wants. Ease of use is important and reducing touchpoints is definitely what our customers are looking for.”

A recent Houzz.com survey found that nearly 50% of faucets and more than a third of toilets in renovated bathrooms feature advanced technology, including enhanced water efficiency, finger-proof finishes or self-cleaning toilet systems.

Advance Plumbing’s **Joshua Moss** agrees, “Smart toilets are becoming the norm in many households and are now widely available in many styles and price points,” he explains. “They have become essential to many different lifestyles and are changing the way people use the bathroom. Smart toilet features and benefits include increased comfort, hygiene and less care and maintenance.”



Other smart products that will continue to trend higher are shower systems and shower interfaces, such as 2020 DPHA Technology Product of the Year, ThermaSol's ThermaTouch 10 shower kit. The kit allows users to customize the shower experience by controlling shower and steam functions, aromatherapy, music, apps and videos from a single wall control.

Currently, smart faucets are more popular in the kitchen than in the bath, but that is likely to be short-lived. Smart faucets that can be operated by touch, voice or remote control are not only more hygienic, they are also easier to use.

### Customizable finishes

Customization will continue to trend higher not only in tubs, but in almost every other bath product category. Showrooms are seeing customers gravitate to mixed materials for bathroom furniture and mixed materials and finishes for lavatory faucets.

**Mindy Sevinor**, showroom brand manager for Beverly, Massachusetts-based Designer Bath notes that specialty finishes continue to be hot and will continue to trend in 2021. “The many varieties of brass — satin and unlacquered, matte black and other unique finishes allow showrooms to provide customization options for all fixtures in a bath,” she says.

“Mixing finishes among lighting, hardware and fixtures is a strong trend while mixing fixture finishes — continues to grow.”

Stocks agrees, “2020 design trends have been anything but plain. We keep seeing mixed finishes and textures. Not in a 1980s throwback kind of way, but beautiful industrial matte black paired with polished golds or polished nickel paired with copper and rose gold. Our clients love adding texture to their homes, be it in faucet handles or on the outside of a free-standing tub.”

Capra’s clients in South Florida are gravitating to matte black and gold for bathroom fixtures and hardware. “There are so many great options for gold and brushed brass finishes right now that it makes it easier to find the items you need to coordinate when selecting bathroom materials,” she notes.

Barring some unforeseen impactful event, 2021 shapes up to be a banner year for the decorative plumbing and hardware sector. With interest rates not expected to change from near record-lows, and many homeowners not returning to an office in the immediate future, focus on the home, along with health and wellbeing, spells good news for decorative plumbing pros.





← PREVIOUS PAGE

NEXT PAGE →



We're here, and we are changing the way the industry does business. Committed to working as hard as you with a team of over 400 employees, a portfolio of more than 650 products and a dedicated sales rep in every region, we're listening and ready to help at [GEAppliancesAirAndWater.com](http://GEAppliancesAirAndWater.com).

VISIT US AT  
PHILADELPHIA 2021  
BOOTH #236

**GE APPLIANCES**  
A Haier Company

**AIR & WATER**  
SOLUTIONS

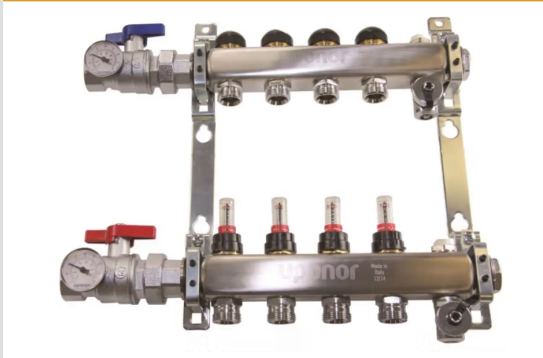
# PRODUCT FOCUS



## STAINLESS PRODUCTS

### Uponor

Corrosion resistant manifold +



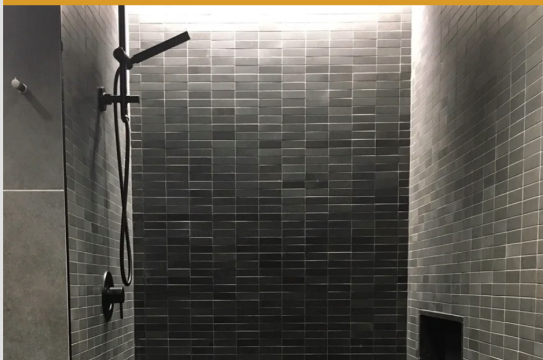
### Noritz

Residential combination boiler +



### Infinity Drain

Shower base expansion +



### Taco Comfort Solutions

High-efficiency ECM circulators +



◀ PREVIOUS PAGE

NEXT PAGE ▶

### Matco Norca

Ice maker connectors +



### QM Drain

Outdoor linear drain +





**LegendPress**  
SIMPLY THE BEST





## Piping Solutions That Fit®

- The growing needs of our customers
- The ever-changing global marketplace
- The quality expectations of the end user

Offering weld fitting and flange solutions for stainless and alloy piping systems through various brands

### Picor®

weld fittings  
stainless and alloy



Superior Quality.

Domestically produced, Picor weld fittings are known for first-class performance in critical applications. Manufactured in a variety of configurations, Picor offers more than just the standard commodities. Custom fittings can be designed to meet or exceed specific needs in process industries such as:

**BREWERY QUALITY (BQ)** – beverage industry precision tolerances for wall thickness, roundness and finish.

**CHEM/PHARM** – pharmaceutical and chemical industry requirements for inside surfaces to perfectly match up for precise weld penetration.

**LONG TANGENT/BELLED END** – various industries such as pulp and paper, emergency and tanker trucks and other applications requiring special fittings or economical fillet welding techniques.

**MARINE** – marine industry requirements for specialized fittings in a variety of materials suited for marine applications.

### Tube Line Stainless®

pipe flanges  
stainless and alloy



Exceptional Quality.

Domestically produced, Tube Line stainless and alloy pipe flanges are produced to exceed industry standards. With state-of-the-art machining capabilities various dimensions or tolerances are easily accommodated. From standard to custom orders, excellence is delivered.

### Tube Tec®

large diameter weld fittings  
stainless and alloy



Excellent Quality.

Domestically produced, Tube Tec large diameter stainless & alloy weld fittings best serve applications such as wastewater, pulp and paper, bio fuels, and grain processing.

### Brite Line®

weld fittings and flanges  
stainless and alloy



Trusted Quality. Best Value.

Globally produced, Brite Line provides customers a value brand of stainless and alloy weld fittings and flanges. These products are manufactured to Core Pipe standards using joint venture facilities or approved global partners. In the competitive global marketplace, Brite Line gives customers the confidence of knowing quality is never compromised.



FROM THE ASA PRESIDENT || CHRIS FASANO



[Contact Chris](#) 

## Winners always want the ball

Recent advocacy efforts pull major wins for our industry.

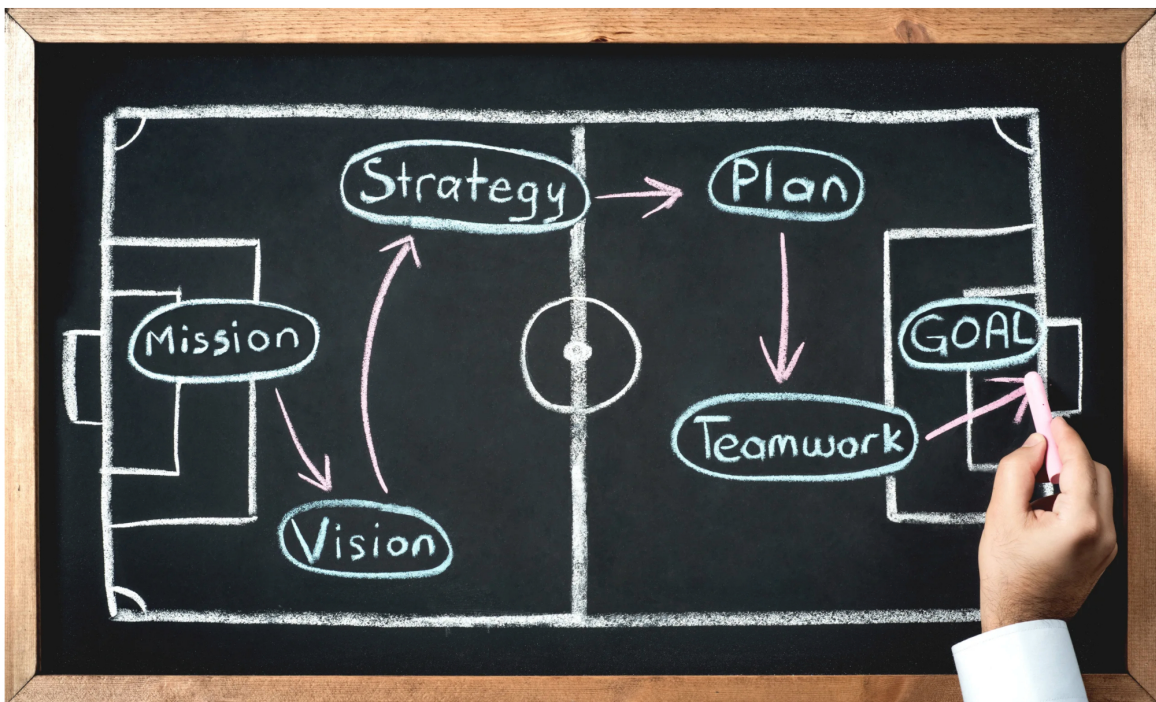
In the movie “The Replacements,” Gene Hackman, who played legendary coach Jimmy McGinty, told his replacement quarterback Shane Falco (played by Keanu Reeves) that during key moments in the game “winners always want the ball.”

As the industry’s only national trade association, the American Supply Association is uniquely positioned to be the voice of the industry. With that comes the responsibility to want the ball when it comes to advocating positions that will benefit our members and the industry as a whole.

Yes, that means we are working hard to protect the interests of not just our members, but those companies not supporting ASA through membership dues and support.

Just like last year when we fought hard to ensure that our entire industry was declared essential, we not only helped member companies but the entire PHCP-PVF channel as well. That’s the great value of an industry trade association.

Today, there never has been a more important time to have a strong and seasoned advocacy team than now. Last year’s election resulted in virtually every issue impacting our industry being placed on the table, requiring us to engage on issues ranging from fighting increased tax burdens, more restrictive labor laws, and increasingly more restrictive federal regulations and burdens on your business.



And our fight hasn’t been restricted to just an out-of-control federal government, but increasingly state and local battles have challenged us like never before. In California, we are having to fight back a second effort to meet unprecedented lead levels in our plumbing products while the state water agencies continue to enjoy decades of exemptions from meeting those same lead levels.

Thanks to our members in California and our leadership investing to retain a leading California lobby firm to help us in winning this state battle, we were successful in putting off the implementation for two years — a major win for our industry.

Even issues such as the push for decarbonization, which would restrict consumer choice of purchasing gas appliances such as water heaters, has spread beyond California, requiring ASA to work to protect all our industry’s products and the choice for consumers to purchase the products that best meet their needs.

Fighting battles on the regulatory and legislative fronts are not the only advocacy areas where ASA is fighting to win. We have become an effective voice in the product codes and standards arena where product standards are debated and

agreed to at code meetings every three years.

## ASA is fighting to protect your future.

Recently, our leadership has resulted in unprecedented success for members — prevailing on 80% of the 99 issues we took a position on. If we were a baseball player, we would be the most prolific hitter in the history of the game. While we have a great winning percentage, our work isn't done. Right now, we are fighting a battle to keep the use of press connect fittings while some within our channel are working to eliminate these products.

It's easy to see all the benefits ASA offers in the educational, business intelligence, data and economic forecasting we provide our members, but our advocacy team provides an equally important value to our members and industry in ways that we don't always think about as distributors. It's hard to quantify that value in a ROI number.

11But imagine how we would all been negatively impacted if ASA was not leading. How many games would have been lost if we did not invest in this highly important area that impacts all of our businesses?

Last month, I talked about the value of membership and urged all companies that are not currently members of ASA to join us.

Joining us to support our advocacy efforts is the most important reason to be a member. We are here fighting to protect your future.

**Chris Fasano** is president at Waterbury, Connecticut-based Torcco and is the 2021 ASA president. Contact Chris at [cfasano@torcco.com](mailto:cfasano@torcco.com).



in sink erator®

[← PREVIOUS PAGE](#)[NEXT PAGE →](#)

## NEW LIFT AND LATCH™ - OUR EASIEST INSTALL EVER

For over 85 years, InSinkErator® has worked hard to help make your tough jobs easier. Introducing our new Lift and Latch™ technology, developed just for you, making installing InSinkErator garbage disposals easier than ever. Patented tabs hold the mounting ring in place, freeing up both hands to lift, latch and turn the garbage disposal onto the sink. Quick, simple and ... **easy**.



LIFT AND LATCH™ FREES UP BOTH HANDS  
TO TWIST ON GARBAGE DISPOSAL

1-800-558-5700

© 2021 InSinkErator, InSinkErator® is a business unit of Emerson Electric Co. All Rights Reserved.

## First Supply's Poehling and InSinkErator's Maiale to receive ASA Fred V. Keenan Lifetime Achievement Award

When First Supply Chairman **Joe Poehling** and InSinkErator Vice President of Wholesale Supply **Joe Maiale** are the recipients of the prestigious 2021 ASA Fred V. Keenan Lifetime Achievement Award.

Poehling and Maiale will both be honored on Nov. 10 at the ASA Member Lunch as part of NETWORK2021 in Las Vegas at the JW Marriott Resort and Spa.

The Keenan Award is presented to individuals with a long history of service and dedication to the PHCP-PVF industry. To be considered, individuals must have exhibited strong influence on the current status of the industry, project a positive industry image, be responsible for positively affecting the industry in general, and have provided a history of dedicated service to the American Supply Association.

Poehling and Maiale join 10 other distinguished individuals who have received this award since its inception: Fred Keenan (for whom the award was named), Karl Neupert, Ed Felten (of First Supply), John McDonald, John Martin, Frank Finkel, Nick Giuffre, Morris Beschloss, Joel Becker and Dottie Ramsey. The ASA Executive Committee accepted the unanimous recommendation of the Keenan Award Selection Committee to add Poehling and Maiale to this exclusive club. Ramsey was the last recipient of the award, which is not annual, back at NETWORK2017 in New York.



First Supply's Joe Poehling (left) and InSinkErator's Joe Maiale in Milwaukee. Photo by Mike Miazga/ASA.

Poehling served as ASA president in 2009 and chairman of the board in 2010. Additionally, his efforts in leadership roles with the ASA Education Foundation helped bring the Karl E. Neupert Endowment Fund past \$10 million through his personal outreach to companies. As a result, the endowment fund today has opened up countless opportunities for the Education Foundation to provide cutting-edge, relevant and timely training programs that have revolutionized the way the industry looks at training.

"In the popular management book 'Good to Great,' one of the author's tenets to turn a good organization great is making sure you have the right people on the bus and then decide where you are going to go," ASA CEO **Michael Adelizzi** explained. "It's very true. But, even with all the right people, you need someone with vision, strength and dedication to drive the bus. Joe has been the bus driver of an era for ASA and throughout the industry."

Maiale is the only member of the ASA Vendor Member Division to have served two stints on the association's Executive Committee. In addition to his four years of service with the association's top leadership group, Maiale has served seven years on the ASA Education Foundation Board of Trustees where he led this committee in 2013 and 2014.

As president and chairman of the ASA Education Foundation, he was only the second manufacturer to hold that leadership role.

"That, in itself, is a testament to the level of esteem in which Joe is held by distributors," Adelizzi said. "Joe has had the foresight to visualize how education can strengthen our industry. He has used his ability to develop partnerships and inspire others to work with him to achieve this vision. Most of all, his personal and professional finesse in keeping

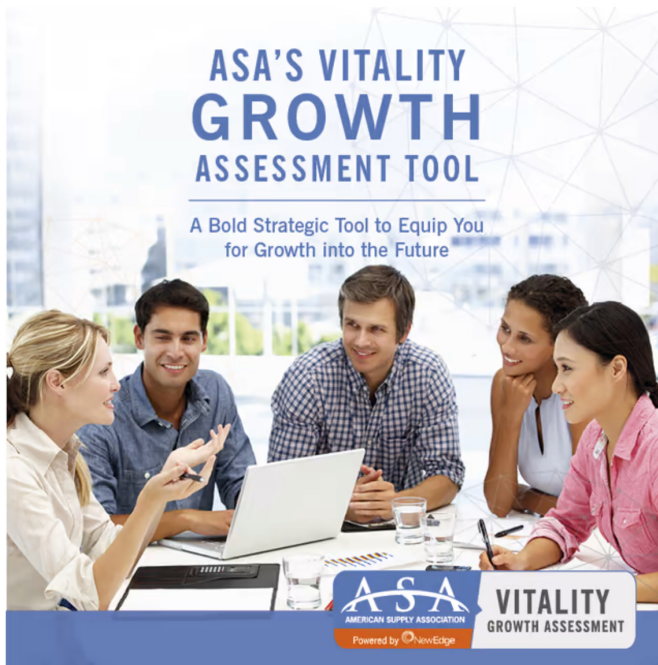
inspire others to work with him to achieve his vision. Most of all, his personal and professional success in keeping everyone focused until success has been achieved is exceptional. These will be hallmarks of his legacy."

---

SUPPLYHOUSE TIMES SUPPLYHT.COM OCTOBER 2021



# ASA launches Vitality Growth Assessment Tool



Given today's rapidly changing business environment, strengthening a company's ability to compete will require leaders to think about their businesses like they never have before.

Today's environment requires a new level of strategic vision, growth mindset, planning, investment, expanding skill sets and taking risks to stay relevant and compete.

Preparing American Supply Association members for future success in the face of all this disruption has been a driving factor for the association's leadership to invest and launch several new programs, including the D.NEXT Innovation Lab (at the University of Illinois in Champaign-Urbana) and the workforce recruitment effort, Project TALENT – both of which are already providing ASA members a wide array of benefits. Both are part of ASA's long-range Building One Future initiative.

[◀ PREVIOUS PAGE](#)

Now, ASA is launching the association's newest program — the VITALITY Growth Assessment Tool — a game-changing tool that will challenge ASA members to think differently about their business and assist them in positioning their company to compete in the future.

[NEXT PAGE ▶](#)

Each company that opts to participate in this program will receive access to a confidential survey link, which will guide them through the discovery process as they share information about their business' current approach to growth and future-state planning.

This survey can then be distributed to the very highest-level decision-makers, all the way down to the frontline workers. Once feedback has been submitted from the company's stakeholders, a confidential, company-specific Growth Assessment Report will be generated, which will provide insight and benchmarking to understand the company's position for future growth.

Whether a company is facing a potential merger or acquisition or is simply in need of getting serious about strategic planning, this multifaceted report will provide a high-level view of a company's readiness state for future change and growth.

Even more exciting, through the significant investment from both ASA and the ASA Education Foundation, this tool is being provided on a complimentary basis in 2021.

No other association can match the overwhelming value that ASA has provided over the past few years, and this program will only continue to bolster that value being provided to the ASA membership.

Now, it's time for members to do their part and take advantage of this program. An informational brochure was recently mailed out to the ASA membership, outlining the VITALITY Growth Assessment Tool and how to get started.

To view the VITALITY Growth Assessment Tool brochure, [click here](#).





# ASA announces exclusive partnership with Dell Technologies

The American Supply Association recently announced Dell Technologies as its newest ASA Association Partner.



New Partnership! Members receive exclusive discounts. Access your additional 5-10% savings by visiting [www.Dell.com/supply](http://www.Dell.com/supply) or call 855-900-5548 to speak with a Small Business Advisor. Contact ASA's Account Executive, Amy, at [Amy\\_Henry@dell.com](mailto:Amy_Henry@dell.com) with any questions.

[PREVIOUS PAGE](#)[NEXT PAGE](#)

Dell Technologies will be recognized as the exclusive ASA Association Partner for small business IT and computer equipment solutions. In addition to a robust marketing and promotional effort to further familiarize ASA member companies with Dell's vast suite of products and services across ASA's many communication platforms, ASA member companies will be able to take advantage of exclusive ASA-members only discounts on Dell-related products.

"ASA continues to provide additional ways our members can thrive in these ever-changing times," ASA CEO **Michael Adelizzi** said. "Partnering with a well-known and forward-thinking company such as Dell Technologies will provide our members with yet another avenue and resource to help them thrive now and well into the future through the exploration of the latest small business IT and computer equipment solutions for their companies."

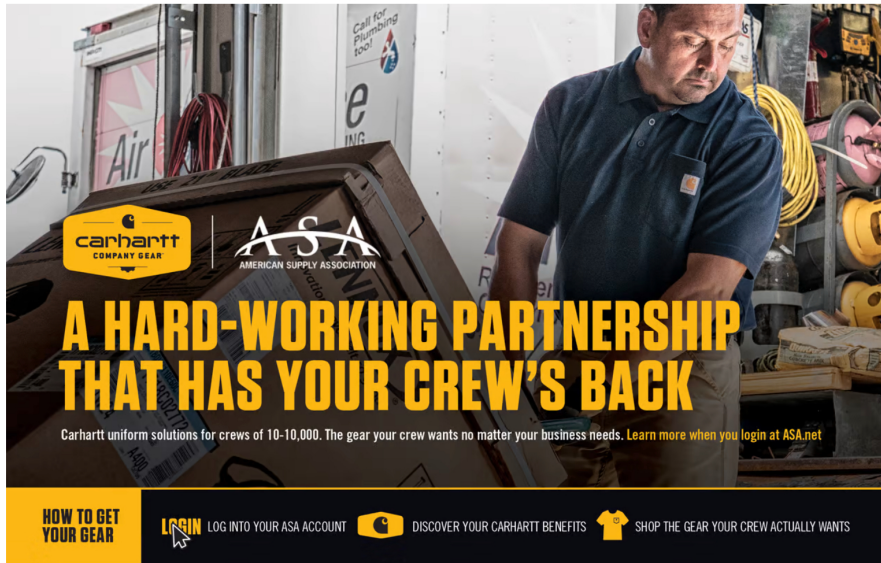
"We are thrilled to partner with ASA to offer our technology products and solutions to their members," said **Mobolaji Sokunbi**, director of small business alternate routes to market at Dell Technologies. "ASA members can now receive healthy savings on Dell Technologies vast range of products, including the award-winning Latitude laptops and the durable Rugged laptop line. We are passionate about helping small businesses grow and believe together we can support ASA and their members in their business journey. We are confident that ASA and its diverse membership will receive great value from this partnership".

Dell will have a presence at ASA's upcoming NETWORK2021 national conference in Las Vegas Nov. 9-11 at the JW Marriott Resort & Spa.

For more information on Dell Technologies, visit [www.dell.com/supply](http://www.dell.com/supply).



## ASA and Carhartt Company Gear™ announce uniform partnership



**carhartt** COMPANY GEAR | **ASA** AMERICAN SUPPLY ASSOCIATION

### A HARD-WORKING PARTNERSHIP THAT HAS YOUR CREW'S BACK

Carhartt uniform solutions for crews of 10-10,000. The gear your crew wants no matter your business needs. [Learn more when you login at ASA.net](#)

**HOW TO GET YOUR GEAR** | **LOGIN** LOG INTO YOUR ASA ACCOUNT | **DISCOVER YOUR CARHARTT BENEFITS** | **SHOP THE GEAR YOUR CREW ACTUALLY WANTS**

[PREVIOUS PAGE](#)[NEXT PAGE](#)

ASA recently announced a partnership with Carhartt Company Gear™, the uniform solution business unit of the 132-year-old Carhartt apparel manufacturing brand.

Through a partnership that started earlier this month, ASA member companies will have the opportunity to receive exclusive uniform benefits for their business needs through <http://companygear.carhartt.com> by logging into their ASA members portal, accessed through the MyASA portal at [www.asa.net](http://www.asa.net), and visiting the Carhartt partnership page.

Carhartt Company Gear™ will also be partnering with ASA to build a variety of educational topics and initiatives, including the industry's continued push to attract and retain new talent. Carhartt Company Gear™ will host a webinar for ASA members later this year and will also provide relevant apparel content for ASA's various print and digital mediums.

Carhartt Company Gear™ will have a presence at ASA's NETWORK2021 convention Nov. 9-11 at the JW Marriott Resort & Spa in Las Vegas.

To learn how your company can receive the Carhartt Company Gear™ ASA members only benefits, contact ASA's **Mike Miazga** at [mmiazga@asa.net](mailto:mmiazga@asa.net).

# ASA distributors report another sales increase



Respondents to ASA's monthly sales report registered a 15.4% change in average sales for July 2021 vs. July 2020. For the July 2021 vs. June 2021 period, respondents reported a median sales decrease of -5.7%.

On a trailing 12-month basis, respondents reported median sales of 12.3 % in July 2021 as compared to 13.5 % in June 2021 when compared to the 2020 data. Inventories rose 27.3 % for July 2021 compared to a year ago, a notable increase from even June 2021, which was 23.4%. The median three-month days sales outstanding remained the same in July as previously in June at 40.9 days.

The number of respondents showing a decrease in gross margin was 19.4 % in July as compared to June's 20.8% total.

"The numbers show that the increase we are witnessing is beginning to level off, the sales are beginning to stabilize," said **Greg Manns**, senior vice president at Industry Insights, ASA's business intelligence partner. "The economy witnessed a bulky expansion to make up for the shrinkage owing to the lockdowns last year. According to the feedback we are receiving, business remains strong for a lot of our members, however factors like shipping issues and labor shortages continue to be a problem, which is common across all industries right now. Inventories continue to swell due to a backlog of orders as well."

ASA Business Intelligence Analyst **Ayesha Salman** added: "We will overcome these blips in time if we do not face any further lockdowns owing to the virus variants. Commerce has been affected globally. Businesses must try to think out of the box and come up with creative ways to solve problems."

Industrial PVF ASA members reported a steep growth of 21% in July compared to a year ago, which is only a fraction lower than June number of 22.2% higher than the previous year. Trailing 12-month sales for ASA industrial PVF distributors showed a sharp increase of 6.9% from the previous year.

Average inventories rose sharply by 24.9%, while median change in ending inventory grew by 29.1%. The average days sales outstanding for that sector is at 47.1 days. Nearly 36% of ASA industrial PVF distributors responding to the survey reported an increase in the total number of full-time-equivalent employees compared to a year ago, while 71.4% of industrial PVF distributors reported an increase of gross margin percentage, and 21.4% reported a decrease as of July 31, compared to the same reporting period a year ago.

## Industry outlook

Looking forward over the next 18 months, the ASA sales forecast continues to be upbeat, knowing that interest rate increases could start toward the end of 2022. That could slow some residential construction activity. In the near term, supply chain disruptions and higher raw material prices continue to create uncertainty – despite generally upbeat growth expectations.

Generally, most sectors remain in a strong growth position and as the leisure and hospitality sector experiences improvement in demand, that will boost spending. The Delta variant of COVID remains a risk and could delay some additional spending in certain segments – especially commercial construction related to offices, high-density public gathering places, and big retail complexes. Offsetting that is continued strength in e-commerce construction (warehouses, fulfillment centers, terminals and docks, etc.), health care, and some leisure and hospitality in regions of the country. Even educational spending is improving in many expanding residential markets in the south and southeast markets.

SUPPLYHOUSE TIMES SUPPLYHT.COM OCTOBER 2021



# ASA Platinum Supplier Partner Spotlight:LIXIL and ASA – Celebrating 20 years of partnership



LIXIL, a global leader in innovative plumbing technologies that improve lives for people everywhere, knows that for the past 20 years when looking for support with industry and regulative policy, hiring practices, education and employee training, there was one resource that we can always count on — the American Supply Association.

“I served on the board of ASA for four years,” says **Gray Uhl**, leader of trade training, LIXIL Americas. “They provide a forum for like-minded manufacturers to come together to share ideas, solidify ties and create relationships that would not be possible without the strength of the association.”

LIXIL and ASA continue to partner around the labor shortage within the skilled trades. LIXIL’s TradeUp Initiative, a program designed to bring more young people into the skilled labor force, began with research that was shared by ASA.

“ASA has known for years that 1/5 of tradespeople will be leaving the workforce in the next 10 years,” Gray continues. “We used their insights to put together an educational program that will make young people proud to take the less traditional route and enter the trades. They have been a valuable partner in drawing attention to the labor shortage.”

[◀ PREVIOUS PAGE](#)

LIXIL continues its outreach and education efforts to address this growing national problem.

Since continuing education and development is crucial to remaining at the top of our industry, LIXIL also partnered with ASA to create educational programs to provide training to new hires in the manufacturing field.

[NEXT PAGE ▶](#)

“There is a real synergy in bringing together the collective knowledge of people who install and create the products we use every day,” says **Jeannette Long**, leader sales enablement, operations, development LIXIL Americas. “ASA and LIXIL created training programs that helped newer professional become more proficient with the products and services they provide to consumers.”

LIXIL is also proud to collaborate with the ASA in advocating for meaningful change in state and federal policy.

“ASA gives the industry a voice and a strong partner we can turn to when navigating the complicated process of state and federal policymaking,” says **Troy Benavidez**, leader government relations, and LIXIL International. “We appreciate how they help us stay on top of and influence policies and regulations that will affect our business.”

Each year, LIXIL sponsors and participates in the annual ASA NETWORK national conference, which gathers key distributors and manufacturers from around the country. LIXIL, an ASA Platinum Supplier Partner, sponsors ASA Chief Economist **Dr. Chris Kuehl’s** popular monthly webinar, podcast series and will sponsor his LIXIL 2022 Industry Forecast at NETWORK2021 in Las Vegas on Nov. 11.

“This industry leading event provides outstanding value to its members and attendees leading to immediate success and ROI,” says **Bob Downie**, leader, trade sales LIXIL Americas. “This is all achieved through a well thought-out agenda that includes well-respected guest speakers, member networking opportunities, one-on-one relationship building, educational sessions, and best practice sharing.”

“The covered discussion topics directly pinpoint the key areas that are front and center for all ASA members today, and we are thrilled to be a part of this value-driven association” Downie concludes

are limited to be a part of this trade association, become members.

“Without the ASA, LIXIL would not have the valuable insights that help us develop and innovate our products, says **Trey Northrup**, leader, LIXIL Americas. “We look forward to continuing this partnership for another 20 years and beyond.”

*For 150 years, LIXIL has stood at the center surrounded by the swirl of everyday life, designing and patenting new innovations that improve function, feel and sustainability in people's kitchens and bathrooms. We remain a global leader in innovative plumbing technologies that improves lives for people everywhere. By designing and developing meaningful products that solve real life challenges, we add real value to our consumer's daily lives.*

SUPPLYHOUSE TIMES SUPPLYHT.COM OCTOBER 2021



## THE ASA FILES || MIKE MIAZGA



Contact Mike



## Survey says?

Studies coming soon to help members navigate current labor market.

Growing up, gameshows on television were a big thing. I can remember countless times eating dinner at my grandparent's house and Wheel of Fortune being on the small television in the kitchen right in front of the table. Easy to see Pat and Vana and enjoy grandma's cube steak at the same time.

I also was a big fan of The Joker's Wild, Jeopardy! and Family Feud. Three of those four are still popular programs to this day (amazing) and Joker's, I think, had an attempted revival at one point. My daughter now gets to experience what I did as a kid. Her grandma and grandpa have Family Feud on the TV from time to time.

### Survey says?

Speaking of surveys, we have some dandies out in the wild right now at ASA, both exciting in nature and both free to our distributor members.

In late September, ASA started data collection for the first of two special industry compensation reports that will be available between now and the first of the year.

The topic of labor, labor shortages and replacing retiring workers isn't going away anytime soon. Of course, ASA last year launched its PROJECT TALENT careers recruitment initiative aimed at helping our industry replace the 100,000 jobs that will become open because of retirements over the next 10 years. If you have not taken advantage of that free membership benefit that includes the ability to post open jobs on an industry jobs board at [SupplyIndustryCareers.com](https://www.supplyindustry.com), plus access to a free marketing toolbox that will allow you to download thousands of digital assets to help your company in its recruitment journey, please contact me ASAP to get started.

The first compensation study, which will be released late this month and is free to all ASA member distributors that participated in the data collection and available for purchase otherwise, focuses heavily on warehouse and driver positions, plus some data will be available on inside and outside sales positions and showroom associates.

We'll start data collection early next month for the second study, and that report will be available the first week of January 2022 ahead of the major cross-industry compensation study ASA does with 15 other distributor associations in the spring of 2022.

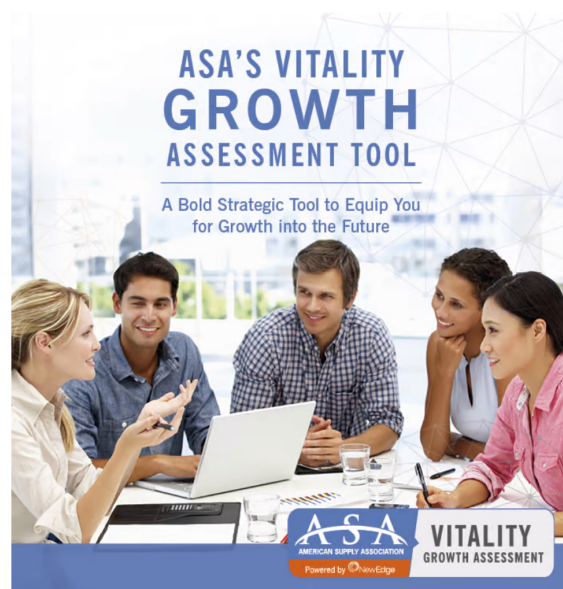
Ever wonder if what you are paying warehouse associates is in line with the rest of the industry? Interested to find out what hiring strategies other companies in the industry are using to attract talent? It's all right there in that compensation report. Again, free if you participated in the first data collection, and available for purchase if you did not.

If you did not participate in the first one, make sure you submit your data for the second one.

The other big news when it comes to surveys is ASA's launch of the VITALITY Growth Assessment Tool. (see the first page of ASA News in this issue for the announcement of the launch). This is the final piece of the puzzle in ASA's three-tiered Building One Future initiative aimed at making sure our member companies are well-positioned to compete now and well into the future.

Think of ASA's Growth Assessment Tool just like you would our yearly ASA Operating Performance Report that is loaded with nearly 100 pages of critical benchmarking data for your company to use to measure itself against the industry. This is a survey tool, that if you choose to use it (and I highly recommend you do), can be a key part of your current planning efforts and, most certainly, can be a critical component in your company's future-planning toolbox.

Up to 100 employees in an ASA member company can take this confidential survey that will ask them questions about their company's readiness and ability to grow, innovate and compete in the future. Each company that participates receives a confidential company-specific report with the results from our VITALITY partner NewEdge, which is conducting the survey. All ASA sees is what companies take it and at the end will receive overall industry data on where our industry is in terms of innovation, growth and forward-thinking momentum.





The great thing about this is, like the compensation study, it's another free ASA member company benefit. Distributors, manufacturers and reps are eligible to take the survey.

What a great way to self-benchmark your company with feedback from the folks who are in the trenches on a daily basis. This is certainly not a mandatory thing, but it's there and ready for those ASA member companies looking to see how prepared they are for future growth.

If you have not taken the survey yet and would like to, contact me at [mmiazga@asa.net](mailto:mmiazga@asa.net). For more information on the tool, visit <https://www.asa.net/Building-One-Future/VITALITY>.

**Mike Miazga** is vice president of sales and membership at the American Supply Association and former longtime chief editor of Supply House Times and group editorial director of BNP Media's Plumbing Group. Reach him at [mmiazga@asa.net](mailto:mmiazga@asa.net).



Creating Your Backyard Oasis *Just got Easier*

[PREVIOUS PAGE](#)

[NEXT PAGE](#)

## **HOME-FLEX<sup>®</sup>** **UNDERGROUND**

MDPE Polyethylene Gas Pipe

- No special tools required
- Easy to assemble
- Direct burial approved
- Standard IPS sizing
- 1/2" up to 2" sizes



Our revolutionary compression fitting design allows for the easiest installation of underground yellow poly gas pipe on the market!



**VPC** Valencia Pipe Company

For more information, visit us at [valenciapipe.com](http://valenciapipe.com) or call 661-257-3923.

© VPC GLOBAL 2018. HOME-FLEX and VPC GLOBAL logos are registered trademarks of VPC GLOBAL. All rights reserved.




[PREVIOUS PAGE](#)
[NEXT PAGE](#)


## Bonomi's unique 2-pc stainless steel V-ball packages give wholesalers more opportunities in precision steam control

The company that brought low-torque automation to our industry now brings the industry's first stainless steel low torque 2 piece V-ball packages. Factory-assembled with Bonomi's Valbia electric or pneumatic actuators, our direct-mount 2-piece stainless steel V-ball packages have a smaller foot-print that fits where others can't, and reduces installation materials and labor costs. Choose 30/60°, 60° or 90° V-balls. Our one-part-number system makes them easy to sell. Call Bonomi today to find out more.



**VALPRES**  
**VALBIA**

**BONOMI**  
NORTH AMERICA

704-412-9031 • [www.bonominorthamerica.com](http://www.bonominorthamerica.com)

HEATING HELP || DAN HOLOHAN

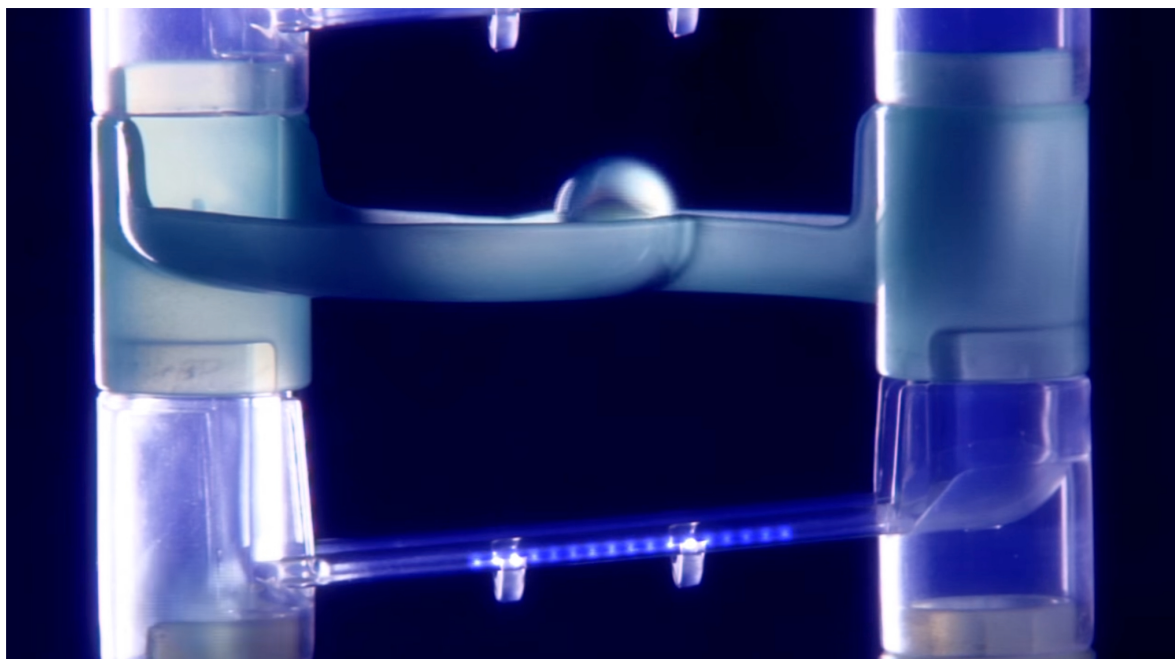


Contact Dan



## Marbles and ghosts

Visual thinking is the key to understanding hydronic systems.



I worked for a manufacturers' rep when I was first learning about hydronics. A guy I worked with was 15 years older than me. He knew that I had absolutely no training as an engineer so he took a different tack with my education. He made me close my eyes and imagine myself as a marble rolling through the pipes.

"What does that feel like?" he asked.

"Bobsled?" I questioned.

"I guess that would work for a chilled-water system," he said. "Close enough."

He'd have me imagining what it felt like to rub up against the insides of the pipe as I rolled around.

"Can you feel the friction?" he asked.

"Not really," I said.

"Okay, don't roll. Just drag yourself though the pipes," he said.

"Huh?"

"Here, do this," he said. "Walk down the hallway and rub your right arm against the wall."

"Okay."

"Feel the heat?" he asked.

"Uh-huh," I replied.

"That's friction," he said.

I understood it because I could feel it and see it in my mind's eye. He was a good teacher. One day, he had me visualize myself as a marble crashing into the pipe wall as I raced into a 90-degree copper elbow.

"Ouch, right?" he said.

"Yes," I said.

"That's also friction. Can you feel it?"

I nodded and smiled, "Yes."

He made me think about what I would do when I rolled into a tee. He asked me which way I would go. I'd tell him I didn't know. He'd tell me to think about and to feel it. "Which is the easiest way to go?" he'd say. "Where's your path of least resistance?"

◀ PREVIOUS PAGE

## Marble movement

He was so good at making the marble movement of water in a hydronic system visual for me. I'm not an engineer. I can't think in numbers. I need to see it. Feel it. And even more than 50 years later, if I'm trying to solve a problem with a hydronic system, I'll go back to being the marble. I'm a cat's-eye. I see which way I will go. I can feel it. And I know why I'm going there. That's visual thinking. And that's key to troubleshooting hydronic systems.

Think about circuits that won't heat. Most people immediately assume the problem is air so they'll start purging. But then the no-heat problem returns. Guess what they do next? They purge some more. The same problem returns. They purge some more.

But now think of the marble. Suppose it finds an easier path back to where it started? Remember, all the flow in a hydronic system is going from the discharge of a circulator back to its suction. The water is lazy and it's looking for a shortcut. If there's no heat and purging air that's not there doesn't work for you, start thinking about resistance to flow because where there is no flow there is no heat.

Engineers talk about Delta-P. They sometimes write it like this:  $\Delta P$ . It means the difference in pressure between any two points in the system. When you put air in your car's tires, the air moves from the compressor to the tire because of a difference in pressure. The greater the difference, the faster the flow of air. The air stops moving when the pressures equalize.

The same goes for water. The greatest difference in pressure between two points often happens in the circuits that are closest to the circulator. The further out into the system you go, the closer those points of pressure differential tend to get. So up on the top floor, you may have little or no movement of water. It's just not feeling enough differential pressure to create much if any flow. Low flow means low heat, and no flow means no heat. And both look just like air problems. Don't be fooled, though. If you're purging and not getting any air, it's not an air problem.

So be a marble. Roll around and imagine where it's easiest to go. See it. Feel it. Be it.

My father was once the service manager for that manufacturers' rep where we both worked. We sold Bell & Gossett. They made flow-control valves to stop gravity circulation (which some call ghost flow) into zones that were off when other zones were on.

Problems showed up during the 1970s when the boiler people switched from boilers you could live inside of to those tiny "flash" boilers that came up to temperature faster than you could burp. In fact, that's what B&G called the problem the shoebox boilers were having — thermal burping. And isn't that a delightful way to put it?

The flow-control valves would pop wide open when the boiler raced up to temperature and that led to ghost flow and overheated customers.

The factory guys suggested that my dad wrap solder around the weight to give it a bit more resistance to burping. My father tried this but got mixed results. The marble had found an easier way and it was taking it.

So Dad had a local machine shop fabricate what he called "the heavy insert." This was a hunk of brass stock that weighed more than steel-toed shoes. He tried it in the field and it worked like a charm. To this day, I'm still trying to figure out how the common circulator was able to lift that barbell of an insert when the thermostat called, but I suppose that speaks well for oversized circulators, doesn't it?

## Ghost flow

Ghost flow doesn't need a whole circuit to happen. It just needs one pipe. If a flow-control valve is on the supply pipe of a zone that's off, hot water will be more than happy to ghost-flow out of the boiler and into the zone's return pipe. This is especially true if the return drops vertically into the boiler. The back end of the radiator will get hot and you'll start thinking that water is flowing backward. You'll be correct, but it's not the circulator doing it. It's the marble finding a path it can take. It's a ghost flow. The solution is to add a second flow-control valve on the return.

The same applies to primary-secondary pumping. You often need flow-control valves on both sides of those secondary circuits to prevent ghost flow when the secondary circulator is off. I learned that one the hard way and never forgot the lesson.

One more: Many older systems still have those old-school compression tanks that hang from the basement ceiling. These are not the tanks with the diaphragms. They just contain water and air, separated by nothing. One pipe connects the tank to the boiler or to the system piping. Hot water will rise up that pipe by buoyancy, displacing the cold water that's inside the tank. That tank water will flow downward by gravity through the same pipe that the hot water is using to rise upward. That relatively cold water inside the tank has absorbed some of the air in the tank, and once the water gets hot (through ghost flow), that air will come out of solution, go with the flow, and wind up in a radiator and get vented. Cold water will enter the system through the feed valve and go right up into the compression tank. It has to do this because the rest of the system is already filled with water. Each time this happens, the water level in the compression tank gets a bit higher. Eventually, the air cushion will be gone and the boiler's relief valve will pop on pressure. It's a little-by-little thing and it

NEXT PAGE ▶

happens all the time.

So be the marble. And beware of ghosts.

**Dan Holohan** can be reached at [dan@heatinghelp.com](mailto:dan@heatinghelp.com). He loves hearing from you!



www.caleffi.com

## DIRTMAG® PRO DIRT SEPARATOR WITH 40% MORE POWER



PREVIOUS PAGE

Caleffi pioneered the magnetic dirt separation market in North America over 10 years ago with DirtMag®. Now say hello to **DIRTMAG® PRO** – our latest advancement in ferrous and non-ferrous debris separation. Containing powerful, dual magnetic fields and a redesigned collision mesh, DIRTMAG PRO delivers **40% more power** for **greater efficiency** in dirt removal. The debris blow-down valve makes **serviceability simple**, keeping your **hands clean**. CALEFFI GUARANTEED.

## DIRTMAG® PRO DIRT SEPARATOR WITH DUAL MAGNETIC FIELDS



### HIGH PERFORMANCE DIRT SEPARATION WITH TROUBLE-FREE BLOW-DOWN

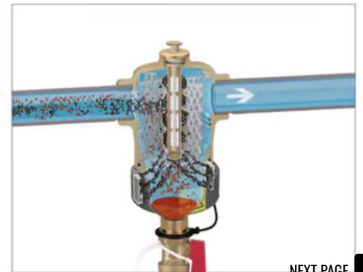
Caleffi continues its industry leadership and product innovation in hydronic dirt separation devices with the new DIRTMAG PRO. The unique dual magnetic fields, one in the flow path and another in the low velocity zone barrel, increase ferrous particle removal efficiency which means fewer circulation passes are required to clean up damaging magnetite and other magnetic debris. Faster removal means increased protection for boiler heat exchangers, circulator bearings, and valve seals. The DIRTMAG PRO will remove up to 100% of ferrous debris from a hydronic system.

Unlike some "magnetic filters," the DIRTMAG PRO has a large concentric pattern dirt separation mesh in the low-velocity flow path that removes non-ferrous debris such as copper shavings, solder, lime-scale fragments, silica, and pipe compound often

#### CLEAN HANDS PURGING



#### UNIQUE DUAL MAGNETIC FIELDS



NEXT PAGE

found in hydronic piping systems. The mesh uses deflection and gravity to remove particles as small as 5 microns from the flow stream. Those particles settle in the lower area of the barrel until the purge valve is opened for blow-down.

Blow-down of the dirt is fast and easy, especially when compared to the laborious and messy task of disassembling, cleaning, and reassembling a wetted magnet device. Simply pull out the DIRTMAG PRO non-wetted top magnet stack, unclip the barrel magnet ring, and open the integral purge valve for a few seconds until the fluid runs clean. Close the purge valve, replace the magnets, and the system is back in service. This "no-mess" task takes perhaps a minute or two, compared to the 10 to 30 minutes it can take to do the same for a wetted magnet product.

The DIRTMAG PRO is available with sweat, NPT, and press connection types, and in 1", 1-1/4", 1-1/2" and 2" pipe sizes to fit residential and light commercial hydronic systems.



For more information on the DIRTMAG PRO visit [www.caleffi.us](http://www.caleffi.us).



## LEADERSHIP LESSONS || STEPHEN JAYE

Contact Stephen 

## Vision forward

### Taking risks + avoiding strategic mistakes.

While watching a college football game last weekend, a coach had simple advice for his players. They were the underdog against one of the nation's top college football programs. He told his players, "If we are going to win, avoid strategic mistakes." A strategic mistake in a competitive matchup in any sport — football, tennis, ice hockey, baseball or basketball — could be one that costs the game, season, match or title. Whether a poorly-timed penalty, interception or a missed communication, strategic mistakes carry a heavy cost. If you were an athlete at any point in your life, I'm sure you recall your coaches saying there are good penalties and bad penalties. Good penalties may save a goal, equalize power or buy time. Bad penalties cost a goal, exhaust top players killing a penalty, or give other strategic advantages to the opposing team. But there is also the saying coined by Wayne Gretzky, "You miss every shot you don't take."

Often when we hear the word "mistake," it has a negative connotation and naturally, we want to avoid them or being told we made a mistake of any sort. Team members can be afraid to make mistakes and that can stifle innovation creativity and teamwork. So how do you encourage and trust your team members to take risks, all the while limiting strategic mistakes?

As the world starts to emerge and settles into a "new normal," I don't think we will ever forget the year and a half we've just lived through. The keys to business survival include taking a long-term view, the willingness to change when necessary and the insight to know when not to, and the agility to be able to act with speed. Basing your long-term strategy on the past is becoming less and less relevant because the amount of change is so high. You need vision, courage, and sound judgment. If you can't see the future you can't get there.

[← PREVIOUS PAGE](#)[NEXT PAGE →](#)

**"I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."**

— *Michael Jordan*

These leadership principles are what encouraged me to forge through a major, highly complex multi-million-dollar expansion and business transformation project at our corporate headquarters in New York City. The plans had been in the works for several years before March 2020 but during the early stages of the pandemic, while everyone was at home, we leaned in and chose to proceed. It's been exhausting work. It's been difficult and frustrating. Although I'm glad I did exactly what I did.

In not deviating from my long-term plan, my goal was to create a space that would reflect and amplify our inclusive, inspiring, creative and collaborative work culture in a manner that could be inherently understood by anyone who walks through the door.

I love and respect my entire team and look at them as extended members of my family. To provide a comfortable, home-away-from-home for them to spend 40 hours a week was not only ahead of its time, but also good for business.

As I write this month's column in our new open concept workplace, I'm proud to have had the courage to forge forward; keeping my eyes on the future and following through on a well-thought-out, pre-pandemic plan.



**Stephen Jaye** is president and CEO of *Woods & Jaye Sales*, a New York City-based plumbing, heating and hydronics manufacturer's representative firm.

SUPPLYHOUSE TIMES SUPPLYHT.COM OCTOBER 2021





# 2022 AHR® EXPO

THE PREMIER EVENT FOR HVACR

January 31 - February 2

**Recharged. Renewed. Ready to Rock.**

◀ PREVIOUS PAGE

NEXT PAGE ▶



## SHOWROOM DOLLARS AND SENSE || JEFF VALLES



Contact Jeff



# Don't fear the internet

Beat it with your talented team.

You have received a request for a quote from a client you've been trying to win for years. You are banging away on your computer, have completed your quote and finished crafting your intoxicating cover email when your computer locks up. You pull out your phone and ask Google what to do. You follow the steps as if you were deactivating a bomb and the machine remains locked. The butterflies in your stomach are the size of B52s and your only option left is doing the CTRL-ALT-DELETE three-step. You do not care how the software and hardware work, all you want it to do is work. Welcome to the digital world.



That is the way e-Commerce works. Buy it online and if you have a problem or question, solve it online. Sure, there are exceptions, but most sites offer easy returns and very little actual live question and answer customer service. Especially those e-Commerce sites with very low pricing. Ever try to get help with missing parts on Amazon for a product you need to install now?

People do not care how things work. They just want them to work. If a problem arises, customers want it taken care of effectively and immediately. When was the last time you saw an automated chatbox on the internet answer the question: Why is my faucet leaking?

Your knowledgeable team of plumbing passionate professionals has a distinct advantage and should be touted at every opportunity.

As easy as the Internet is to navigate, it is not always the best place to purchase certain products and premium and luxury plumbing items are on that list. Platforms such as Amazon, Build and Waverly can SELL everything but do they know how to FIX anything? Your knowledgeable team gives your brand a monster advantage. But if nobody knows about them, what good is it?

When people visit your internet homepage, make sure they know that your knowledgeable team works a bit harder than your physical and digital competitors. Take a page from Restoration Hardware, West Elm and the countless other companies promoting their sales teams as designers in residence. Your team guides and supports their customers from the selection, purchase and installation, and remains easily accessible for the life of the products.

Companies underestimate the anger (and even hatred) that business buyers feel when they experience horrible customer service. By contrast, customers will pay more when they know their problems are handled quickly and cheerfully.

— Geoffrey James, INC magazine

With all this talent, your team's actions are creating a constant stream of stories generated by your showroom consultants, outside salespeople and customer service team. These heroic stories should then be chronicled and edited into blog posts. Topics can be as simple as how to change out a showerhead to a hand shower using a shower arm bracket to how your team customer finding a specific faucet that they saw on their vacation to New York or before and after job stories. You can even create blog posts from an interesting PK meeting noting the new products and updates that we discussed. If you are shipping, repairing, building or learning, share the story. Your customers will learn how great your team is and Google will eat it up.

With all of the recent press on the double-digit e-Commerce growth during the pandemic, it is natural to be concerned about these large digital brands taking business from your brand. And the best way to combat this, is to tell the truth. Let the designers, builders, plumbers and engaged homeowners know all that you do and all that you are capable of doing to make their lives easier. After all, isn't the No. 1 reason customers use the internet is because it is *easy*?

**Jeffrey Valles** is a Decorative Plumbing and Hardware Association Lifetime Fellow. If you would like to discuss this in more depth, please email me at [jeffreyvalles@colonialbronze.com](mailto:jeffreyvalles@colonialbronze.com).

SUPPLYHOUSE TIMES SUPPLYHT.COM OCTOBER 2021



# WE ARE READY!

## RIFENG PEX-a System



ASTM F876/F877  
NSF/ANSI 14 & 61  
CSA B 137.5

[← PREVIOUS PAGE](#)[NEXT PAGE →](#)

RIFENG ENTERPRISE GROUP CO., LTD.

T: +86 757 8213 8109 W: [www.rifeng.com](http://www.rifeng.com) E: [overseas@rifeng.com](mailto:overseas@rifeng.com)



GUEST EDITORIAL || PRADIP KRISHNADEVARAJAN

Contact Pradip 

## Cheat sheet for sales growth

How eight distributors rapidly boosted sales and profit over the past 16 months.

Distributors are creative when it comes to driving profitable growth. Small changes to processes, minor tweaks to inventory decisions, and the use of data to take emotions out of decisions go a long way in boosting their bottom line.

At ActVantage, we were fortunate to join several distributors on their growth journeys in the past 16 months, each of which was supported by exceptional and effective process improvements. Unfortunately, such improvement stories are often left untold because they aren't documented and shared.

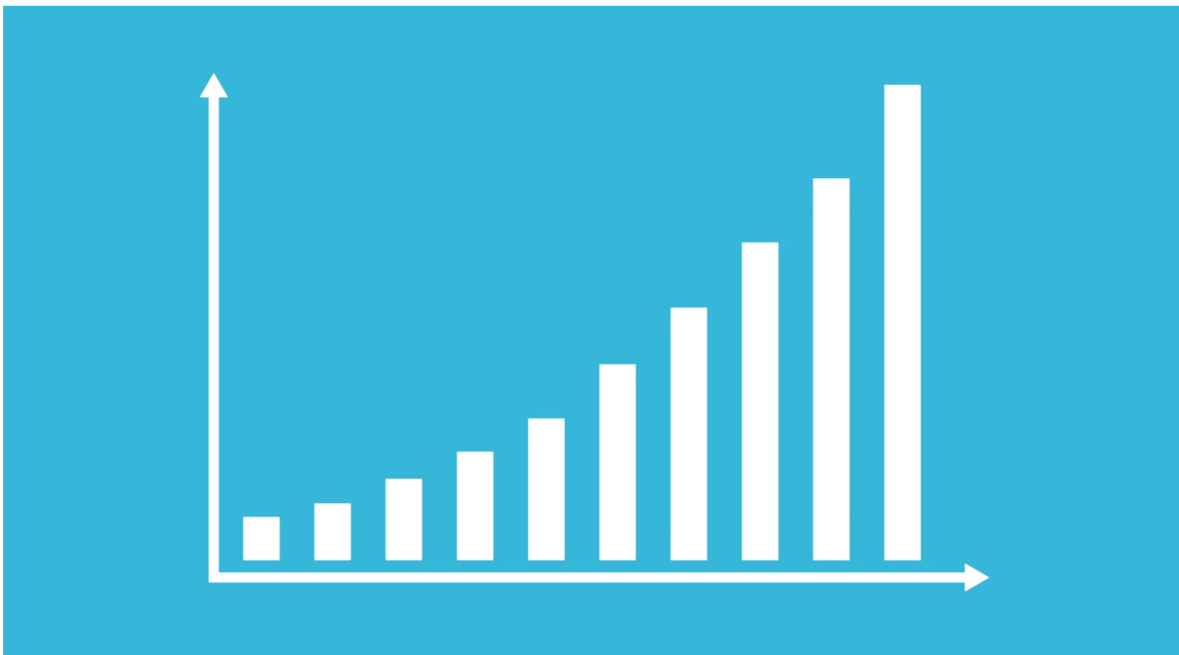
In this article, we share eight process-improvement stories from distributors during the pandemic. Use these as inspiration for your planning, each with a clear action item that led to results.

### Action item #1 Pay attention to single customer items.

Most distributors stock items that are sold only to a single customer. A fluid power distributor identified all the single customer items (about 710 items). The head of purchasing created three action categories:

- Order as needed and move the item to non-stock;
- Increase margins and communicate the message to customers: We stock it specifically for you; and
- Switch customers to alternate products to minimize the risk of holding a product for a single customer.

By putting these into practice, the distributor's margins increased by \$500,000, safety stock dropped by 15%, and turns improved by 5% over seven months.



### Action item #2 Spread the green.

Customer penetration is one of the top growth strategies employed by distributors. An automation distributor stocked 11 different product categories. For their team of 22 salespeople, if their customers accessed four or fewer categories, the goal was to sell more categories to existing customers. The distributor called this approach "spread the green." The distributor provided a simple one-page report to the sales teams to grow revenue with existing customers. In six months, the sales team exceeded their year-to-date quota by 20%.

### Action item #3 Close margin gap.

Identify customers with annual sales below \$12,000 and benchmark their gross margin percentage with the top 50

identify customers with annual sales below \$12,000 and benchmark their gross margin percentage with the top 50 customers. For example, an industrial distributor had a company gross margin of 21%. There were 812 customers that provided annual sales of less than \$12,000; 523 customers had a margin between 13% and 16%. The goal of the inside sales team was to improve the margin of these 523 by 1% to 3%. The distributor successfully added \$1 million in margin in six months.

#### Action item #4 Take emotions out of inventory and customer decisions.

Set the right forecast method in your ERP so the data, rather than emotions, can inform decisions. An automotive distributor set rules based on item usage to leverage the right forecast method in their system. They used three levels:

- Rapid:  $\leq 3$  months with zero usage;
- Medium:  $> 3$  and  $\leq 6$  months with zero usage; and
- Slow: 6 months with zero usage.

The distributor then adjusted forecasting methods in its ERP system based on the three levels. The planner would monitor slow-moving items based on their inventory rank. The distributor assigned medium items to moving-average forecasting methods, or the average of the past four months of usage/demand. For the medium-level items, moving average methods typically perform well. The distributor would run rapid items through the ERP's best-fit selection method.

These rules allowed the company to set appropriate forecast methods based on usage levels. Doing so helped the planners/buyers focus more on the fast-moving items to improve service levels. As a result, they improved service levels for their key items by 5% (from 90% to 95%) in four months.

#### Action item #5 Adjust compensation to diversify risk.

Distributors can often make process improvements by adjusting compensation to encourage sales of slower-moving product lines. A metering equipment distributor had seven different product lines. The management team wanted to grow all lines uniformly. The normal tendency for the sales team was to move the more profitable and fast-moving product lines.

As a result, the end-of-the-year growth was not evenly spread across product lines. The team believed they could not meet their goal unless they linked the firm's compensation plan to the objective. The management team decided to tie 15% of compensation to balancing out growth in the slower-moving product lines. As a result of this modified plan, product lines grew by more than 10% overall. In addition, the company earned higher rebates in two slower-moving product lines that it sourced from key suppliers.

#### Action item #6 Bring recency of purchase to the forefront.

A building products distributor decided to eliminate some slow-moving products (C items) from its inventory. When management informed the sales force, they were shocked and said top customers were still buying the items — some very recently. The head of purchasing looked at the transaction data in the system and discovered that the last time any customer purchased the items was a year earlier. Providing transparency by adding a "date-of-last-purchase" helped ease the conversation between purchasing and the sales force. With buy-in from the sales force, C inventory reduced by more than 18% in six months.

#### Action item #7 Look for best practices in your company.

An electrical distributor developed a sales force segmentation model to identify its top salespeople. Management then created a focus group followed by an educational program based on the top salespeople's best practices. This program was delivered to the sales force every six months across each of the company's sales regions. By identifying the best practices within the company, each of the business regions experienced a 1% to 2.4% increase in gross margins.

#### Action item #8 Measure supplier performance — suppliers respond.

A food service and products distributor evaluated the performance of their top 50 suppliers for their main product lines. They tracked lead time and deviation from the agreed-upon lead time. Due to the suppliers' inconsistent lead-time performance, the distributor had to carry additional safety stock. Many of the distributor's employees did not believe suppliers would respond to a measurement system.

However, it turned out to be highly effective. The manufacturers were impressed by the distributor's attention to such matters and made strides to improve. Several suppliers added five additional days to payment terms, a few of them improved lead times, and inventory for these suppliers dropped by 10%, which also led to improved turns and fill rates.

**Pradip Krishnadevarajan** is co-founder of ActVantage, which helps distributors drive profitable growth through analytics. He has more than 15 years of experience helping hundreds of distributors while co-authoring seven books for the National Association of Wholesaler-Distributors. Before joining ActVantage, he co-founded the wholesale distribution-focused research lab at Texas A&M University's Industrial Distribution Program. Contact Pradip at [pradip@actvantage.com](mailto:pradip@actvantage.com) or visit [actvantage.com](http://actvantage.com).

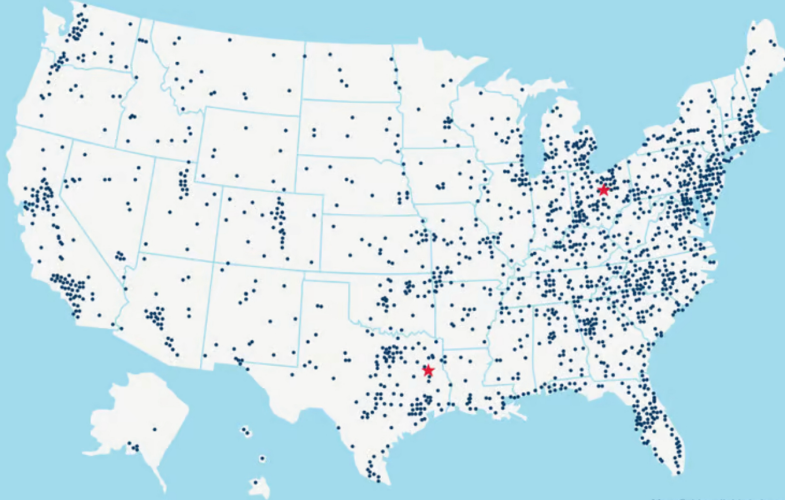




# MANSFIELD®

**This land is your land. This land is our land.**

Supporting American tradesmen for nearly 100 years.



Mansfield available in locations nationwide

[← PREVIOUS PAGE](#)

[NEXT PAGE →](#)



[www.mansfieldplumbing.com](http://www.mansfieldplumbing.com) • Perrysville, Ohio



## SUCCESSION PLANNING || BRAD WILLIAMS



Contact Brad



## What is EBITDA?

Why understanding your “Adjusted EBITDA” may be important to valuing your business.

As a business owner, you are constantly comparing business performance not only to competition but to previous year earnings and performance. In merger and acquisition transactions, EBITDA is often used by companies to compare similar businesses in the same market. Understanding how to use EBITDA can help your overall performance and make sure you are prepared in the event of a business sale or purchase.

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA) was first used as a general measure of cash from operations while stripping out factors such as interest, tax, depreciation and Amortization to allow analysts to compare companies on an Apples-to-Apples basis. It is important in assessing the performance of the firm over time compared to industry benchmarks. It is also a key valuation measure for developing the sale price or valuation of a business.

EBITDA can be calculated in one of two ways. The first is by adding operating income and depreciation and amortization together. The second is by adding taxes, interest expense, and depreciation and amortization to net income.

### What does “adjusted” mean, when I hear the term adjusted EBITDA?

The adjusted EBITDA measurement removes non-recurring, irregular and one-time items that may distort EBITDA. Adjusted EBITDA provides valuation analysts with a normalized metric to make comparisons more meaningful across a variety of companies in the same industry. When buyers evaluate the acquisition of a company, the Adjusted EBITDA is the driving factor to help assess the business on the financial side of things. Please note that buyers and sellers have lengthy negotiations and discussions on how EBITDA should be adjusted. Working with a qualified advisor who can assist in this process can help an owner maximize value.



### Examples of “adjustments” to your EBITDA

- Club and association fees that will be replicated or removed with a new buyer;
- Owner’s car expenses (monthly payment, insurance, gas, and so on);
- Travel, meals, entertainment that will not continue post-sale;
- Adjustments to owner’s compensation;
- Overcompensated employees or employees that will no longer be with the company post-sale;
- Asset impairment charges or write-offs;
- Underpriced rent;

- Losses from discontinued operations;
- Losses from early retirement of debt;
- M&A or divestiture-related expenses;
- Losses from the sale of assets;
- Abnormal legal costs;
- Natural disaster damage costs;
- Charges stemming from changes in accounting policy; and
- Restructuring charges inclusive of severance pay and factory closings.

Why are highlighted non-recurring expenses important when you are selling your business?

Non-recurring expenses are specifically designated on a company's financial statements as an extraordinary or one-time expense the company does not expect to continue over time, at least not on a regular basis.

Such expenses may significantly skew a company's profitability for the entire accounting period and can be backed out to show higher valuation for long-term projection/planning purposes.

### Takeaways

Selling a business is often one of the most daunting decisions of people's lives outside of medical and major life events. There are countless emotions, time, and relationships that have been developed running and building that business.

Understanding how your Adjusted EBITDA is calculated and negotiated is a key metric when determining the value of your business's total enterprise value on a purely quantitative or financial basis. Other factors that will help shape the value from buyers will be your strategic location, growth area, government tax policy, key personnel, vendor relationships and diversification of customers to name a few.

Although adjusted EBITDA is a key metric, you will only know the value of your business after you have received numerous offers. We have assisted numerous distribution businesses in understanding their Adjusted EBITDA and finding a business's true value in the open market while going through the sales process.

**Brad Williams** has 15 years of experience in the investment banking industry. He has structured and executed a wide range of complex transactions, including corporate sales, acquisitions, mergers, inter-family planning options, joint ventures, recapitalizations and leveraged buy-outs. Brad can be reached at [bwilliams@theberingergroup.com](mailto:bwilliams@theberingergroup.com) / 717-951-2800 for further comments or questions.

# MUST SEE PRODUCTS

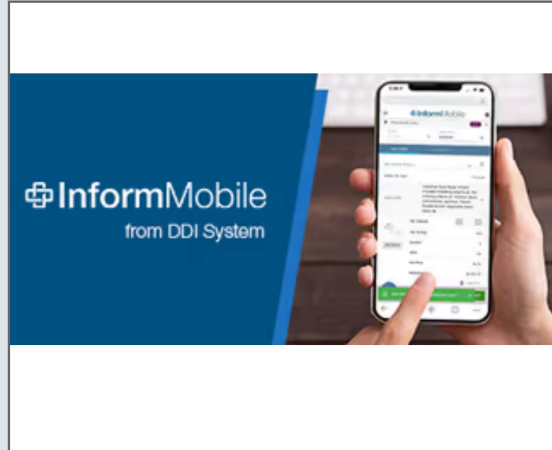
## CALEFFI

Magnetic dirt separator +



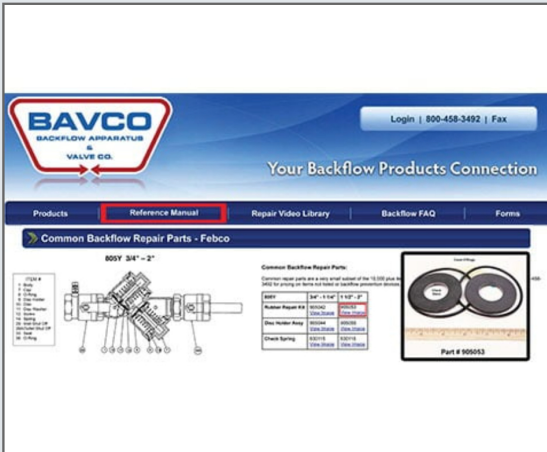
## DDI SYSTEM

Mobile sales tools +



## BAVCO

Breakdowns for repair kits +



## NDL INDUSTRIES

Fitting your needs +



◀ PREVIOUS PAGE

NEXT PAGE ▶

## FLUIDMASTER

Fluidmaster Pro Series +



## METRO INDUSTRIES

Sump pump alarm system +





SUPPLYHOUSE TIMES SUPPLYHT.COM OCTOBER 2021





# READY FOR MORE SUPPLY HOUSE TIMES NEWS?

## CONTENT YOU NEED

GET THE LATEST PHCP-PVF INDUSTRY NEWS, TRENDS AND INSIGHTS DELIVERED RIGHT TO YOUR INBOX! WHOLESALE-DISTRIBUTORS, SHOWROOMS AND MANUFACTURERS' REPS KNOW THEY ARE GETTING THE LATEST INFORMATION RELEVANT TO THEM EVERY ISSUE.



## EASY ACCESS

DELIVERED RIGHT TO YOUR INBOX AND ACCESSIBLE INFORMATION ON THE GO SO YOU NEVER MISS A THING.

**SIGN UP FOR OUR FREE eNEWSLETTER TODAY.**



SIGN ME UP!

# PVF BEAT



## F.W. WEBB DEBUTS MURAL IN WEST HARLEM

A three-wall mural on the F.W. Webb wholesale store in West Harlem, New York is now complete. The West Harlem location opened in June.

The exterior mural by renowned local graffiti artists Tats Cru took two-and-a-half weeks to complete and covers three sides of the building at 2350 12th Ave. It visually represents F.W. Webb with images of plumbing and heating fixtures and PVF. It also highlights some of the brands the location stocks.

"F.W. Webb has never done anything like this before," General Manager **James Turbide** said. "We felt like it would be a good way to celebrate the unique community, which is known for its street art and home to the Graffiti Hall of Fame."

The largest mural is 100' x 25' and appears on the back wall of the F.W. Webb building that faces the Henry Hudson Parkway. It is a highly trafficked area with 120,000 cars passing by it each day, F.W. Webb noted. The adjacent wall pays special homage to the community. It features a colorful and vibrant mural that spells out Harlem in large white lettering.

Tats Cru is a Bronx-based professional group of muralists whose work in aerosol began in the early 1980s as three teenagers creating subway graffiti. They are well-known in New York and have worked on major memorial murals throughout the city. They have also received national recognition and done work with large corporations such as Coca-Cola and Sony, and big names within the music industry, including Missy Elliott, Metallica, Jennifer Lopez and many more.

"It has been a pleasurable experience as artists to work with a company like F.W. Webb that respects our talent and cares about its employees and community," said Wilfredo "Bio" Feliciano, one of the founding members of Tats Cru.



---

## AD HOLDS ECOMMERCE SUMMIT IN MARYLAND

The AD buying and marketing group held its fifth annual eCommerce Summit in August at the Gaylord National Resort in Fort Washington, Maryland.

The meeting set a new benchmark for digital sophistication in AD's independent distributor community, it noted. This year's summit spoke to a new trend among its members: more companies ready to harness next-level tools and accelerate their digital growth.

AD Vice President of eCommerce Solutions **Caroline Ernst** noted the striking change in the summit's focus. "Unlike in past years, we weren't focused on encouraging members to invest in eCommerce as a new business channel," she said. "We were talking about how to level up their eCommerce efforts and drive more digital business. Our conversations and learning focused on creating a great online experience for customers that drives product discovery, self-service and sales."

About 300 participants gathered for the in-person event. In addition to members and service providers, AD welcomed 60 supplier representatives from 38 companies participating as attendees and speakers, a first for the summit.

This year's AD eCommerce Summit offered several new features, including nine different breakout sessions on subjects like ROI, SEO and eContent to accommodate member companies at various levels of digital maturity. There were also panel discussions with members and suppliers highlighting achievements and challenges. As in previous years, dedicated member networking sessions were a key component, underscoring AD's emphasis on sharing knowledge and building relationships, it noted.

State Electric Supply Senior Vice President of Marketing & Digital Solutions Dave Gravely, who serves on the AD eCommerce Advisory Council, spoke to the benefits of inviting some of his newer team members to attend the summit. "I would recommend to anybody that they bring some of the young folks that are new in their company to the summit because it gives them a whole perspective on AD that they do not get sitting behind a desk looking at content or data all day," he said. "They really get to scope the breadth and value that AD has by being there, and that's really what our team came away with."

AD plans to continue expanding its eCommerce Solutions and partner services just as the community is continually investing in digital growth. Speaking at the summit, AD Chief Marketing Officer **Marty McLaughlin** applauded the spirit of the independent distributor.

"Today's leaders investing in digital are driving the next level of growth and reshaping the independent business model to better compete against traditional and emerging firms," he said. "The desire to win, along with inherent flexibility, is why we strongly believe independent distribution is here to stay."

To celebrate members who demonstrate leadership and commitment in the advancement of AD's eCommerce Solutions, as well as those who demonstrate industry-leading innovation and creativity in adopting a digital branch, the eCommerce Summit included an awards presentation.

- 2021 AD Industrial & Safety – US eCommerce Leadership: Engman-Taylor2
- 2021 AD Bearings & Power Transmission eCommerce Leadership: B&D Industrial
- 2021 AD Electrical eCommerce Leadership: State Electric Supply Co.
- 2021 AD PHCP eCommerce Leadership: First Supply
- 2021 AD eCommerce Innovator of the Year: Mingledorff's

Compiled by **Mike Miazga** [miazgam@bnpmeda.com](mailto:miazgam@bnpmeda.com)



# DOWN THE PIPE



## HIRSCH PIPE & SUPPLY

### ACQUIRES SO CAL DISTRIBUTOR

Hirsch Pipe & Supply announced it has acquired Hemet Valley Pipe & Supply. This is the 25th Hirsch Pipe & Supply store in Southern California and the first store in Riverside County.

“Hirsch is excited about this opportunity to join together with the Hemet Valley Pipe & Supply team and to work alongside former owner David Holt and his staff,” Hirsch President and CEO **Bill Glockner** said. “Bringing our people together allows us to continue our shared legacy of providing excellent customer service. It also allows Hirsch to extend our store network further into the Inland Empire so we can continue to provide more locations and products to the Southern California plumbing community.”

When asked about the acquisition, former owner of Hemet Valley Pipe & Supply, **David Holt** said, “This expansion allows us to provide our valued customers with more inventory and a deeper variety of products along with reinforcing Hemet’s long commitment to a complete line of septic and wastewater treatment products.”



## DAKOTA SUPPLY GROUP TO

### OPEN NEW MINNESOTA LOCATION

Dakota Supply Group announced plans to open a new branch in Burnsville, Minnesota in March 2022. It will be DSG’s 13th location in Minnesota and its 46th across six states. The new facility will be located at 250 River Ridge Circle North in

new location in Minnesota and its 401 across six states. The new facility will be located at 250 River Ridge Circle North in Burnsville with convenient access from Interstate 35W and Highway 13.

The new facility will serve the plumbing, HVAC and electrical needs in the southern portion of the Minneapolis-Saint Paul metro area, including the communities of Apple Valley, Eagan, Savage and Bloomington. DSG announced in August a new location near Rogers to support the growth in the northwest metro area.

"We're excited to announce another new location in the metro. It's a further commitment from DSG to our current and future customers in the area," said **Clark Marshall**, Minnesota general manager. "We are saving customers valuable travel time to get the materials they need."



## WINSUPPLY ACQUIRES IOWA DISTRIBUTOR

Winsupply has completed the purchase of Clinton, Iowa-based HVAC distributor Clausen Supply. Clausen Supply is one of the best-established HVAC distributors in the eastern Iowa region, Winsupply noted.

The previous owner, **Jon Clausen**, will be exiting the company immediately after close.

The HVAC distribution and sheet metal fabrication will be taken over by **Guy Pauley**, who has 29 years of wholesaling experience and has spent the last four years at M. Cooper Winsupply. The location will continue to do business as Winsupply Clinton IA Co., and have the following legal name: Winsupply Clinton IA Co.



The new degree of comfort.®

## RHEEM ACQUIRES FRIEDRICH AIR CONDITIONING

Rheem has acquired Friedrich Air Conditioning from Monomoy Capital Partners, effective Aug. 30. Friedrich is an industry leader in high-end air conditioning solutions and will be a standalone business unit within the Rheem Global Air business.

"Growth by acquisition is part of our ongoing strategy," said **Chris Peel**, president and CEO of Rheem. "The addition of Friedrich to the Rheem family of brands will complement our existing business lines, increase our commercial and residential air-conditioning offerings, and expand our presence in the hospitality and multifamily segments of our market."

Friedrich's room air-conditioning solutions are designed for use in homes, hotels and multifamily buildings, among other applications. Headquartered in San Antonio, Texas, Friedrich's manufacturing facilities are located in Monterrey, Mexico, with distribution centers based in Texas and New Jersey.

"Rheem's innovation, commitment to quality and dedication to sustainability align perfectly with Friedrich," said **Chuck Campbell**, CEO at Friedrich. "Additionally, Rheem's history of investing in and strongly supporting its business units gives us great promise for our future together."





## ELKAY DONATING BOTTLE-FILLING STATIONS

### THROUGH CHICAGO PARTNERSHIP

Chicago Mayor Lori Lightfoot announced Elkay will donate 101 Elkay ezH2O bottle filling stations at select city sites and nonprofits through a partnership with the city, Chicago Park District and Elevate to reduce plastic waste and expand cleaner, healthier drinking water throughout the south and west sides of Chicago. The units also include a lifetime supply of filters.

The bottle filling stations will be installed on Chicago's south and west sides in the city's parks, buildings and community centers and will bring access to clean drinking water across locations that need it most while helping reduce single-use plastic waste. This donation coincides with Elkay's milestone of the production of the 1-millionth ezH2O bottle filling station, which was installed in Chicago's Garfield Park neighborhood late last month.

"Delivering clean, drinkable water to all of our neighborhoods remains one of my administration's highest priorities," Lightfoot said. "Thanks to this incredible partnership, we will be able to reach this goal by expanding our residents' access to filtered water as well as reaffirm our commitment to driving resources into our south and west sides. I am extremely grateful for Elkay and Elevate's generosity and look forward to working with them to build a brighter, cleaner and more equitable Chicago."

City sites will have the bottle filling stations installed by the AIS union and include select parks and libraries, the Department of Family Support Services and select sites from the Chicago Housing Authority and the Mayor's Office for People with Disabilities.

"It's an honor to be able to serve the city in which Elkay was founded and contribute to a cleaner environment and healthier Chicago community for generations to come," said **Ted Hamilton**, president of Elkay Plumbing. "We're thrilled to be a part of this journey with the City of Chicago and Elevate. These installations will bring access to clean drinking water to locations that need it most, from schools to parks to youth centers and facilities."

Chicago's south and west side communities have been advocating for improved access to safe, reliable and clean drinking water for years. With the onset of COVID-19, many residents were left with even more limitations to access water from parks and other public facilities.

"There has never been a better time to provide high-quality touchless water stations bringing healthy, safe and affordable access to clean water to communities on Chicago's south and west sides," said Anne Evens, CEO of Elevate. "We're proud to partner with Elkay, the city of Chicago, and the Chicago Park District to make this possible."

The installation of Elkay's bottle filling stations began this summer and will continue to be installed in locations of need throughout the fall.



## RLS MOVING TO NEW ST. LOUIS CAMPUS

RLS, manufacturer of the Rapid Locking System line of flame-free press-to-connect fittings for HVAC and refrigeration systems, is moving into a new 80,000-square-foot multipurpose facility in St. Louis, Missouri, which will serve as its corporate headquarters and will include a state-of-the-art manufacturing plant, training center and showroom.

corporate headquarters and will include a state-of-the-art manufacturing plant, training center and showroom.

RLS will be relocating manufacturing from Shelbina, Missouri, where it has been sharing a plant with its sister company Cerro Flow Products. Both are part of the Plumbing and Refrigeration sector of Marmon Holdings, a Berkshire Hathaway company. All RLS operations are planned to be consolidated into the new building by the end of 2021.

"We're very excited to have manufacturing, office staff and training all under one roof," said **Paul Schubert**, president of RLS. "The larger, upgraded facility will significantly increase our production capacity to meet the growing demand for our products, and the new training center will allow us to regularly educate HVAC/R contractors and distributors on our patented press technology, which is easily identified by our unique double circular press and flares.

"As more and more contractors discover the many benefits of using press fittings over the traditional brazing process, they continue to choose the time-tested and field-proven technology provided by RLS. As a result, we are continuing to invest in the facilities, equipment and people needed to meet demand."

---

# BrassCraft®

## BRASSCRAFT ANNOUNCES

### ANNIVERSARY SWEEPSTAKES

BrassCraft Manufacturing Co., a manufacturer of quality rough plumbing products sold to professionals under the BrassCraft brand, announced a nationwide sweepstakes in honor of the company's 75th anniversary. The sweepstakes, open to professional plumbers and contractors in the United States, will run for 75 days, from Sept. 1 to Nov. 15, and result in 10 winners pocketing \$7,500 for a total of a \$75,000 cash giveaway.

"For 75 years, we have worked to provide leading quality solutions that embody true craftsmanship," said **Mike Roberts**, vice president of marketing and product development at BrassCraft. "We've achieved the brand and market leadership we have today because of the pros who share our commitment to quality and trust us with their name and reputation. This milestone is a reason to celebrate our brand, the pros who've gotten us here and the trade that drives us both."

Any licensed plumber, HVAC technician or contractor in the United States can enter for their chance to win the sweepstakes at [www.brasscraft.com/75th](http://www.brasscraft.com/75th). Proof of eligibility is required. No purchase is necessary. Official rules can be found on the website.

Anniversary celebrations will extend on the company's social media platforms (@BrassCraft, Facebook and Instagram) with prize giveaways and spotlights promoting tradesmen and women.

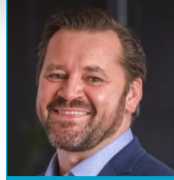
"At BrassCraft, we believe plumbing is a craft — one of the few we have left. We work hard every day to enable the craft, respect it, and put the pros who practice it at the forefront of our work every day," Roberts said. "It's our privilege and a responsibility to be trusted by pros. We want to take this moment to say thank you."

---

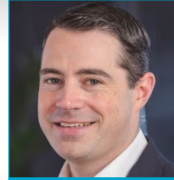
# MOVERS AND SHAKERS



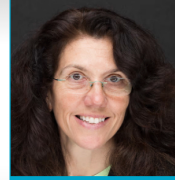
VOISINET



WALLACE



MACKRORY



EDDY

## PEOPLE NEWS

- Oatey Co. announced the promotion of **Scott Voisinet** to senior vice president, supply chain.

Voisinet has been with Oatey for more than 10 years, most recently serving as vice president, sourcing. He is a strategic supply chain and product management leader with more than two decades of significant experience, Oatey noted. Prior to joining Oatey, he worked at Matco Tools where he held a range of supply chain and product management positions.

In his new role, Voisinet will be responsible for planning, purchasing, distribution and global logistics, reporting to Chief Executive Officer **Neal Restivo**. Voisinet will partner closely with **Charles Scholl**, senior vice president, global sourcing, to optimize processes and partners across the supply chain and sourcing functions.

"Having a strong supply chain function is essential to Oatey's ability to provide outstanding service to our customers and grow our business," Restivo said. "Scott brings the proven expertise and leadership acumen we need as we continue to enhance our capabilities in this critical business function."

- **Viega announces two key hires**

Viega announced new leadership for its sales and marketing operations. **Scott Wallace** was named chief commercial officer and **Jared Mackrory** was named marketing director.

"Having the right leadership team in place is crucial for the growth and well-being of any organization," Viega CEO **Markus Brettschneider** said. "I'm pleased to have found two new members of that team in Scott and Jared. They bring a breadth of experience and knowledge that will help take Viega to the next level."

As chief commercial officer, Wallace sets the go-to-market strategy and oversees the sales and marketing departments. He brings to Viega experience across multiple industries and companies in wholesale and distribution, omnichannel and retail sales, and is experienced in data-driven sales management.

Before coming to Viega, he worked at Danone, Kellogg Co. and Procter & Gamble in a variety of sales management positions. He holds a bachelor's of science in systems engineering from the U.S. Military Academy at West Point, an MBA with global leadership concentration from the University of Texas at Dallas and a master's in organizational leadership from Gonzaga University. A former captain in the U.S. Army, he is passionate about leadership, Viega stated.

"I'm thrilled to join such a dynamic and fast-growing team. I look forward to serving our customers and leading our team to unlock accelerated growth," Wallace said.

As marketing director, Mackrory is responsible for driving marketing strategy and leading the department. He brings to Viega a variety of experience in brand management, including work in developing, launching and managing consumer products in many categories. His specialties include brand management, project management, consumer products, new product development and direct sales.

Prior to Viega, Mackrory worked in shopper marketing at Danone, as well as in multiple marketing and management positions at Kimberly-Clark. He holds an MBA in marketing and a bachelor's of science in business management.

"I'm excited to join the company that brought pressing to North America, and I look forward to making the benefits of that technology available to even more users," Mackrory said.

## Rinnai names VP of innovation

Rinnai America announced **Renee Eddy** joined the organization as its vice president of innovation.

"My passion is transforming data and technologies into cool, new products and that passion is sure to come through while at Rinnai," Eddy said. "I look forward to driving development for innovative technology, leading the team towards new idea creation and outside of the box thinking."

Most recently, Eddy was director of innovation, methods and operations at Eaton, leading up to 200 employees. During her time at Eaton, she created the innovation, methods and operations team from the ground up, developing a strong, collaborative culture within R&D across 26 divisions. Prior to her time at Eaton, Eddy developed products across a number of industries for Fortune 100 companies and customers, including residential and commercial HVAC, transport refrigeration, telecommunications and aerospace.

"Renee's diverse product knowledge in a variety of industries is invaluable for Rinnai," said **Frank Windsor**, president of Rinnai America. "Her vision and expertise will spearhead the development of technologies in new markets, aiding in Rinnai's growth strategy, as well as producing products that support our commitment to creating a healthier way of living."



CAPTION

**APR Supply Co.** donated a **Friedrich** ductless and a **Fujitsu** Halcyon ductless system to the **Pennsylvania Petroleum Association's** Middletown location to help support the organization's ongoing training efforts.

The facility on Eisenhower Blvd. in Middletown, Pennsylvania boasts Oil Heat, AC, Propane, Electrical, Transportation & Storage, Hazmat Trainings, as well as NATE certifications.

"The hands-on training is not only for our contractors and their technicians, but also for individuals looking to gain industry knowledge to enter the trade. While we're focused on growing our own training program at APR, we are also committed to help other organizations looking to invest in trade education do the same," said Jeff Thompson, vice president dealer products at APR. "It's these educational facilities that are going to give people life-sustaining jobs after school, as well as support the growing need for workers in the plumbing and HVAC trade."

APR attended the PPATEC ribbon-cutting event on Aug. 26 to help celebrate the renovation of three rooms within the facility that added donated products and systems from various industry partners, including APR. In addition, the facility recently became a privately licensed school that will be adding a 10-week class in January 2022.



#### David Weekley Homes cites Uponor for excellence

David Weekley Homes, one of the nation's largest privately held homebuilders, announced its 2021 National

Preferred Partner winners, and **Uponor North America** was one of 24 companies out of 150 to receive the honor. This is Uponor's eighth consecutive year as a David Weekley Homes National Preferred Partner.

"Congratulations to Uponor for being named a David Weekley Homes National Preferred Partner. We are so grateful to them for being a strong partner and helping us navigate the uncharted waters of this past year," said John Schiegg, vice president, supply chain, David Weekley Homes. "Our reputation has been built on providing our homebuyers with a quality product and a positive customer service experience. As a National Preferred Partner, Uponor has played a critical role in helping us acquire and maintain that reputation."

Schiegg goes on to state that while the past year presented an unexpected number of challenges for the homebuilding industry, David Weekley Homes was fortunate to have these exceptional National Preferred Partners that provided their products and services to help the company navigate obstacles and continue delivering a high-quality product to their homebuyers.

"We are honored to be receiving this recognition for the eighth year in a row," said **Carl Hines**, national builder sales manager at Uponor. "David Weekley Homes has a strong commitment to providing their homebuyers with world-class products and service. Their pursuit of excellence closely aligns with Uponor's dedication to enhancing our own customers' experiences and moving the building industry forward."

The MOEN logo is displayed in a large, bold, blue sans-serif font. The letters are spaced out, and a registered trademark symbol (®) is located at the top right of the letter 'N'. The logo is centered within a white rectangular box that has a thin blue border. This box is set against a background that transitions from light blue on the left to white in the center, and then back to light blue on the right.

#### **Moen honored by David Weekley homes**

**Moen** has been named one of the winners in the 17th annual National Preferred Partner Survey conducted by **David Weekley Homes**, one of the nation's largest privately-held home builders. The survey recognizes field and manufacturing partners that have consistently operated at world-class levels, as determined by the home builder's supplier evaluation platform, Moen explained. This comprehensive process evaluates companies in the areas of quality and customer service. David Weekley Homes presented Moen with the award for this significant achievement at a ceremony on Aug. 24.

"At Moen, we're committed to going above and beyond for our customers, always thinking about what's next to bring them the latest thoughtfully designed innovations while maintaining the highest level of quality and customer service," said **Mark Davis**, senior strategic account manager at Moen. "We are so incredibly honored that David Weekley Homes has chosen to recognize our dedication by naming Moen as a National Preferred Partner."

The National Preferred Partner Survey format was updated in 2020, with the new system featuring two questions with a 1-to-5 rating. The survey is sent to David Weekley Homes team members who are currently doing business with partners in their market. Every quarter, partners are shown their results and ranking relative to National Preferred Partners in their industry as well as the contact information for each David Weekley Homes team member who completed an evaluation for them.

The evaluation process involves a comprehensive system of feedback and discussion to measure excellence. Partners that receive the highest scores throughout the year are presented with the prestigious National Preferred Partners Award. While 140 companies were evaluated, only 12 – including Moen – were named National Preferred Partners in the manufacturing category, rising to the top of the ranks for exemplifying best-in-class support and superior products.

"Our reputation has been built on providing our homebuyers with a quality product and a positive customer service experience. As a National Preferred Partner, Moen has played a critical role in helping us acquire and maintain that reputation," said John Schiegg, vice president of supply chain services for David Weekley Homes. "Simply put, our National Preferred Partners like Moen help to make our homebuyer's dreams a reality. We are so thankful to Moen for a job well done."

**QuickDrain USA**, an **Oatey Co. company**, is now an approved vendor partner for **Luxury Products Group**. The partnership between QuickDrain and LPG provides enhanced opportunities for independent showrooms across the U.S. to offer QuickDrain's complete shower solutions, including its linear drains, WallDrain, SquareDrain, sustainable BenchSeat, decorative covers and finishes and more.

"We are excited to partner with LPG to help support its members and make QuickDrain available at some of the most exclusive showrooms across North America," said **Brian DiVincenzo**, president, wholesale and commercial at Oatey Co. "We look forward to helping LPG members deliver the unique and sophisticated bathroom experiences their customers desire through our shower systems and design capabilities."

LPG Executive Director **Jeff MacDowell** added: "As we continue to advance our mission to provide upscale luxury brands to our members, I am pleased to welcome QuickDrain to LPG. I know QuickDrain's luxurious shower solutions will be a valuable addition to LPG, and we have significant opportunity for shared growth as we move forward."

will be a valuable addition to El S, and we have significant opportunity for shared growth as we move forward.



**Caleffi North America** announced **The Socha Co.** as its representative for the state of New Mexico and El Paso County, Texas. The new rep will sell and support Caleffi's line of engineered components.

"Caleffi's values, marketing and sales strategies align with The Socha Company's vision of service and support to our customers," The Socha Company President Gary Socha said. "With Caleffi's passion around training and its innovative approach with the Coffee with Caleffi webinar series, we are excited to get in front of our engineers, distribution partners and contractors to show them why Caleffi is the product line they need to have successful projects."

**Roger Corrente**, Caleffi's director of sales added: "We are proud to add The Socha Company to the Caleffi family representing our line of products in the New Mexico market. Their group has been paving the way for hydronics and plumbing projects in the market for nearly seven decades. We look forward to expanding our reach with their deep technical expertise in a key market for Caleffi."



#### **Rheem earns home-builder honor**

**Rheem** was named a National Preferred Partner Award recipient by **David Weekley Homes**, one of the nation's largest privately-held home builders. The award recognizes field and manufacturing partners that have consistently operated at world-class levels, as determined by the home builder's supplier evaluation platform.

"Rheem is thrilled to receive recognition as a National Preferred Partner from David Weekley Homes for the second consecutive year," said **Alan Cape**, national sales manager at Rheem. "The satisfaction of our customers remains paramount and drives the innovative thinking behind every Rheem product."

"Rheem Manufacturing Company has demonstrated world-class quality and service this year. They have gone above and beyond to provide us with the solutions needed to surpass the expectations of our homebuyers. It is our honor to name Rheem as a National Preferred Partner," said **John Schiegg**, vice president of supply chain services for David Weekley Homes.







Position Available

[Click Boxes Below to Learn More](#)

**WEST COAST  
REGIONAL  
MANAGER  
WANTED**

**SUPPLYHOUSE** TRADING [SUPPLYHT.COM](http://SUPPLYHT.COM) OCTOBER 2021

[PREVIOUS PAGE](#)

[NEXT PAGE](#)





## PUBLISHING / EDITORIAL STAFF

GROUP PUBLISHER <b>Dan Ashenden</b> 847-405-4043 Fax: 248-502-9021 AshendenD@bnpmedia.com	CHIEF EDITOR <b>Natalie Forster</b> 224-201-2225 ForsterN@bnpmedia.com	CHIEF EDITOR PLUMBING & MECHANICAL <b>Nicole Krawcke</b> 248-786-1297 KrawckeN@bnpmedia.com
-------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------

BNP MEDIA PLUMBING GROUP EDITORIAL CONSULTANT <b>Mike Miazga</b> PlumbingGroup89@gmail.com	CONTRIBUTING EDITORS: <b>Dan Holohan, Bruce Merrifield, Jeff Valles, John Siegenthaler</b>
-----------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

ART DIRECTOR <b>Tammie Gizicki</b> GizickiT@bnpmedia.com	PRODUCTION MANAGER <b>Lisa Rahimpour</b> 248-786-1252 fax: 248-244-3910 RahimpourL@bnpmedia.com	EDITORIAL & ADVERTISING OFFICE: 2401 West Big Beaver Rd., Suite 700 Troy, MI 48084-3333
----------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------

## ADVERTISING / SALES STAFF

GROUP PUBLISHER <b>Dan Ashenden</b> 847-405-4043 Fax: 248-502-9021 AshendenD@bnpmedia.com	INTEGRATED MEDIA SPECIALIST MIDWEST/SOUTHEAST/CENTRAL <b>Jean Eslick</b> 248-786-1742 Fax: 248-786-1386 Eslickj@bnpmedia.com	INTEGRATED MEDIA SPECIALIST WEST <b>Elynn Fishman</b> 949-766-6780 Fax: 248-502-1041 FishmanE@bnpmedia.com
-------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------

INTEGRATED MEDIA MANAGER NORTH EAST <b>Ethan Pelham</b> 248-244-8250 Pelhame@bnpmedia.com	CLASSIFIED ADS <b>Mike O'Connor</b> 610-354-9552 OConnorM@bnpmedia.com	REPRINTS <a href="http://www.bnpmedia.com/reprints">www.bnpmedia.com/reprints</a>  SENIOR MARKETING SPECIALIST <b>Kelly McGrath</b> 248-833-7322 McGrathK@bnpmedia.com
-------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

PREVIOUS PAGE

NEXT PAGE

## CIRCULATION AND BNP MEDIA STAFF

For subscription information  
or service, please contact  
Customer Service at: 800-952-6643  
or Fax: 847-763-9538  
[supplyhousetimes@omeda.com](mailto:supplyhousetimes@omeda.com)

Audience Marketing Coordinator  
**Ashley Burton**

Integrated Media Coordinator  
**Robin Bliss**

List Rental  
Please contact your sales rep.

Single Copy Sales  
[www.supplyht.com/scs](http://www.supplyht.com/scs)



BNP Media Helps People Succeed  
in Business with Superior Information

### CORPORATE

Chief Experience Officer  
**Darrell Dal Pozzo**

Human Resources &  
Information Technology Director  
**Rita M. Foumia**

Production Director  
**Vincent M. Miconi**

Finance Director  
**Lisa L. Paulus**

Creative Director  
**Michael T. Powell**

Clear Seas Research Director  
**Beth A. Surowiec**

Chief Event Officer  
**Scott Wolters**

SUPPLY HOUSE TIMES (ISSN: Digital 1937-4445) is published 12 times annually, monthly, by BNP Media II, L.L.C., 2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084-3333. Telephone: (248) 362-3700, Fax: (248) 362-0317.

Copyright 2021, by BNP Media II, L.L.C. All rights reserved. The contents of this publication may not be reproduced in whole or in part without the consent of the publisher. The publisher is not responsible for product claims and representations.

Change of address: Send old address label along with new address to SUPPLY HOUSE TIMES, P.O. Box 2146 Skokie, IL 60076. Email: [supplyhousetimes@omeda.com](mailto:supplyhousetimes@omeda.com)





# AD INDEX

Bonomi North America	<a href="http://bonominorthamerica.com">bonominorthamerica.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ← <a href="#">CLICK HERE TO VIEW AD</a> ←
Caleffi North America	<a href="http://caleffi.com">caleffi.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Core Pipe Products	<a href="http://corepipe.com">corepipe.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Emerson Automation	<a href="http://emerson.com">emerson.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Falsken Water Systems	<a href="http://falskenwatersystems.com">falskenwatersystems.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
GE Appliances, a Haier Company	<a href="http://geappliancesairandwater.com">geappliancesairandwater.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
InSinkErator	<a href="http://insinkerator.emerson.com/en-us">insinkerator.emerson.com/en-us</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Jomar Valve	<a href="http://jomarvalve.com">jomarvalve.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Legend Valve	<a href="http://legendvalve.com">legendvalve.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Mansfield	<a href="http://mansfieldplumbing.com">mansfieldplumbing.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Rheem	<a href="http://rheem.com">rheem.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Rifeng	<a href="http://rifeng.com">rifeng.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
Rinnai	<a href="http://rinnai.us">rinnai.us</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
The Stock Market	<a href="http://the-stockmarket.com">the-stockmarket.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←
VPC Global	<a href="http://vpcglobal.com">vpcglobal.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ← <a href="#">CLICK HERE TO VIEW AD</a> ←
Wallace Eannace Assoc.	<a href="http://wallaceeannace.com">wallaceeannace.com</a>	<a href="#">CLICK HERE TO VIEW AD</a> ←

← PREVIOUS PAGE

NEXT PAGE →



## Directory Sponsors

Below are the premium listings from our B.I.G Book and Rep Locator directories. For the complete list of companies and products, please visit [www.plumbingbigbook.com](http://www.plumbingbigbook.com) and [www.locatearep.com](http://www.locatearep.com).

### B.I.G. Book

[PREVIOUS PAGE](#)

### Rep Locator

