Strength In Numbers
Getting Your Employees to Commit to Customer Service
Put An End to Payment Fraud
Creating A Coordinated Pricing Effort
Flexible HDPE Pipe Provides Plumbing Alternatives

Aquatic
Bravo Plumbing & Mechanical Supply
INSPIRED BY NEW YORK'S FIRST WHITE-WALLED SUBWAY STATIONS, CERAMIC SUBWAY TILE HAS LONG BEEN A POPULAR CHOICE FOR BATHROOMS. NOW AQUATIC OFFERS AN INNOVATIVE TAKE ON THIS DESIGN STANDARD WITH A NEW SUBWAY TILE LOOK FOR SELECT DURACORE™ FIBERGLASS-REINFORCED TUB-SHOWERS AND SHOWERS.

EXCEPTIONALLY VERSATILE

Compared to ceramic or glass subway tile, DuraCore designs from Aquatic’s Everyday Series offer greater versatility and value:

• Elegant, timeless design with ultra-bright Aquatic white finish complements both traditional and modern spaces
• No grout needed, so installation is fast and maintenance is simple
• No glazed surface finish to show scratches and filmy soap buildup
• Tub-showers feature a sleek bathing well with clean lines and a completely flat skirt

For model/size and regional availability, consult your aquatic representative.
GET INFORMED!

Our spring issue features articles from contributing writers that present insightful information on multiple topics.

Dan Hilton, Director of Government Affairs, for American Supply Association, (ASA), offers an article titled Strength in Numbers. Dan explains his role at ASA, his relationship with the US Congress and describes his efforts on current legislation such as the Affordable Care Act and LIFO Repeal. A thought-provoking article that also highlights ASA’s tools and resources related to providing wholesalers with a voice to congress. At the Equity Meeting (October 28-29, 2014, Hyatt Regency Orlando Airport), Dan will be our guest speaker, which promises to be a riveting and engaging presentation.

From our friends at the National Association of Electrical Wholesalers, (NAED), we received permission to reprint an article from their publication titled Put an End to Payment Fraud. Although written with reference to electrical wholesalers, the article provides valuable tips for any type of wholesale business to avoid payment fraud.

Jason Bader, with The Distribution Team contributes an article titled, Creating a Coordinated Pricing Effort. Jason discusses that with a strategic and coordinated approach to pricing, wholesalers can significantly improve net profits. A must read for all!

Getting Your Employees to Commit to Customer Service, an article by Bill Sims Jr., talks about shifting your work place culture from being complacent to a truly committed environment striving for excellence in customer service. In addition, Bill includes advice on developing a positive reinforcement management system that produces superior customer satisfaction.

Equity Vendor ADS, offers an article titled, Flexible HDPE Pipe Provides Plumbing Alternatives, examines new applications for HDPE pipe and provides Equity Members with direction for new business opportunities.

Making Connections & Building Relationships

Making Connections and Building Relationships
Continued on page 6
sloan performance
also comes in white

A full line of vitreous fixtures engineered and built exclusively for commercial use
Maximum performance at any flush volume
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From the leader of energy- and water-efficient commercial restroom solutions

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Watch the Touch2O Technology video at deltafaucet.com/Touch2O.

Looking forward to a great 2014 with Equity and Delta Faucet Company!

In 2014, Delta promises to deliver you our best in value, product, and support.

Let’s work together this year and See What Equity and Delta Can Do!

Tim Kritzer
an appropriate theme for the 2014 Equity Annual Meeting. Members that attended the 2013 Annual Meeting overwhelmingly agreed in the value gained by networking with fellow members and the opportunity to establish personal relationships with key vendor sales executives...making connections and building relationships.

In addition to the networking benefits, special promotional offers, “Show Specials” will be available only to those members in attendance. In addition, a $250 meeting bonus will be provided for each member company in attendance. Combining the cost savings earned on “Show Specials,” and the $250 meeting bonus will substantially reduce your expense to attend.

The 2014 Annual Meeting dates are October 28th-29th at the Hyatt Regency Orlando International Airport Hotel. Please plan to arrive on the afternoon or evening of Monday October 27th and plan your departure after 2:00 p.m. on Wednesday October 29th.

For your reference, please review the tentative schedule below, mark your calendar and save the dates:

**Monday – October 27th**
- Noon - 11:00 PM Meeting Registration
- 6:00 p.m.  
  Early Arrival Reception (Optional)

**Tuesday – October 28th**
- 6:30 a.m. - 7:45 a.m.  
  Breakfast
- 8:00 a.m. - 9:00 a.m.  
  Member Meeting
- 9:15 a.m. - 11:45 a.m.  
  Member Networking
- 11:00 a.m. - 11:30 a.m.  
  Vendor Meeting
- 11:55 a.m. - 1:15 p.m.  
  Awards Luncheon
- 1:30 p.m. - 4:45 p.m.  
  One-On-One Meetings
- 6:30 p.m.         
  Welcome Reception

**Wednesday – October 29th**
- 6:30 a.m. - 7:45 a.m.  
  Breakfast
- 8:00 a.m. - 12:00 Noon One-On-One Meetings
- Noon  
  Departure (Buffet Lunch Provided)
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AQUATIC, ANAHEIM, CA

“We take tremendous pride in craftsmanship and the fact that we manufacture everything in America, and we’re always asking how we can make our products even better.”

Aquatic was established in 2010 when Lasco Bathware and Aquatic Whirlpools – with six-and-a-half decades of combined industry experience – merged into a single company and rebranded simply as Aquatic. The new company melded Lasco’s product breadth and strength in operations and logistics with Aquatic Whirlpools’ expertise in luxury hydrotherapy to create the most comprehensive and inspirational offering in the bathware industry. As a result of the merger, distributors, builders, architects, designers, other specifiers and consumers today can tap a single source for more than 300 luxury hydrotherapy, everyday and accessible bathware products – all superbly designed and fabricated in America to provide an exceptional bathing experience.

As Aquatic’s most senior executive, Stuart Leigh, President, provides strategic vision for the company, ensures that the business anticipates and meets the needs of changing markets, and drives continual corporate growth. With more than three-and-a-half decades of experience in the building industry, Stuart has extensive expertise in operations, finance, business development and sales/marketing, particularly for companies engaged in wide scale manufacturing.

Leigh rejoined Aquatic as president in December 2013, having served as president of both Lasco Bathware and Aquatic Whirlpools from April 2005 to May 2008 (prior to the 2010 merger of both companies into Aquatic). He is highly knowledgeable about all facets of Aquatic’s business – its customer base, manufacturing processes, logistics operations, distribution channels, culture and more. Leigh also has held senior positions with several other leading plumbing and bathware companies, including RSS Manufacturing and Brasstech.

Martin Joines brings more than two decades of experience in sales, customer service and operations in the bathware business to his position as Senior Vice President of Sales for Aquatic. In everything he does, Joines puts the customer first. He is responsible for strategic planning and also directs the sales, marketing and customer service teams. He facilitates collaboration among these teams on product development and enhancement of key processes so the company consistently gives customers an unmatched experience. Prior to joining Aquatic in 1998 (what was then Lasco Bathware), Joines served in senior sales, managerial and operational roles at industry leaders, including Maax and Swirl-Way (a division of Mansfield Plumbing) where he helped drive significant sales and company growth.

Katrina Aure, Marketing Manager, heads Aquatic’s marketing function, overseeing all activities to generate industry awareness of the company’s brand, offering and competitive differentiators. Working in coordination with the sales and product management teams, Aure and her staff make sure that customers always have the strong marketing tools and support they need to maximize their sales. In her nearly 10 years with the company, Aure has performed various roles within the Aquatic marketing department. Prior to joining Aquatic in 2004, she held marketing and public relations positions in the online gaming and entertainment industries.

Aquatic has a strong culture of collaboration and commitment to innovation and excellence. “We take a team approach both internally and externally,” explains Joines. “From the production lines at our plants around the country to the executive offices in Anaheim, all employees are true partners in everything Aquatic does.”

Says Joines, “Many Aquatic employees have spent a majority of their careers with the company so across the organization, there’s deep knowledge and passion for the business. We take tremendous pride in craftsmanship and the fact that we manufacture everything in America, and we’re always asking how we can make our products even better.”

Joines explains, “We also work closely with our customers, continually soliciting their input on trends in their markets and shifting product needs, so we can provide the exact bathware with the features they need on a timely basis. At the end of the day, it’s all about ensuring that our customers are 100 percent satisfied with the scope and quality of products we offer, the completeness of our product features and on-time delivery of products in pristine condition.” Recognized as the industry leader in innovative bathware,
Aquatic affords the Equity Membership access to a vast product selection, robust marketing tools and resources, and services that set the company apart from every other bathware provider:

• With more than 300 products spanning three lines – Hydrotherapy, Everyday and Accessible, Aquatic has the largest and most comprehensive selection of tubs, showers and tub showers, serving as a one-stop bathware resource for customers. From tub showers for the secondary bathroom to luxurious, freestanding baths for the master suite to low threshold and accessible showers for those with limited mobility, Aquatic has it all.

• Aquatic continually asks customers for feedback and conducts market research on lifestyle trends. This information inspires the company’s product design and production. Aquatic’s R&D, marketing and manufacturing teams collaborate continually to develop new features, materials and systems. The result is the most durable, attractive and customizable bathware to meet the full range of customer needs at a variety of price points. Aquatic innovations that are game changers for the industry include: DuraCore™, the next generation of fiberglass-reinforced polymer (FRP); the award-winning DriftBath™ tub, (cover photo) an entirely new type of hydrotherapy system that simulates the experience of sitting in a gentle stream; and other exclusive offerings such as HotSoak™ tubs with inline water heaters and the Infinity tub’s Shiatsu feature, consisting of 12 air-sequenced jets in the backrest for a more targeted and revitalizing hydro-massage experience.

• All Aquatic products are crafted in America by American workers. Aquatic fabricates all its bathware in a nationwide network of strategically located manufacturing plants that enable the company to minimize shipping distances and order-to-delivery time. Aquatic’s craftspeople – many have been with the company for a decade or two and even longer – take a lot of pride in their work, down to the last detail on every unit.

• Aquatic has first-rate national sales support, a centralized customer service center, field service coverage and its own shipping/delivery operation. Aquatic is the only company in the bathware industry that both manufactures products and then transports them directly from the plants to customers through its own national delivery fleet of state-of-the-art, computer-equipped trucks. By handling these two key functions, Aquatic is able to provide a much higher level of service than competitors and ensure that customers receive exactly what they order, in perfect condition, on time.

• Aquatic’s management team is the most experienced and talented in the industry. The company’s senior managers have nearly a century and a half of combined experience leading global corporations with large R&D, manufacturing, distribution and service operations, including top firms in bathware and other major segments of the building market. These industry veterans are peerless in their expertise and recognized as innovators in the field.

Driven by a staunch commitment to innovation, inspirational product design and exemplary customer service, Aquatic leads the market in cutting-edge product development. In addition to DuraCore™ and DriftBath™ mentioned above, Aquatic has recently launched several notable product series.

• Minimalist tubs. The company’s newest family of gelcoat baths strikes a smart balance of high design, versatility and value. These sleek and gleaming DuraCore™ tubs offer clean lines, deep bathing wells and angled backrests. They are available as six-jet whirlpools in skirted and drop-in models. Color options include Aquatic White, the whitest
and glossiest finish available, rivaling the appearance of more expensive acrylic.

• **Subway tile showers and tub showers.** These are ideal for builders and homeowners who want the timeless, classic look of ceramic subway tile but with easy installation and low maintenance, all at an attractive cost. Since ceramic subway tile debuted in the early 1900s in New York City’s subterranean train stations, the gleaming 3”x 6” white rectangles have captured the public’s imagination and, more than a century later, remain an enduring favorite for bathrooms. Aquatic’s fresh take on this design standard retains the best traditional features while adding important 21st-century enhancements, including:

  • Clean and simple lines that complement virtually any décor, from vintage to modern and everything in between.
  
  • A sleek, ultra glossy finish that brightens any space and delivers a polished, high-end look at a competitive price – significantly less than the cost of using individual tiles.
  
  • Easier installation and maintenance than for showers and tub-shower with ceramic or glass tile walls, which require grout.
  
  • Four-layer DuraCore™ construction (exclusively from Aquatic) so these units can withstand the rigors of shipping, installation and long-term usage.

Additionally, Aquatic just consolidated and refreshed its hydrotherapy line to streamline the selection process for customers and offer more system options per model. The company has trimmed its nine hydrotherapy series into five by combining similar series and offering multiple systems across entire series wherever possible. Other improvements include modernized controls, de-cluttered designs and simplified operations for a hydrotherapy line that’s even cleaner aesthetically, easier to use, more comfortable and more luxurious. The goal: to make it easier for customers, largely trade professionals, to choose the best Aquatic products for meeting their customers’ needs.

What’s on the horizon for bathware design and what new opportunities will emerge for Equity Members?

One of the biggest, emerging market opportunities right now is multigenerational households, according to Aure. More than 51 million Americans, about one in six, now live in a multigenerational household, according to a 2011 report, “Family Matters: Multigenerational Families in a Volatile Economy,” published by Generations United. This represents an increase of more than 10 percent since the recession began. A 2012 Pew Research report showed that the share of Americans living in multigenerational households is at its highest since the 1950s.

“‘The trend has significant implications for the homebuilding industry, especially the bathware segment, and has been inspiring a lot of Aquatic’s product development and design in recent years,” says Aure. “Today’s home, particularly bathrooms, increasingly must meet the diverse needs of family members of all ages and abilities.”

That’s why at the 2014 International Builders Show this past February, Aquatic showcased something for everyone living in a house with parents, children and grandparents. In Show Village’s Fire Island house, designed for a multigenerational family, the company exhibited: the Serenity Studio 19 DriftBath™ in the master bathroom to create a luxurious owner’s retreat; a striking 6032STT DuraCore™ subway tile tub shower for a practical yet attractive children’s Jack and Jill bathroom; and, in the mother-in-law suite, the 6032APAN DuraCore™ shower pan with a low threshold and integral seat for comfort and safety.

Aquatic greatly appreciates its association with Equity Plumbing. “It helps us stay abreast of what’s trending in different markets around the country and what our customers need,” says Joines. “This allows us to be as responsive as possible on a timely basis in developing new products, improving our current offering and further refining our service.”

Joines adds, “We especially enjoyed the organization’s first annual meeting in November 2013 where Aquatic executives met face-to-face with so many members. This new forum fosters communication and collaborative relationships by allowing us to interact directly with trade professionals from the 400-plus supply houses that are members.”

More Information visit: www.aquaticbath.com
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MEMBER PROFILE

BRAVO PLUMBING & MECHANICAL SUPPLY, MIAMI, FL

“Our number one goal is to serve our customers”

Born with the idea to service the plumbing industry without restrictions to brands or product lines, Bravo Plumbing & Mechanical Supply was established in July 2010. The company’s President and founder, Barbara Garcia, explains, “We are uniquely positioned with the capability to start and finish a project no matter what specific item or name brands are required. This allows our plumbing contractors to complete any job or project with the efficiency of just dealing with one single supply house, Bravo Plumbing & Mechanical Supply.”

As a minority-woman owned business and certified as Small Business Enterprise (SBE), the company is well situated to participate on multiple contracts along with government projects. “This certification permits us to have a fair chance to compete in this competitive industry. We are proud to say that because of this, we were awarded projects including, county and state municipalities, hospital / medical clinics, universities / colleges and airports,” says Garcia.

Thriving in the fiercely competitive South Florida market, Bravo out “hustles” the larger national and regional wholesale chains due to their commitment and passion to service. “The uniqueness of Bravo is something that has been lost in most businesses: to make sure that our customers are receiving our undivided attention to their needs. From maintaining proper inventory stock levels at all times; to responding to calls for those overnight jobs when the unexpected happens,” explains Garcia “We’re still part of a group of individuals whose number one goal is to serve our customers and are very proud of our professional staff which excels in customer care and utmost service. Our trucks are ready to deliver orders immediately, wherever needed. We also take phone and fax orders so when the plumbers arrive at our counter, orders are ready for pick up, there is no waiting time at Bravo!” Summarizing, cornerstone traits at Bravo are fast service, quality products at competitive prices.

“Beyond, service we still need to remain competitive. Becoming an Equity Member has assisted us on expanding our relationship with quality and concerned Equity Vendors that are committed to helping us remain competitive in the market. The buying power which Equity offers gives us the advantage to compete against major supply houses,” states, Garcia.

Constantly seeking to enhance customer satisfaction, Bravo recently up-graded their inventory management tools, which provided the company with the ability to better anticipate customers buying needs and ensure proper stock levels. With the South Florida market improving, Bravo’s astute commitment to inventory has positioned the company to meet the increased demand. Garcia, points-out, “We see the construction industry is rising again. We’re prepared to capture new business opportunities and remain optimistic for a robust year.”

For more information please visit: www.bravopumbing.com

SPRING 2014  equityplumbing.com  13
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US Patent # 7,159,806 and Patent Pending

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FEATURED ARTICLE  STRENGTH IN NUMBERS
Written By: Dan Hilton

Associations have a number of great qualities. They provide unique training resources, market insights, and opportunities to network with industry peers. In addition, what they provide to small businesses is the ability to leverage the strength brought about by joining together with hundreds of other small businesses and standing up for what is important to them and their success. Not only do businesses in one industry (such as wholesale plumbing distribution) team up, but what is vital in Washington is for multiple employer groups (such as ASA) to work together to advance issues that would benefit each of our members. Now five years into the Obama Administration, which many say has been a bit less friendly to business than been hoped, there has been no shortage of opportunity to push back. In fact, following passage of the Affordable Care Act (ACA), groups began forming to concentrate on singular provisions in the law.

Known as coalitions, we meet regularly to advance an issue. In the case of the ACA, we are working to repeal provisions such as the Health Insurance Tax (HIT). The HIT would impose a “health insurance fee” on the fully-insured market, in which nearly 88% of small businesses participate. Projected to raise over $87 billion between 2014 – 2019 to help pay for the law, the fee would be imposed on insurance carriers, which we all know will be passed on to their customers (small business), increasing rates to the tune of an additional $500 a year per family.

How the lobbying process works is a member of Congress will introduce legislation repealing, delaying, or improving the provision in law we oppose, triggering the formation of a coalition of employer groups. We work hand-in-hand with the sponsoring representative and meet with individual offices of key members of Congress to get their support. Lobbying requires pounding the pavement and wearing out that shoe leather to get a member to sign on in support of that legislation. It is a long way to 218 co-sponsors, which traditionally is the threshold before the Speaker would even consider holding a vote on a bill.

We use strength in numbers in a couple of ways. To begin, those of us with relationships in a member of Congress’ office will work on getting the doors opened to bring a group in to meet with that member’s staff. But more commonly, we use the active presence of our association’s member-companies in the district to educate them about the importance of taking action. By being able to show the size of the footprint that that employer might have in a representative’s district or a senator’s state, we not only advance our cause, but we also advance the name recognition and reputation of the American Supply Association (ASA) and the industry we represent.

Who Represents Me?
ASA also leverages our members in other ways. We’ve all found ourselves gathered around the water cooler, counter, or warehouse complaining about something Washington is doing or, in many cases, failing to do. Through our website (www.asa.net/Advocacy) any of our members – be they the business owner, truck driver or warehouse employee – can become an E-Advocate who can contact their member of Congress. As issues heat up, we have the ability to prepare a letter and with just a few clicks of the button and our members can send a letter to their elected officials. The impact that thousands of letters sent to one elected official, especially a committee chairman, can be immeasurable. For example, LIFO repeal continually appears in tax reform drafts. Through our E-Advocacy, our members have multiple opportunities to educate their elected officials on the consequences repealing LIFO would have on their company.

Write Your Representative

The mid-term elections are coming up in a few months. ASA’s website has tools to help you through the election process. Interested to learn where to vote and when you can start to do it? (Don’t forget, almost every state allows early voting; we can tell you when that begins in your state.) Have you moved recently and need to know where to vote? Do you have a son or daughter who’s voting for the first time? We can help! By inserting your address, you can also learn who will be the ballot. We respect your right to choose your candidates, but just in case you want to know who has been helpful to our industry and who has not, we keep score. And while Congress has not been as active over the past year or so, reminding elected officials of a trade association’s scorecard can have tangible results. After all, if there is one thing you cannot run from, it’s a record.

Where can I vote?

Go to asa.net/Advocacy today and look for these icons to learn everything you want to know about your elected officials and more!

Dan Hilton is Director of Government Affairs for the American Supply Association in Washington. He previously served 11 years in various legislative staff positions in the House of Representatives.
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In a Relationship
Engaged
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It’s a business no-brainer that happy employees make happy customers. But how do you get happy employees that deliver the best possible customer service? It requires employees to move beyond simple compliance of workplace rules and becoming truly committed to the jobs they do. And moving people to commitment requires positive reinforcement in the leadership system.

Employee engagement has been identified by as a key driver of your company’s profitability and human performance. Sadly, only 15 percent of employees say they are “actively engaged” at work. So, how precisely do you shift your workplace culture from “I have to do it or I’ll be in trouble” to “I want to do it because I believe in it”? And how do you get more positive reinforcement in your management system?

If you are a leader, your success in business will depend on your ability to deliver positive reinforcement, something that is rarely used by today’s managers and leaders. And, let’s be clear, we’re not talking about steak dinners and handing out gift cards and t-shirts for lagging indicators. That’s not an example of positive reinforcement. In fact, those types of “one size fits all” reinforcement actually erode commitment and encourage non-compliance. In short, they breed mediocrity.

When we reward everyone the same, regardless of their level of effort, we are introducing a system that says it doesn’t matter how hard we all work, we’re all going to get the same thing. True positive reinforcement needs to be individualized and delivered immediately after an employee does something right. That way, the employee will be more likely to repeat those behaviors in the future. If an employee demonstrates stellar customer service work, or goes above and beyond to make a customer happy, they should be recognized for that. Yes, they are doing their job and that’s what they’re paid to do, but studies show that a paycheck is not as big a motivator as feeling like you are making a difference at work.

Bosses who think they don’t need to tell their employees they are doing a good job are not fully engaging them.

When it comes to engagement, every company has just three kinds of workers: Non-Compliant, Compliant, and Committed. Here’s what each looks like:

- Non-Compliant: “I will not follow your rules because I am convinced the only way to get high production is to take risks and shortcuts.”
- Compliant: “I will follow your rules as long as someone (a manager, a supervisor, or a peer observer) is standing there watching me. But when that person leaves, I’ll take more risks and shortcuts.”
- Committed: “I will follow the rules, when nobody is watching. This is who I am.....”

That ultimate level of employee engagement is commitment. And yet, not many employees are truly committed to the job. Why? Because the management method most bosses use is the classic “Leave Alone/Zap.”

Simply put, it means that we leave employees alone and say nothing when they do something right (giving no positive feedback), but we are quick to “Zap” (punish and negatively reinforce them) when they make a mistake. The problem with “Leave Alone/Zap” management is that it doesn’t get you to the highest level of performance, engagement and commitment. It only gets you a temporary change in behavior which lasts as long as it takes you and your big stick to leave the room.

Without positive reinforcement, you are getting less performance from your team than you could be and your workplace culture will suffer. But if you use positive reinforcement to cultivate engaged, committed employees, all aspects of their work, including customer service, will improve.

About the Author:

Bill Sims, Jr. is President of The Bill Sims Company, Inc. For nearly 30 years, Sims has created behavior-based recognition programs that have helped large and small firms to deliver positive reinforcement to inspire better performance from employees and increase bottom line profits. A sought-after speaker, he has delivered leadership workshops and keynote speeches around the globe, and has built more than 1,000 positive reinforcement systems at firms including DuPont, Siemens VDO, Coca-Cola, and Disney.

Websites: www.greenbeanbook.com; www.greenbeanleadership.com

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- Canadian
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Pricing products is one of the most sensitive activities in most distribution organizations. Many companies find themselves leaning toward convenience versus maximization when they set up pricing strategies. By choosing convenience, organizations leave a significant amount of gross margin dollars on the table. By taking a strategic, coordinated approach to end user pricing, distributors can significantly improve margins and ultimately drive net profit. In order to realize this return, you have to make an investment.

Investing in a pricing coordinator is one of the best moves I made during my distribution career. After attending a seminar in 2002, one that I now teach, I took away the concept of a pricing matrix guru. From a technology utilization perspective, most distributors use less than 15% of the capability of their distribution software package. In order to pour a little salt in the wound, we are often reminded what percentage of that package we paid for. The math doesn't work in our favor. One of the most under utilized features of any distribution software package is the pricing matrix. Sure, we dabble in the functionality and get the basics down. Sadly, this is where most companies stop. They fail to unleash the power of a strategic pricing matrix.

After coming to this realization back in the early 2000s, I recommended that we invest in a person dedicated to the coordination and maximization of pricing products. Not only would this person be charged with mastering the matrix functionality, but they would learn the principles of strategic price increases and margin improvement. In about 12 months, through the hard work of this person and several others, we realized a 2 percent increase in our average gross margin. This was more than enough to justify the existence of the position.

As I mentioned earlier, most distributors take a convenient approach to creating a pricing matrix. They limit the number of customer types to 4 or 5. Sometimes these are called tiers. Often they are based on volume or potential. Regardless, the method generally lacks any strategic thought. This is really short sighted. Even if you generally serve one type of end user, could they be broken down into subsections? I worked with a pool supply distributor a few years ago. On the first blush, one would suggest that they served a limited customer type. Upon closer examination, they sold to service contractors, residential and commercial builders, masons and retail dealers. There were several opportunities for segmentation in their customer mix. At least we could do better than: A, B, C and resale.

The real powerful segmentation comes on the product side of the matrix. Again, I have found a significant
amount of lazy thought in most pricing schemes. How many of us have created a flat discount, or mark up, across a vendor line for the same customer type? All “Level 3” customers get 25 percent off list on Superior Brand widgets. This is very common. In fact when I teach this subject, several participants tend to grin and look at the floor. It happens. We were really stressed out when we set up the system and opted for a quick approach to pricing. Here is the problem – that was seven years ago. It’s time to update our thinking.

If we look at an entire line of products, some are going to be really hot sellers and others are there to complete the offering. Ask yourself this question: What percentage of a line do your customers really know what they should be paying? The really popular items fly off the shelves and enjoy significant turns. Unfortunately, these items generally account for less than 10 percent of the SKUs in the entire line of stocked products. The remaining 90 percent live on your shelves and accumulate carrying cost. If we really want to make some money, we need to establish pricing based on the popularity of the item. This is sometimes referred to as sensitivity based pricing.

Train your new pricing matrix guru to study product movement. With guidance from sales management, the pricing matrix should allow for competitive margins on highly popular items and significant increases on slower moving product. Over time, maintenance of this scheme will require less and less management oversight. A good pricing matrix should handle 85% of your transactions.

Beyond the manipulation and maintenance of the matrix, the coordinator should be responsible for updating all incoming price increases from our suppliers. As you all know, this is no small task. I have seen more than one distributor fall behind on this procedure. When proper costs are not maintained in the system, net profit challenges occur. Purchase orders go out with the wrong pricing. This causes additional work for the payables team to straighten out. Sales people use outdated costs to generate quotes. If we do run sales through a matrix, margins will be diminished until we update the basis for pricing.

By delegating the responsibility of price updating to a central coordinator, that person can focus on the most efficient way to get the data into our system. Many distributors resort to manual keying of updates because they have not become familiar with the importing features built into most packages. It will be critical for our coordinator to drive the most efficient solution and create a standard procedure for updates.

In order to get a solid return on the investment, some companies have chosen to give the coordinator additional areas to manage. One of the most challenging tasks, with regard to pricing and costing, is the Special Pricing Agreement or SPA. While this practice is most common in the electrical distribution world, it can be found in many different vertical markets. For those of you who have not been exposed to this practice, I will give a brief overview.

There are a couple of different methods, but the most common is where the manufacturer extends a special price on items to a specific customer. Some agreements allow the distributor to replenish inventory sold to the specific customer at the discounted price. The more common method is for the distributor to buy inventory at the regular pricing structure and apply for a credit from the manufacturer when the contract items are sold to the specific customer. I have run across situations where distributors sell product below their cost and wait for the manufacturer to make them whole again. Unfortunately, some manufacturers are slow with the credit process. Because the process can be so cumbersome, credits due are not always realized by the distributor. A point person, like a pricing coordinator, could get their arms around the process and make sure that these agreements are managed properly.

Along a similar vein, managing rebates from manufacturers can be a challenge. The devil is in the details. In most situations, this can be solved with reporting. On the other hand, wouldn’t you rather have someone making sure that the company receives all the monies they are entitled to? I am not suggesting any nefarious activity on the part of suppliers, but mistakes occur. Since many companies rely on rebates to shore up their bottom line, it is incumbent upon the organization to invest in some form of oversight.

So where do you find the right candidate? I found mine in the purchasing team. This person had the right combination of technology interest, sales familiarity and diligence. One of my private clients suggested that someone with an economics background might be a good fit. Rather than just being adept with data analysis, economists look for patterns. They search for cause and effect. I couldn’t agree more.

Let’s face it, margin management is an ongoing struggle in a wholesale distributorship. We are forced to be better, stronger and faster than ever before. Technology and customer service don’t come cheap. We need to do everything in our power to insure that we maximize gross profit so that we will have the opportunity to be of service in the future. A pricing guru is a great place to start. As always, I am here to help.

About the Author:

Jason Bader is the principal of The Distribution Team, a firm that specializes in helping distributors become more profitable through strategic planning and operating efficiencies. The first 20 years of his career were spent working as a distributor executive. Today, he is a regular speaker at industry events and spends much of his time coaching distribution executives through every day challenges. For more information, call (503) 282-2333 or contact him by e-mail at Jason@Distributionteam.com. Also visit The Distribution Team’s website at www.thedistributionteam.com.
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Electrical distribution, like other industries, is plagued with loss. Despite using established procedures, businesses still end up with bad checks and fraudulent credit purchases. To help mitigate this, NAED’s Channel Advantage Partnership (CAP) Council funded research to update its 2010 Theft and Fraud Study. This article contains some of the findings from the update; the full 2013 Theft and Fraud Study and related best practices can be found at naed.org/theftandfraud.

During a recent interview, one NAED member cited an experience in which a man came into his branch and paid with a check. As part of company protocol, the sales clerk asked for ID. The man said the check belonged to his female friend outside and showed the clerk her license. The sales clerk called the female, verified the ID, and ran it through the check clearing house. Everything appeared to be legitimate, and the pair left with nearly $1,000 in merchandise.

It turned out that the check was written using the name of a woman whose driver’s license was stolen from her purse. Once her purse had been returned, she thought everything was okay. None of her checks was missing and she found no unauthorized activity on her accounts—not even the nearly $1,000 owed to the distributor. How is that possible?

An investigation showed that the purse snatcher fabricated checks using the woman’s identity but his own personal phone number. When the distributor tried to cash the check, the thieves were long gone and it appeared that the distributor was out of $1,000 in merchandise. Luckily, however, because the store clerk followed proper procedure, the check verification system provided a buffer between the distributor and the flow of cash and the distributor didn’t get zapped with a loss from the bad check.

Unfortunately, 60% of NAED members do not use check verification systems, according to the 2013 Theft and Fraud Study, and so most are leaving themselves exposed to fraud. And while it’s true that check clearing houses need to develop more rigorous methods to stop criminals, they can—and do—stop some crime. Furthermore, as illustrated in this experience, distributors that use check verification systems, along with other precautions, can be compensated when losses do occur.

Credit card fraud is another challenge in electrical distribution: 37% of those surveyed experienced credit card fraud in the past two years. Unfortunately, if a fraudster pays for products with a stolen credit card, he or she is long gone by the time the cardholder reports the charge as unauthorized and since the cardholder is not responsible for fraudulent charges, police reports are often not filed.

In this scenario and without a police report, there is no way for the distributor to recoup its money or prosecute the thieves. Furthermore, this type of crime is typically under the insurance threshold for theft, so the distributor is simply out of the product and the money.

Recognize red flags

To further insulate the company’s assets, every employee must learn to recognize red flags. Legitimate customers doing legitimate work typically follow a pattern of behavior for the work they are doing, while thieves tend to follow a pattern different from the norm as they cover their tracks. Learn the patterns. A customer that presents atypical behavior should be subject to extra background checks.

In an interview, one NAED member noted that fraudulent customers tend to place orders over the phone and then have them delivered to a location that is not a business or to a location different from the cardholder’s address. This in and of itself is not cause for alarm; however, if a customer is ordering wire or other materials that are difficult to trace, the combination raises a red flag. This puts responsibility on the seller to not only make the sale, but also make sure that he or she isn’t unintentionally participating in criminal activity.

A best practice is to follow the Payment Card Industry Data Security Standard throughout the credit payment process. This standard provides information to help merchants prevent, detect, and mitigate credit fraud. (The complete list of PCI standards can be found at pcisecuritystandards.org.)

A plan of attack

While nothing can guarantee 100% protection from payment fraud, the following approach will go a long way to counteracting it:

1. Make sure everyone knows and follows the sales process.
2. Make full use of available methods to verify payments and customers.
3. Talk to other reputable sources inside and outside the company to share ideas on ways to improve safety.
4. Become familiar with the latest best practices and communicate them to all personnel.

Spotting a fraud

According to the Fraud Bulletin, Volume 11 (dated Oct. 2, 2013, from Abagnale.com), look for the following to determine whether a check is fraudulent:

1. Most legitimate checks have at least one perforated edge.
2. The special ink used for printing the routing number, account number, check number, etc., should be flat and dull. If it looks shiny, it’s counterfeit.
3. Counterfeit numbers on a check may smear when touched with moisture from your fingertips.
4. Read and follow warning bands on the face of the check. If security features are listed, look for those features. Don’t accept the check if they are missing.
5. True watermarks can be seen by holding the check to the light. Artificial watermarks can be seen when viewed at an angle.
6. Dollar amounts or payee names that do not line up or that have a type font that is inconsistent are most likely fraudulent.

7. A check that looks like a photocopy probably is one.

8. If a name is added above or beside the original name and the check is being cashed by that second person, it may have been added fraudulently.

9. Discoloration or speckles on the face or back of the check indicate chemical “washing” to alter the information.

10. If laid lines (thin, parallel lines on the back of the check) do not line up with each other, then a “cut and paste” alteration may have occurred.

Aqila Teen is a researcher for the National Association of Electrical Distributors (NAED). She can be reached at ateen@naed.org. This article first appeared in the February 2014 issue of “tED” magazine (tedmag.com). “tED” is the official publication of the National Association of Electrical Distributors (naed.org).
What’s your relationship with ERP?

Enterprise Resource Planning (ERP) software encompasses inventory control, sales, financials, and most other areas of your business in a real-time integrated solution.

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HILLIARD, Ohio - Feb. 28, 2014 - The need today for water service, agricultural, landscape irrigation, and potable water service continues to grow with new applications, replacement of deteriorating systems and the need for cost-effective, long-life materials and products. Advanced Drainage Systems, Inc.’s line of ADS PolyFlex™ pipe made using pressure rated high-density polyethylene (HDPE) resin provides flexibility, durability and chemical resistance to meet a variety of applications. It is strong and resistant to many common causes of damage such as vibrations, surface loads and pressure surges. ADS is the world’s largest producer of corrugated HDPE pipe.

ADS PolyFlex pipe is available in available in Utility and Potable Water Service Tubing grades. Each series has incremental footage markers printed every two feet throughout each coil length and has color-coded labels by pressure rating for easy identification.

ADS PolyFlex is resistant to rot and corrosion, plus fast and easy to install which provides cost-efficiency. Available in many lengths, the flexibility allows it to be installed in any terrain or tight space. Connections can be made using copper compression, fusion welds or internal barbed fittings.

"For all projects, the durable plastic material stands the test of time," stated Tori L. Durliat, director of marketing for ADS. "And while it is light weight pipe, it has the strength and chemical resistance to withstand weather and virtually all soil conditions."

ADS PolyFlex Utility Grade Pressure Pipe is suited for agricultural, landscape irrigation, slurry pipelines and other residential and commercial projects.

ADS PolyFlex Potable Grade (IPS) Pressure Pipe is found in many of today’s water service and landscape irrigation projects. Its flexibility and durability distinguish it from the competition and make it ideal for a variety of applications. IPS products are available in 3/4 – 2’ inch diameters in coil lengths from 100 to 500 foot rolls, and in blue and black colors. Certified to meet NSF 14/61 standard, key applications include landscape and agricultural irrigation systems, residential and commercial water service, well/pump water systems and reclaimed water systems. Connections can be made using internal barbed fittings.

PolyFlex Potable Water Service Tubing (CTS) is widely used today’s potable water service market. Its flexibility and durability distinguish it from the competition and make it ideal for a variety of applications. It is available in 3/4 to 2 inch sizes in coil lengths from 100 to 500 foot rolls, and in blue and black colors. With a consistent outside diameter regardless of wall thickness or pressure rating, favored applications include residential and commercial water service, well/pump water systems, municipal service lines and farm and ranch water systems. Connections are easily made with copper compression fittings.

The CTS pipe material conforms to ASTM D3350 requirements, and the pipe is certified to meet NSF 14/61 standard

All ADS PolyFlex pipe is available in stretch-wrapped pallets. ADS provides a nationwide ability for local distribution. ADS has a global network of 58 domestic and international manufacturing plants and more than 28 distribution centers.

For additional information about ADS products, go to: www.ads-pipe.com.

Because ADS PolyFlex pipe is highly flexible, it is easy to install a new line even in tight areas. (Photo by ADS)

ADS PolyFlex pipe can be connected to copper lines using compression fittings. (Photo by ADS)

About Advanced Drainage Systems, Inc.:
Advanced Drainage Systems, Inc., (ADS) is the world’s largest producer of corrugated HDPE pipe. Founded in 1966, it serves the storm and waste water industry through a global network of 58 domestic and international manufacturing plants and 28 distribution centers. In addition to its flagship N-12® pipe, and HP Sanitary and Storm pipe, the company offers a complete line of fittings and other accessories including StormTech® stormwater chambers, Nyloplast® drainage structures, INSERTA TEE®, storm water treatment units and various geotextiles. To learn more about ADS, visit www.ads-pipe.com.

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AQUATIC

Aquatic – the world leader in innovative and inspired bathwater – announced a new group of showers and tub showers for builders and homeowners who want the timeless, classic look of ceramic subway tile but with easy installation and low maintenance, all at an attractive cost.

Aquatic’s one-piece, DuraCore™ tub-showers featuring subway tile design now are available in two sizes – 66” x 36” x 80” and 60” x 32” x 80” (in the Western United States initially). Aquatic plans to expand its subway tile offering in early 2014 with the addition of a low-threshold, 36” x 36” x 80” shower and a larger 60” x 42” x 80” tub-shower.

“We were inspired to develop these products because ceramic subway tile, which never goes out of style, has been enjoying a resurgence in recent years – this is another way to get the same great look without the expense and work required for installing and keeping up tiles and grout,” said Katrina Aure Marketing Manager, Aquatic.

“Our subway tile units are unique and will help home builders differentiate their offerings from those of competitors,” said Aure. “They also will appeal to homeowners who want a striking bathroom that’s easy to care for.”

Since ceramic subway tile debuted in the early 1900s in New York City’s subterranean train stations, the gleaming 3”x6” white rectangles have captured the public’s imagination and, more than a century later, remain an enduring favorite for bathrooms. Aquatic’s fresh take on this design standard retains the best traditional features while adding important 21st-century enhancements.

Aquatic offers the largest and most innovative selection of tubs, showers and bathware accessories. The company’s world-leading Hydrotherapy, Everyday and Accessible offerings in early 2014 with the addition of a low-threshold, 36” x 36” x 80” shower and a larger 60” x 42” x 80” tub-shower.

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Aquatic offers the largest and most innovative selection of tubs, showers and bathware accessories. The company’s world-leading Hydrotherapy, Everyday and Accessible lines include more than 300 products for virtually every need – all inspired and made in America. Based in Anaheim, California, Aquatic serves distributors, builders, plumbing professionals, architects, designers and consumers through a nationwide network of state-of-the-art facilities for manufacturing, distribution and support.

For more information, visit: http://www.aquaticbath.com.
Customers love instant hot water. Suggest an automatic SmartPlus™ circulator or a user-activated On Command™. The SmartPlus is designed for systems with a dedicated hot water return line and learns the usage patterns of the homeowner to make sure that hot water is at the faucet whenever needed. The On Command system is a small, silent circulator mounted under the most remote sink, so a dedicated return line is not required. Activated with the push of a button or optional motion sensor, hot water is delivered from the water heater in seconds.

Save energy and water. Your customers will save thousands of gallons of water a year. Both systems eliminate wasted BTUs and slash energy consumption, too. Installation is easy and no programming is necessary – so you'll save something as well – time.

Learn more! Join the FloPro Team! There's no end to the support, training, webinars, videos, classes, and friendships you'll find in the industry's most popular online community for pros like you. Sign up online. It's all free, and it's all here to help you keep America comfortable.
Plumbing

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**INDUSTRY & PRODUCT NEWS**

**XTUPLE**

Open source innovator also expands offerings for manufacturing with wireless barcode scanning for shop floor and warehouse operations. Award-winning xTuple – global leaders in supply chain management software for companies of all sizes – announced the first major product release for the New Year, xTuple 4.3.0.

Beginning with version 4.3.0, xTuple ERP is now available in a dedicated commercial package for wholesale distributors. The Distribution Edition replaces the former Standard Edition, which will be retired, and includes integration with third party catalogs and pricing services including Trade Service, as well as one-click conversion from that catalog to a sellable Item including Vendor and pricing setup.

xTuple version 4.3 also sees multiple enhancements to the Mobile Web application, a browser-based option which works with any modern Web browser and is optimized for mobile devices running on iOS, Android or Windows 8.x operating systems. Unique among ERP vendors, xTuple has committed to replicating the entire suite of functionality available in the Desktop client for the Mobile Web offering, and version 4.3 is another major step toward that promise.

xTuple Distribution Edition includes a suite of enhancements formerly found in an add-on package called xWD. These features were developed for any wholesale distributor, but specifically designed to meet the needs of the electrical, HVAC, plumbing and industrial supply marketplace.

For more information contact Stacey Pandeloglou, Stacey@xtuple.com or visit: www.xtuple.com
Oatey® Launches National Pro Plumbers Tour

Oatey Company recently kicked off its national Pro Plumbers Tour to rave reviews in Southern Florida, North Carolina, South Carolina and Louisiana.

“We are just warming up,” said Dean Field, Global VP of Sales & Marketing for Oatey SCS. “Our Pro Plumbers Tour is taking the industry by storm. It’s a unique opportunity for professional plumbers to get their hands on our latest product innovations, and also provide critical feedback on soon-to-be-released products while they are still in the prototype or final development stages.”

With tour stops planned in nearly 30 states and over 100 cities in 2014, Oatey is taking its industry leading rough plumbing products right to its best customers. Events take place at local wholesale locations, rep locations or even local plumbing schools.

“Demand has been incredible,” said Dean. “In some cases we are planning as many as three events per day. That’s how excited the plumbers and wholesalers are to host these events.”

“We have so much information we want to share with pro plumbers. Our new Hercules MEGATAPE has been a huge hit along with our True Set adjustable drain for light commercial applications. And plumbers are always eager to get their hands on our professional grade Hercules STA PUT ULTRA putty, MEGALOC thread sealant and dozens of other products. All of our industry leading brands are represented: Cherne, Dearborn Brass, Hercules and Oatey.”

Apple® technology drives the innovation both inside and outside the trailer. Five flat screen TVs broadcast instructional and safety videos, while iPad® tablets collect valuable survey data and new product ideas.

“This effort is so much more than just a sample trailer. We combine the best elements of a counter day with the resources of a tradeshow to create a one-of-a-kind, multimedia educational experience for the plumbers,” said Dean. “Plus they get to speak directly with Oatey Product Managers, Engineers and Senior Management so they know their ideas are being heard, and in many cases will be acted upon. Wholesalers have said they’ve never seen anything quite like this before. And Oatey is happy to provide the opportunity to bring together the entire value chain.”

Follow the tour online and enter contests at www.facebook.com/OateySCS or www.twitter.com/OateySCS.
Stop Floor Drain odors before they start with waterless trap seal protection. SureSeal™ is the preferred choice of Engineers, PHC Professionals, and Facility Managers across the country for quickly and easily solving odor problems associated with infrequently used floor drains. SureSeal is cost effective, simple to install, and easy to maintain; eliminating complex, time consuming, and expensive repairs when trap primers fail.

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**NIBCO**

**Ashley Martin Featured in American Supply Association Video**

NIBCO Director of Distribution and Transportation Ashley Martin is one of several young professionals recently featured in an American Supply Association (ASA) video that promotes the benefits of working in the PHCP/PVF wholesale distribution industry. As part of a new industry-wide employment campaign to attract young talent to the workforce, the ASA took action on the subject by establishing a program to help ASA members find young workers through a number of strategic avenues. One of these strategies was to create a series of videos featuring members of the ASA’s Young Executives group explaining why they chose their specific career paths. Martin and four other young executives were filmed at Supply House Times’ headquarters near Chicago, the ASA’s official Publication, and Martin was excited to participate.

“This was something ASA and our industry needed to do in order to attract and engage more young people so the industry can continue to grow and do well in the future,” Martin said.

ASA also plans to establish a career portal on their website, www.asa.net, by the end of the year as well as create opportunities for ASA members to be trained on ways to attract potential recruits. Martin said she believed that efforts to recruit young talent into the industry are important, not only as a way to spread knowledge of available careers within the industry, but also as a way to keep the industry from becoming stale.
Aquatic affords the Equity Membership access to a vast product selection, robust marketing tools and resources, and services that set the company apart from every other bathware provider:

• With more than 300 products spanning three lines – Hydrotherapy, Everyday and Accessible, Aquatic has the largest and most comprehensive selection of tubs, showers and tub showers, serving as a one-stop bathware resource for customers. From tub showers for the secondary bathroom to luxurious, freestanding baths for the master suite to low threshold and accessible showers for those with limited mobility, Aquatic has it all.

• Aquatic continually asks customers for feedback and conducts market research on lifestyle trends. This information inspires the company's product design and production. Aquatic's R&D, marketing and manufacturing teams collaborate continually to develop new features, materials and systems. The result is the most durable, attractive and customizable bathware to meet the full range of customer needs at a variety of price points. Aquatic innovations that are game changers for the industry include: DuraCore™, the next generation of fiberglass-reinforced polymer (FRP); the award-winning DriftBath™ tub, an entirely new type of hydrotherapy system that simulates the experience of sitting in a gentle stream; and other exclusive offerings such as HotSoak™ tubs with inline water heaters and the Infinity tub’s Shiatsu feature, consisting of 12 air-sequenced jets in the backrest for a more targeted and revitalizing hydro-massage experience.

• All Aquatic products are crafted in America by American workers. Aquatic fabricates all its bathware in a nationwide network of strategically located manufacturing plants that enable the company to minimize shipping distances and order-to-delivery time. Aquatic's craftspeople – many have been with the company for a decade or two and even longer – take a lot of pride in their work, down to the last detail on every unit.

• Aquatic has first-rate national sales support, a centralized customer service center, field service coverage and its own shipping/delivery operation. Aquatic is the only company in the bathware industry that both manufactures products and then transports them directly from the plants to customers through its own national delivery fleet of state-of-the-art, computer-equipped trucks. By handling these two key functions, Aquatic is able to provide a much higher level of service than competitors and ensure that customers receive exactly what they order, in perfect condition, on time.

• Aquatic's management team is the most experienced and talented in the industry. The company's senior managers have nearly a century and a half of combined experience leading global corporations with large R&D, manufacturing, distribution and service operations, including top firms in bathware and other major segments of the building market. These industry veterans are peerless in their expertise and recognized as innovators in the field.

Driven by a staunch commitment to innovation, inspirational product design and exemplary customer service, Aquatic leads the market in cutting-edge product development. In addition to DuraCore™ and DriftBath™ mentioned above, Aquatic has recently launched several notable product series.

• Minimalist tubs. The company's newest family of gelcoat baths strikes a smart balance of high design, versatility and value. These sleek and gleaming DuraCore™ tubs offer clean lines, deep bathing wells and angled backrests. They are available as six-jet whirlpools in skirted and drop-in models. Color options include Aquatic White, the whitest

An example of DuraCore construction, Aquatic’s next generation of fiberglass-reinforced polymer, providing the most durable, attractive, and customized bathware.

The 6042D MIN Soaker is an example of Aquatic’s minimalist tubs. These sleek and gleaming tubs offer clean lines, as well as the whitest and glossiest finish available.
always asking how we can make our products even better.”

“We take tremendous pride in craftsmanship and the fact that we manufacture everything in America, and we’re...
INDUSTRY & PRODUCT NEWS

RHEEM

Rheem recently welcomed U.S. Senator Richard Shelby (R-Ala.) to its Montgomery manufacturing facility as part of the senator’s statewide jobs and industry tour. On January 23, Sen. Shelby visited Rheem to tour the company’s water heating manufacturing facilities and talk about the ways federal policies impact job creation.

“We were pleased to welcome Senator Shelby to Rheem, and appreciate him taking the time to learn more about our company and our contributions to economic growth in Alabama,” said Karen Meyers, corporate director of government relations, Rheem. “Sen. Shelby is an advocate for job creation, and we appreciate his support of federal policies that foster economic growth.”

“Senator Shelby’s visit provided an important opportunity for Rheem employees to welcome and engage in dialogue with a champion for Alabama job creation in the Congress,” said Peter Reynolds, Vice President and General Manager, Rheem Water Heating Division. “We were delighted the senator visited our facility to learn more about our industry-leading manufacturing operations and to have conversations with his constituents, our dedicated employees, in a manner that will inform and support his work on vital policies in Washington.”

For more information visit: www.rheem.com

MILL-ROSE

Equity Plumbing is a proud recipient of the Blue Monster® trophy!

Presented by Gregory Miller, Vice President of Sales for Mill – Rose, announced, “On-behalf of all of us at Mill-Rose, I am pleased to present the entire Equity staff with the Blue Monster® trophy. Our growth with Equity has resulted directly from membership support of our Blue Monster product category.

"Equity has been instrumental all along in helping us promote our brand, which I am very grateful for. We are proud to be part of Equity and look forward to growing with the Equity Membership in the years ahead."
You know the difference between getting the job done and doing the job the best it can be done. It’s why you demand reliability, precision and superior results. Shurtape demands the same. So you can give every job the exceptional effort that it deserves.

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FOR THOSE WHO ARE NOT OKAY WITH GOOD ENOUGH.

See what sets us apart.
Five years ago, Delta® Faucet revolutionized the faucet industry with the introduction of Touch2O Technology, which allows you to start and stop the flow of water with a simple touch. Today, this smart, customer-preferred solution has grown to include nearly 50 styles and finishes. Watch the Touch2O Technology video at deltafaucet.com/Touch2O.

Looking forward to a great 2014 with Equity and Delta Faucet Company! In 2014, Delta promises to deliver you our best in value, product, and support. Let’s work together this year and See What Equity and Delta Can Do!

Tim Kritzer

Member Networking Sessions – Member companies share best practices, discuss industry issues and develop a network with fellow Equity Members across the country

Member — Vendor One-On-One meetings — Pre-scheduled meetings with key factory executives and a forum to discuss new business opportunities

Vendor Show Specials — Special offers, extra discounts and/or extended dating terms. Only available to attending Members.

Meeting Bonus — Each member company in attendance will earn a $250 bonus

Visit www.equityplumbing.com to register. Meeting registration opens August 2014 Save the date: October 28th-29th, Hyatt Regency Orlando International Airport.
Pipe Hogs

Quickly and accurately bores out solvent welded fittings to make repairs. Fits 1/2” drill chuck. Saves time and material. Pays for itself in one use! Available in 1-1/2”, 2”, 3”, 4” sizes and a complete kit for Schedule 40. Guides are available for Schedule 80.

Fitting Savers

Quickly and easily removes pipe from solvent welded fittings. Fits 3/8” drill chuck. Saves time and material. Pays for itself in one use! Separate savers and kits available for Schedule 40 and Schedule 80 in 1/2”, 3/4”, 1” IPS. Also available in 1/2” and 3/4” CTS.

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Submersible Effluent Pumps
• For residential or commercial sump, effluent and dewatering applications
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• Durable, cast iron construction with a powder coated epoxy finish

Submersible Sewage Pumps
• For residential or commercial effluent or sewage applications
• Available in 0.4 – 7 1/2 HP
• The non-clogging vortex impeller provides great solids-handling capacity

Grinder Pumps
• 1/2 HP, 115V grinder pump
• Tri-Slice® cutting technology provides more than 250,000 cuts per minute
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