

A TMB Publication

# ***Phc News***

**plumbing & hydronic contractor news**



***The beauty  
is in the  
hydronic  
system***

***Story on page 38***

**K/BIS  
ALL-ACCESS  
ATLANTA**

***K/BIS '09: What's hot? . . .Pgs. 28, 48***

**MULLING  
FRANCHISE  
OPTIONS?**

***Going the franchise route . . Pgs. 42, 44***



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## On the Cover

Papa Duric, lead mechanic for Foley Mechanical, Inc. of Alexandria, Va., looks over a work of art he helped create. However, this work of art is a state-of-the-art hydronic system built for a 30,000 sq-ft, luxurious new Virginia estate overlooking the Potomac River. The installation incorporates four boilers, 28 zones and 40,000 feet of PEX into a no-compromise system. Story begins on page 38.

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#### Owner

Tom M. Brown, Jr.

#### Chief Editor

John Mesenbrink

#### Managing Editor

James Schaible

#### Contributing Editors

Mary Jo Martin

Mark Bruno

Richard DiToma

Morris R. Beschloss

Paul Rohrs

Dan Holohan

Ellen Rohr

#### Production Manager

Cate C. Brown

#### Administrative Assistant

Debbie Newberg

### Editorial Offices

1838 Techny Court  
 Northbrook, IL 60062  
 Phone: 847/564-1127  
 Fax: 847/564-1264,  
 publisher@tmbpublishing.com

### Sales Offices

#### David Schulte, Publisher

Midwest, Southeast,  
 Eastern Canada

1838 Techny Court  
 Northbrook, IL 60062

847/564-1127

Fax: 847/564-1264

dave@tmbpublishing.com

#### Brad Burnside, East

1838 Techny Court  
 Northbrook, IL 60062

847/564-1127

Fax: 847/564-1264

brad@tmbpublishing.com

#### Diane Spangler, West, Texas

Diane Spangler  
 P.O. Box 9802

Fountain Valley, CA 92728

714/839-6700

Fax: 714/839-6777

diane@tmbpublishing.com

### Direct subscription

#### inquiries to:

Cynthia Lewis  
 Creative Data Services  
 519 E. Briarcliff Road  
 Bolingbrook, IL 60440  
 clewis@eds1976.com  
 630-739-0900 x203  
 Fax: 630-739-7648

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Tom M. Brown Jr., President



## RPA to host charity fundraisers

LOVELAND, COLO. — The Radiant Panel Association (RPA) is adding some fun and generosity to its upcoming REXperience conference and trade show in Utica, New York, May 27-29. Two separate charity fundraising events are planned to both entertain attendees and benefit some worthwhile charities.

On Friday, May 29, at the Valley

View Golf Club in Utica, the Inaugural Radiant Panel Association Golf Outing will be held. All of the proceeds from this event will benefit The Lowe Fund to provide scholarships and assistance to the next generation of radiant technicians.

A live auction is scheduled for Friday evening following the golf outing during the evening meal. It will be held on

the Mohawk Valley Community College campus as a part of RPA's REXperience. A sundry of donated items will be auctioned off at a lively event to the fun and amusement of everyone in attendance. Sponsors of the donated items are encouraged to be creative with their donations to enhance the enjoyment of the evening.

Proceeds from the auction will be split between a local charity, Hope House and the RPA. For info, [www.rpa-conference.com](http://www.rpa-conference.com).

## Taco earns health & safety certification

CRANSTON, R.I. — Taco, Inc. has received the SHARP (Safety & Health Achievement Program) Certification Award granted by the U.S. Department of Labor in conjunction with the Rhode Island Dept. of Health and the R.I. OSHA Consultation Program. SHARP certification is granted to companies which operate exemplary safety and health programs.

The certificate award was presented to company president and CEO John Hazen White, Jr. and assembled Taco employees on January 16, 2009.

To receive SHARP certification companies must meet specific safety and health requirements, including maintaining less than national average lost workday injury and illness rates, an in-place comprehensive safety and health program, and exemplary efforts in employee safety and health protection.



Taco president and CEO John Hazen White, Jr. (center) proudly shows the SHARP Award. At left is David Grof, Taco's Health Safety & Environmental director. To the right of White are Paul Silva and Antonio Cabral, Jr. of the R.I. Dept. of Health.

## Watts Water Technologies to address lead-free legislation

NORTH ANDOVER, MASS. — Watts Water Technologies, Inc., and its associated brands, are on the forefront of recent changes in legislation in California and Vermont, which now mandate the reduction of lead in pipes, fittings and fixtures used to convey water for drinking or cooking — taking effect January 1, 2010. In addition to

the products Watts already manufactures, which meet the new lead-free requirements, it also will make available a complete line of lead-free products for sale by mid-year 2009.

Watts Water Technologies has launched a new informational website, [www.WeAreLeadFree.net](http://www.WeAreLeadFree.net), that will provide frequent updates on what is happening around the country with lead-free legislation and requirements. This website will provide an interactive map showing the status of lead-free initiatives nationwide, downloadable catalogs and educational material. Visit the site today to see the overview video and sign up for email alerts.



## 34th Annual PHC Industry Trade Show to hit SoCal

LONG BEACH, CALIF. — The 34th Annual Plumbing-Heating-Cooling Industry Trade Show is back at the Long Beach Convention Center on Saturday, May 16, 2009.

The largest and most successful industry trade show for plumbing and HVAC professionals in the Western U.S., this is your once-a-year opportunity to meet face to face with exhibitors from all over the U.S., and around the world. Exhibitors include regional, national and international manufacturers, OEM distributors, manufacturer representatives, wholesalers and service companies. You'll see all the latest innovations, technologies and services you can use to build strong, smoother business operations. And, there will be a large selection of trucks, vans and

accessories on display.

The PHC Industry Trade Show is ideal for plumbing and HVAC contractors, journeymen, and apprentices; business owners and employees; PHC professionals and support personnel; and anyone wanting to make the most of his/her companies. It's a must-see, must-do event for all industry professionals.

The show has added exciting activities to this year's line-up. There will be "Hands-on" seminars held right on the show floor. Manufacturers will be demonstrating their products and services in one-hour segments.

There will be two raffles held at 3:30 p.m. — one for licensed contractors and one for technicians. Thousands of dollars in tools, products and services

will be given away. You must be present to win.

The New Products Pavilion will showcase the latest in new products and services in the industry.

Grow your business with high-impact educational seminars. Top professionals will help guide you through these difficult economic times. "Utility Company Rebates" is just one of the seminars that can make the difference in today's economy. Barry Maher, a nationally acclaimed speaker will help motivate you through turbulent business times.

And, Hall of Fame Cincinnati Reds baseball player, Johnny Bench, will be signing autographs at the American Water Heater booth.

Check out the entire line-up at [www.phccglaa.org/tradeshaw](http://www.phccglaa.org/tradeshaw). Pre-register today and get free admission.

## In brief

### GreenPlumbers welcomes Grundfos as founding partner

SACRAMENTO, CALIF. — GreenPlumbers, the innovative environmental training program, announced Grundfos Pumps Corp. as a founding partner. Grundfos is one of the world's largest manufacturers of pumps, providing water for homes, farms, commercial buildings and industrial uses. For more information, visit [www.grundfos.us](http://www.grundfos.us).

### Bobcat and Polaris announce strategic alliance

WEST FARGO, N.D. — Bobcat Co. and Polaris Industries Inc. of Medina, Minn., announced a long-term strategic alliance that will leverage the complementary strengths of both companies to penetrate work-related market segments globally. The alliance will include co-development of work vehicles, supply of highly differentiated work vehicles and technology sharing, with a planned launch by the second half of 2010.

### Franchisee satisfaction high for Benjamin Franklin Plumbing

SARASOTA, FLA. — Clockwork Home Services, Inc. announced that Benjamin Franklin Plumbing® is ranked among the nation's top 115 franchise opportunities for franchisee satisfaction, according to independent research conducted by Franchise Business Review. Benjamin Franklin ranked #36.

### EMCOR Group, Inc. acquires Team Mechanical, Inc.

NORWALK, CONN. — EMCOR Group, Inc., a Fortune 500 leader in mechanical and electrical construction, energy infrastructure and facilities services for a diverse range of businesses, announced that it has acquired Team Mechanical, Inc., a leading mechanical contractor and service provider headquartered in Buffalo Grove, Illinois. Terms of the transaction were not disclosed.

### Bombay Rayon, Armstrong sign agreement

CHENNAI, INDIA — Armstrong Intl. has signed a multi-year contract to operate and maintain the 4.5MW cogeneration facility for Bombay Rayon Fashions Ltd., a manufacturing facility in Bangalore, India. Under the terms of the agreement, Armstrong will be responsible for the operation and maintenance of the site's entire utility assets; manage the entire utility operating staff; and will be responsible for identifying future utility improvement opportunities.



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## Inside the trade

### What we're hearing



#### DOE addresses green collar jobs

LAS VEGAS — On Tuesday February 24, 2009, President Obama addressed the nation during a joint session of congress. The President discussed a new wave of energy efficiency programs and standards that will create new American jobs.

"We will put Americans to work making our homes and buildings more efficient so that we can save billions of dollars on our energy bills." President Obama



Conceptual installation of residential ground-source integrated heat pump.

On March 9, 2009, Bill Craddick — deputy director for the United States Department of Energy (DOE) — Department of Energy Building Technologies Research & Integration Center addressed the HVACR industry about the new programs as they pertain to the HVACR industry. Craddick discussed the future green collar economy jobs while giving his keynote address at the 2009 HVAC Excellence National HVACR Educators & Trainer Conference in Las Vegas.

Craddick began his presentation by stating the importance of skilled technical personnel in making the potential benefits of energy efficiency equipment a reality.

The President plans on investing billions of dollars into weatherization. Weatherization is the practice of modifying a building to reduce energy consumption and optimize energy efficiency.

The DOE presentation can be downloaded by visiting [www.hvacexcellence.org](http://www.hvacexcellence.org) and click on the conference banner.

## Tool Tips

### with Hackman



#### Quick change arbors

Tool Tips feature trade tips from Lee "HACKMAN" Breton, marketing services manager for LENOX, team HACKMAN event manager and car cutter extraordinaire. Every month, HACKMAN shares insight from his 25+ years in the tool industry.

Changing a hole saw arbor can sometimes be a cumbersome task — especially when trying to do it on the job. The change out can be even more frustrating if your arbor needs yet another tool to make the change. Obviously, the fewer tools you have to carry to a job, the better, so get yourself a quick change arbor to keep things simple.

Although there are many models on the market, some quick change arbors require a separate adapter that screws into the hole saw backing cap and allows the arbor to snap into the adapter. Unfortunately, on the smaller sizes ( $9/16"$  to  $13/16"$ ), the arbor is driving the hole saws by the threads.

This can make the adapter very difficult to remove. Under extreme drilling conditions, the torque required can also strip the threads. There are quick change arbors for hole saws  $1\frac{1}{4}"$  to  $6"$ , but again they require an adapter that screws into the backing cap separately before the arbor can be installed — making this a two- or three-step process. The length of the release head can also limit drilling in a tight space.

Recently, I've discovered a quick change arbor called Snap-Back. The arbor for the smaller size hole saws has patent pending side pins that drive the smaller diameter hole saws by the backing cap, not the threads. This new design eliminates the possibility of stripping the threads. There



HACKMAN fought the law, and who won??

are two Snap-Back quick change arbors for hole saw sizes  $1\frac{1}{4}"$  to  $6"$ , one with  $3/8"$  shaft and the other with  $7/16"$  shaft. All three of these new arbors are easy to engage/disengage and require no secondary tightening. They are truly designed to reduce time and frustration on the job — a definite priority for me.

If you have any questions or comments for HACKMAN, email him at [hackman@lenoxtools.com](mailto:hackman@lenoxtools.com) or visit [www.lenoxtools.com](http://www.lenoxtools.com).

## Current prices

### Fuels



Gasoline			Diesel		
Area	¢/gal.	Change	Area	¢/gal.	Change
U.S. average	204.6	↑	U.S. average	222.1	↑
East Coast	202.5	↑	East Coast	228.1	↑
New England	200.9	↑	New England	242.4	↓
Central Atlantic	203.2	↑	Central Atlantic	239.9	↑
Lower Atlantic	202.5	↑	Lower Atlantic	221.8	↑
Midwest	203.1	↑	Midwest	217.6	↑
Gulf Coast	196.9	↑	Gulf Coast	220.3	↑
Rocky Mountain	193.7	↑	Rocky Mountain	214.6	↓
West Coast	220.7	↑	West Coast	228.2	↑
California	224.8	↑	California	229.7	↑

### Metals

\*Copper \$1.84/lb. ↑ | \*\*Aluminum \$0.62/lb. ↑

Prices valid as of 3/30/09. Fuel information courtesy of the U.S. Department of Energy <http://tonto.eia.doe.gov/oog/info/gdu/gasdiesel.asp>. Arrows indicate change from previous issue. \*Copper prices according to NYMEX.com. \*\*Aluminum prices according to metalprices.com.

## Training Center

### Second quarter courses announced for Bell & Gossett's Little Red Schoolhouse

MORTON GROVE, ILL. — Bell & Gossett, a leader in education for the hydronic heating and plumbing industries, has announced its training course schedule for the spring of 2009. The free training seminars are offered at the Bell & Gossett Little Red Schoolhouse Education Center in Morton Grove, Ill., and are open to engineers, contractors and facility maintenance professionals.

Upon completion of the three-day seminars, CEU credits are awarded to graduates. The 2nd quarter

Schoolhouse seminars include:

- Design and Application Seminar (April 6-8, June 15-17)
- Modern Hydronics Adv. Seminar (April 20-22, June 1-3)
- Modern Hydronics Basic Seminar (May 4-6, June 29-July 1)
- Service and Maintenance Seminar (May 18-20)

For complete descriptions and enrollment information for the Little Red Schoolhouse educational seminars, <http://schoolhouse.itt.com>.





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**Buderus**

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## Service Roundtable offers guide to energy tax credits

FLOWER MOUND, TEXAS — The American Recovery & Reinvestment Act Of 2009 includes an energy tax credit for qualified energy efficiency improvements in a taxpayer's principal residence, including heating, air conditioning, and water heating equipment. A contractor guide to the program, prepared by Michael Bohinc, CPA of Keeping Score, Inc., is available free at the Service Roundtable.

"It can be a little confusing and overwhelming to wade through the legislation," said Bohinc, "So I put together a brief explanation and chart to help contractors who need the information, but are too busy to dig

through hundreds of pages. I felt the Service Roundtable was the best, most accessible place to disseminate the document to the industry."

"Mike did the industry a great service," said Service Roundtable CEO Matt Michel. "Different groups have the information available to their members, but no one made it available to all contractors like Mike has done. As taxpayers, all of us are paying for the tax credits so it shouldn't be difficult for industry practitioners to learn what's in the bill that affects their businesses."

The stimulus plan includes tax credits for 30% of the taxpayer's cost for qualified improvements, up to \$1,500.

Michel encouraged contractors to act fast, noting that insulation, door & window, and roofing contractors are all competing for the same tax credits. Once the tax credit is used, it's gone for good.

Contractors can download Mike Bohinc's report by visiting [www.ServiceRoundtable.com](http://www.ServiceRoundtable.com) and clicking on "Free Stuff." Members of the Service Roundtable can also access a host of marketing, public relations, and sales support material designed around the provisions of the energy tax credits.

Founded by a group of leading contractors in 2002, the Roundtable is one of the nation's largest contractor business alliances.

For more info about the Service Roundtable visit the company's website at [www.ServiceRoundtable.com](http://www.ServiceRoundtable.com).

### NTI, Inc. names Hydronic Systems, Inc. new rep agency

DENVER — NY Thermal, Inc., a manufacturer of hydronic heating equipment and furnaces, announced that Hydronic Systems, Inc. has accepted the role of sales representative for NTI, Inc. product lines in the territory of Colorado.

Hydronic Systems, Inc. (HSI) is a manufacturer's representative company selling hydronic equipment and the related supporting equipment through wholesale distribution, plan and spec bid work and design/build contractors. Each principal brings more than 20 years of hydronic experience to the market. HSI was incorporated in June of 2000.

## Geothermal heating & cooling technology poised to support economic recovery

WASHINGTON — The federal economic stimulus package is intended to create and save 3.6 million jobs and jump-start the economy with economic recovery tax cuts and targeted investments. In addition to putting money back in the pockets of consumers and businesses, the package also includes provisions that will help achieve long-term goals, such as improving energy efficiency in both the public and private sectors.

Among those provisions, the plan calls for a disbursement of \$6.9 billion to state and local governments for energy efficiency upgrades and the reduction of carbon emissions, which amounts to an average of \$100 million to each state. By investing a portion of this \$100 million in rebates or low interest loans to homeowners who replace their old fossil fuel or electric furnaces with geothermal heat pumps, the country would definitely make progress toward the goals of the stimulus package. States that have invested in similar programs were able to create hundreds of "green collar jobs" while significantly increasing energy efficiency and reducing carbon emissions.

**Green Jobs.** An additional state \$2,000 rebate on the purchase of a geothermal heat pump — or the availability of low interest loans — could generate an additional 200 heat pump sales every month in a typical state, or 2,400 geothermal heat pump unit sales at the end of the first year. Furthermore, every 18 heat pump installations can create one new job. By the end of the first year that means 133 new green collar jobs can be created (2,400 units divided by 18 installations per job). At \$2,000 per unit, the total cost of a job creation/energy

efficiency rebate program would be \$4.8 million over the course of a year.

Every geothermal heat pump requires 24 hours of manufacturing labor and 32 hours of installation labor. Small businesses involved in the installation include heating and air-conditioning contractors, electricians, plumbers and drilling machine operators. These businesses have the capacity and technical skills to begin installing green geothermal technology in more homes immediately.

**Reduced Carbon Footprint.** In addition to creating jobs, a rebate program and the ensuing installation of geothermal heat pumps would cut an average four metric tons of carbon emissions per year per unit, due to the high energy efficiency of geothermal heat pump technology. This means that for the average unit life of 24.4 years, 97.6 metric tons of emissions could be eliminated over the lifetime of each unit, and 234,240 tons over the lifetime of every 2,400 units sold through a state rebate program.

A recent paper published by Oak Ridge National Laboratory estimated that aggressive deployment of geothermal heat pumps could achieve 35 to 40% of a recommended carbon reduction path for the U.S. building sector.

**Economic Recovery.** The stimulus package funding is critical to a U.S. heating and air-conditioning industry that has been hit hard by the recession. The collapse of the residential new construction market and the lack of consumer financing have slammed the industry over the past two years, and heating system sales were down to levels not seen since 1970.

Geothermal heat pumps are built by manufacturers in the United States at domestic plants in nine states.

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### Sloan Valve Co. appoints director, international business

FRANKLIN PARK, ILL. — Sloan Valve Company announced the appointment of Ted Garcia as director, International Business. Garcia will manage all international market development and direct a worldwide network of sales representatives. The announcement was made by John Aykroyd, vice president of Business Development.



Garcia

### Bradley names regional sales manager

MENOMONEE FALLS, WIS. — Bradley Corp. announced the appointment of Steve Henry as the company's new Western regional sales manager for Division 10 products.



Henry

Henry has worked at Bradley for six years in its Strategic Accounts Group and brings product knowledge and sales expertise to the traditional side of Bradley's business.

### HTP announces sales; operations posts

EAST FREETOWN, MASS. — Heat Transfer Products (HTP) president Dave Martin announced two key appointments to the company's executive management team. Todd Romig, head of HTP operations since December 2007, has been appointed vice president of sales and marketing, while Jon Lyons has succeeded him as vice president of operations.



Lyons

### Stiebel Eltron announces regional sales manager appointments

WEST HATFIELD, MASS. — Doug Belden recently was named Western regional sales manager for Stiebel Eltron. Belden was formerly with Ferguson Enterprises and has over 15 years experience in the plumbing/HVAC mechanical arena.



Belden

Glenn Issac is the Eastern regional sales manager for Stiebel Eltron. He was formerly with Bosch as national account manager and Eastern regional sales manager, and has over 20 years of tankless water heater experience.

### Rinnai Corp. announces appointments; sales group reorganization

PEACHTREE CITY, GA. — Rinnai Corporation, a gas appliance manufacturer and tankless water heater manufacturer, announced the completion of an internal reorganization within its sales division. Under the new structure, sales management responsibilities fall under three product groups (heating, water heating and hearth) and five regional areas.

Appointed by general manager Phil Weeks, three existing managers have been tabbed to lead Rinnai's reorganized areas as area managers: Taylor Shaw, former Southern California branch manager; Garry Porter, former Florida branch manager; and Rod Travis former Texas branch manager. Rounding out this group is newly hired Northeast regional sales manager Gary John. All report to Paul Sellers, who has been promoted to director of sales.

Kirk Morrow, in his new role as director of business development, will oversee the expanded heating products and commercial groups, as well as Rinnai's restructured residential group and its newly hired Eastern sales manager-residential business development, Buddy Lamana. Heading the hearth products division will be Charles Collison. Ron Hunter will continue to oversee the entire sales and marketing team as vice president of sales and marketing.

### B & I Contractors names plumbing manager

FORT MYERS, FLA. — B & I Contractors promotes Joseph F. Hubner to plumbing department manager. Hubner is a third-generation journeyman plumbing contractor with 24 years of plumbing experience in both residential & commercial markets. Hubner has been with B & I since 2005 as a plumbing project manager. He holds licenses and certifications: NYC Master Plumber License; FL Plumbing License; Florida Certified Plumbing Contractor; Green Plumber; Medical-Gas certification; and backflow prevention.

### Mr. Rooter promotes manager; hires franchise consultant

WACO, TEXAS — The Mr. Rooter Corporation announced the promotion of Beth Dobkin to manager of technical services and the addition of Bobbi Sullivan to its franchise consultant team.

A 25-year veteran of the plumbing industry, Dobkin joined Mr. Rooter as a franchise systems manager in 2005. In her new role, Dobkin is responsible for training and development, technical and franchisee support as well as vendor relations.

# Join The Green Scene



## New WatcoFlex™ Bath Waste ...installs faster/easier

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## Mestek names regional manager

WESTFIELD, MASS. — Mestek, Inc. announced that John Looes has been appointed Mid-Atlantic regional sales manager for distributor products. In his new position, Looes will oversee the company's sales efforts for Hydrotherm, RBI, Smith, Ray, Sterling and Beacon Morris. Looes rejoins Mestek following eight years of experience with a manufacturer's rep organization.



Looes

and was promoted to a variety of positions in the Florida market, including outside sales associate, branch manager and sales manager. "I look forward to helping continue the success Evansville has enjoyed over the last few years," said Peelver.



Peelver

## Ferguson names general manager

NEWPORT NEWS, VA. — Brian Peelver was recently promoted to general manager for the Evansville, Ind. Ferguson branch. Peelver began his career with Ferguson in 1999 as a management trainee in Naples, Fla.,

## Rotobrush hires industry veteran

GRAPEVINE, TEXAS — Rotobrush International LLC, a leader in indoor air quality and energy efficiency solutions, announced the addition of Clint Harris, a 13-year Lennox veteran, as its vice president of business services, responsible for building the business coaching and business services areas of the business.

## O'Dowd Plumbing unveils hydronics showroom

SAN BRUNO, CALIF. — O'Dowd Plumbing announced the grand opening of its one-of-a-kind, hands-on hydronics heating showroom. The company hosted a San Bruno Chamber of Commerce mixer at its facilities with San Bruno Mayor, Larry Franzella, officiating at the ribbon-cutting ceremony.

The hydronics showroom features working models of hydronic heating systems, including various radiant in-floor and under-floor options.

Visitors can see how the system works and feel how the heat radiates through various flooring materials, including tile, hardwood, concrete and carpet. The showroom also features other hydronic equipment and applications, including panel radiators and a towel warmer.

The showroom is unique in that it

offers visitors both a visual and hands-on experience to help understand how this increasingly popular, and green, technology works.

For over 35 years, O'Dowd Plumbing has offered excellent service and quality products for design and installation of both hydronic heating and plumbing systems.

O'Dowd Plumbing was established in 1973, in Europe, then relocated to the Bay Area in 1986 and began service locally.

Over the past several years, all members of the O'Dowd family working in the field have earned the title — accredited GreenPlumbers®.

Those interested in visiting the showroom should call O'Dowd Plumbing at 650/952-6578 for an appointment or visit [www.odowdplumbing.com](http://www.odowdplumbing.com).

## SANIFLO Macerator The original plumbing solution



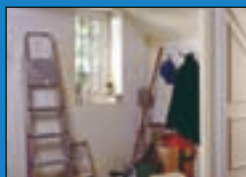
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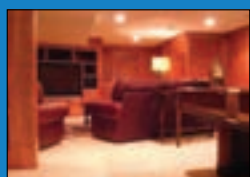
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## Energy, education get top billing at NAOHSM

HERSHEY, PA. — This year's National Association of Oilheating Service Managers (NAOHSM) show — held on May 17-21 in Hershey, Pa., — will cover topics such as the stimulus package, energy and education.

On Monday, May 18, management professionals can take a Manual J Software class. The morning will be geared toward those that have an understanding of basic load calculations — those considering purchasing software or those who understand the capabilities this type of software has to

offer. The afternoon session has been designed to help those that already own the software become more proficient with it. Also in the afternoon, sit in on an outdoor reset roundtable session.

Tuesday & Wednesday — You pick. There will be classes that focus on saving energy for our customers, updates on bioheat, geothermal, chimneys, new and emerging technologies for the oil heat industry, solar, ECM motors, and more. To get an idea of the classes you'd like to attend, visit our convention page

[http://www.naoahsm.org/trade\\_show.cfm](http://www.naoahsm.org/trade_show.cfm). There you will find photos of the presenters along with outlines of the class. While you are there, also register yourself and your staff. As an added bonus, most classes earn NORA and NATE CEUS, and all classes are free thanks to our many sponsors of education.

And for those that want to kick back and enjoy a Travelogue of heating 'round the world — join Dan Holohan on Wednesday at 9:00 a.m.

For details, visit [www.naoahsm.org](http://www.naoahsm.org).

## Free GreenPlumbers seminar offered at PA-PHCC & NJ-PHCC trade show

HARRISBURG, PA. — The highly-acclaimed GreenPlumbers® series of environmental courses will be highlighted at the 6th Annual Pennsylvania and New Jersey PHCC one-day trade show. The venue this year is the Split Rock Resort and Conference Center, on Lake Harmony, Pennsylvania. The

one-day trade show is scheduled from Noon until 4:00 p.m. on May 15, 2009.

Certified GreenPlumbers instructor Patrick Scheper will conduct the seminar from 9:00 a.m. until 11:00 a.m., and also will be available at the booth, in the Galleria Exhibit Hall, to answer questions and provide additional

information about the innovative GreenPlumbers® program.

Patrick Scheper, and his wife Sue have completed all five Green Plumbers USA workshops and are actively taking their company green. In addition to being a Certified Instructor, Pat is licensed with Green Plumbers USA and he is a member of the Maryland PHCC. For more info, [www.paphcc.com](http://www.paphcc.com).

## Liberty Pumps: Proudly growing in America

BERGEN, N.Y. — With bad news afflicting so much of America's manufacturing sector, there are still some bright spots coming right here, from the U.S. plumbing industry. Liberty Pumps, based in rural upstate New York, is expanding amid the current economic downturn. It recently held an open house celebrating its new building expansion — one that more than doubled its current size. The additional space provides added manufacturing areas for new products, increased warehouse space and a significant upgrade and expansion of the engineering area used in product development.

Liberty Pumps has a history of innovation and aggressive product development. The company produces such trademark names as the SumpJet®, SumpBox®, Omnivore® Grinder, V-Slice® cutter technology, PRO-Series™ ejectors and QuickTree® float technology. Recent additions to the product line include larger FL-Series effluent pumps and the newly released LEH-Series sewage pumps.

With a proud heritage of being an independent, family-owned business, Liberty takes its service levels seriously. A live voice answers the phone instead of an automated system, orders are shipped in 24 to 48 hours and custom EPS job quotes are provided the same day. Its lean manufacturing environment reduces costs - keeping Liberty competitive and allowing resources to be put into value-added areas of the company. "Material flow and efficiency are key to streamlining

the manufacturing process. These efficiencies directly impact our customers — both in helping to reduce the cost of our products and to assure



The building expansion allows Liberty added manufacturing areas for new products, increased warehouse space and expansion of the engineering area.

## LENOX kicks off HACKMAN World Tour

EAST LONGMEADOW, MASS. — LENOX, a manufacturer of premium power tool accessories, hand tools, torches, solder and band saw blades, announces the 2009 HACKMAN World Tour. Lee "HACKMAN" Breton is hitting the road to spread the word about the new LENOX T2 Blade Technology™ on reciprocating saw blades and hacksaw blades.

Throughout 2009, HACKMAN will be traveling the globe making stops all around the US, South America, Europe, Asia and Canada. At each stop along the way, he will demon-

strate the extreme strength of the LENOX T2 Technology with a trademark vehicle cut appropriate for each location, including a double-decker bus in the UK, a Zamboni in Canada, and a Jeepney in the Philippines.

In support of the tour, LENOX is launching [cutsomething.com](http://cutsomething.com). The site takes you on a virtual tour of the LENOX factory where you can learn about the new LENOX T2 Technology through videos, demos and sampling. The site also allows you to follow HACKMAN around the world as he sets out on the HACKMAN World Tour.

### In brief

#### Uponor opens sustainable distribution center

LAKEVILLE, MINN. — Uponor, provider of radiant floor heating and cooling, plumbing and fire safety systems, recently opened its new 285,000-square-foot distribution center.

The new building, which houses Uponor's primary North American distri-



bution operations, is applying for LEED® certification and features many sustainable building solutions, including Uponor's own radiant floor heating and cooling in the office areas, as well as snow and ice melting in the sidewalks and dock ramps.

#### T&S Brass U.S. facility converts to Eco Brass

TRAVELERS REST, S.C. — T&S Brass, a manufacturer of plumbing and foodservice equipment, announces that its U.S. facility has converted to Eco Brass (lead-free) alloy. Effective January 1, 2010, products manufactured from the U.S. facility will meet new lead reduction legislation set forth by California Assembly Bill 1953 (AB1953).

#### UL participating in studies to establish testing requirements

NORTHBROOK, ILL. — Underwriters Laboratories (UL) announced that it will establish its testing protocols for low-level lead compliance with California Assembly Bill 1953 (AB 1953) based on the results of the round-robin study currently being conducted to validate the testing protocol for inclusion in Annex G of ANSI/NSF Standard 61.

UL has been actively engaged with both the State of California and the industry to determine what protocols, including Annex G, will be accepted by the State. UL is an active member of the ANSI/NSF Standard 61 Lead Task Group that developed Annex G. Completion of the round-robin study is anticipated in the next two to three months.

#### PSI celebrates 10 years

ST. LOUIS — Plumbers' Success International (PSI), an organization devoted to providing residential plumbing contractors with the proven management systems, turnkey marketing, training, and buying clout that leads to freedom of time, market dominance and financial independence, recently celebrated 10 years in the industry.



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DRAIN MAINTENANCE

POWER TOOLS

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## QSC Power Meeting fosters learning opportunities

DAYTONA BEACH, FLA. — Opportunities do exist in bad economic cycles, members of Quality Services Contractors (QSC) learned at a March 18-21 Power Meeting. A wide range of experts urged QSC to take the time in down economic times to prepare for the upturn. Whether it's practicing smart marketing, undertaking strong sales efforts or considering new forms of business technology, now is the perfect time to get ready for better times.

Many more timely business management tips were exchanged during the meeting, themed "Lean Business Practices: Operating Efficiently &

Maximizing Profits." Also, \$10,000 was raised for Challenge Air for Kids and Friends ([www.challengeair.com](http://www.challengeair.com)), the 6th year QSC has raised funds for the not-for-profit organization that offers motivational, inspirational and life-changing experiences to physically challenged children and youth through aviation.

Other highlights of the meeting:

- David Singleton, David R. Singleton Inc., Manchester, Mass., was elected QSC Chair. Doug Santoro, General Plumbing Inc., West Palm Beach, Fla., was elected vice chair.

- Roger Fouche, Schaal Heating &

Cooling, Inc., Des Moines, Iowa, and Tina Hedrick, Ray A. Shaffer Inc., Schwenksville, Pa., were elected to the QSC Board of Trustees.

- Roger Fouche, Schaal Heating & Cooling, Inc., Des Moines, Iowa, was named 2008 Contractor of the Year.

- Brian Williams, Ashton Service Group, Vancouver, BC, was named 2008 Humanitarian of the Year.

- Keith Bienvenu, Bienvenu Brothers Enterprises, Metairie, La., received the QSC Founders' Award.

The next QSC Power Meeting will be July 16-18 in Colorado Springs, Colo. For more info, visit [www.qsc-phcc.org](http://www.qsc-phcc.org).

## Bell & Gossett lends hand on 'This Old House'

MORTON GROVE, ILL. — ITT and its long-time representative, Wallace Eannace Associates of Long Island, N.Y., recently provided both Bell Gossett hydronic heating pumps and accessories and McDonnell Miller boiler controls to the Emmy-winning PBS home improvement series, "This Old House." The products were used in the renovation of a Brooklyn brownstone, the first-ever New York City project in the show's 30-year history. The 1904 Renaissance Revival townhouse was a former rooming house that will be transformed into a three-family home.

A total of 15 different hydronic

heating products, including Bell Gossett 3-Speed NRF® wet rotor circulators and McDonnell Miller's RB-122 low water cutoffs, were donated to the This Old House New York City project by ITT and Wallace Eannace. Other ITT products donated included Bell Gossett Check-Trol® isolation valves, Circuit Setter® balancing valves, expansion tanks, reducing valves, differential bypass valves, an EAS® enhanced air separator and a PSH primary/secondary header.

Randy and Erik Gitli of Aladdin Plumbing Heating of Brooklyn, N.Y. installed the heating system.

## Travelers Risk Control launches TravSources

SAINT PAUL — Travelers has launched an enhanced Risk Control Web site ([www.travelers.com/riskcontrol](http://www.travelers.com/riskcontrol)) offering customers and agents easier access

to industry-specific risk management tools for the construction industry. The site features additional Web-based Industry TravSources<sup>SM</sup> and improved

search functionality.

Travelers is offering customers and agents Construction TravSources, a collection of safety and risk management resources dedicated to help contractors meet today's risk management and safety challenges. Customers can access resources on contracts/contractual risk transfer, OSHA 1926 safety and associated training topics, fleet safety for both non-regulated and regulated fleets and building green. With the availability of TravSources, customers and agents will now be able to take advantage of helpful risk management guides, sample safety programs and training that can help reduce exposures and potential loss.

The Travelers Companies, Inc. is a leading property casualty insurer selling primarily through independent agents and brokers. Travelers understands that life and business are inherently dynamic and to serve customers best is to deliver insurance in-synch with evolving risks. The company's diverse business lines offer its global customers a wide range of coverage in the auto, home and business settings.

To access the new features, visit [travelers.com/riskcontrol](http://travelers.com/riskcontrol) and log in to the Risk Control Customer Portal.

## Get ready for stainless steel scratch repair training

CARLSBAD, CALIF. — Ron Ford and Barry Feinman have teamed up to bring the now proven and industry standard process for repairing stainless steel to the world with the goal of training and certifying thousands of technicians, small business owners and service providers in the Scratch-B-Gone Stainless steel restoration system.

The Scratch-B-Gone system has been available as a product for a few years and has achieved significant recognition and acceptance by the majority appliance manufacturers. "We recommend using Scratch-B-Gone, a product that over the last six months has shown a tremendous response from our customers," said Mark Bledsoe, technical services manager at BSH Home Appliances Corporation. "We've had customers call us back to thank us for the recommendation, and genuinely appreciate that we provided a simple and

effective solution for scratch removal verses replacing an expensive part."

The Institute of Applied Restoration Technology, Inc. (IART) was launched in late 2008 to bring innovative surface restoration technologies, like Scratch-B-Gone, to commercial, institutional and residential consumers by training and certifying a worldwide network of



technicians in the art and science of surface restoration. IART's courses and certification programs are available at [www.iartpros.com](http://www.iartpros.com).

## In brief

### 2009 UPC & UMC designated as American National Standards

ONTARIO, CALIF. — The American National Standards Institute (ANSI) announced the 2009 editions of the Uniform Plumbing Code (UPC®) and Uniform Mechanical Code (UMC®), developed by IAPMO using an ANSI-accredited consensus process and released on



March 1, have been awarded designation as American National Standards. This marks the third time the UPC and UMC have earned the designation.

ANSI accreditation signifies that the procedures used by standards setting organizations such as IAPMO meet the Institute's requirements for openness, balance, consensus and due process. This process brings together volunteers representing a variety of viewpoints and interests to achieve consensus on plumbing and mechanical practices. The UPC and UMC are the only plumbing and mechanical codes of practice to be named American National Standards.

### Ferguson receives McElroy President's Award

NEWPORT NEWS, VA. — Ferguson, a leading distributor of industrial pipe, valves and fittings, recently received the President's Award from McElroy, a world leader in pipe fusion equipment. The 2008 custom Waterford vase was awarded for outstanding achievement in the high density polyethylene (HDPE) industry. The award was unveiled last month during a ceremony at Ferguson's headquarters.

### Kohler named 'associate of the year' by surface fabricators group

KOHLER, WIS. — Kohler Co., a global leader in kitchen and bath design and technology, recently received the Associate of the Year Award, presented by the International Surface Fabricators Association (ISFA) for its support of the kitchen countertop industry. The 2009 ISFA Associate of the Year award was presented to Kohler Co. for its strong support of the decorative surfacing industry, as well as proactive efforts to promote the interests of ISFA fabricators.





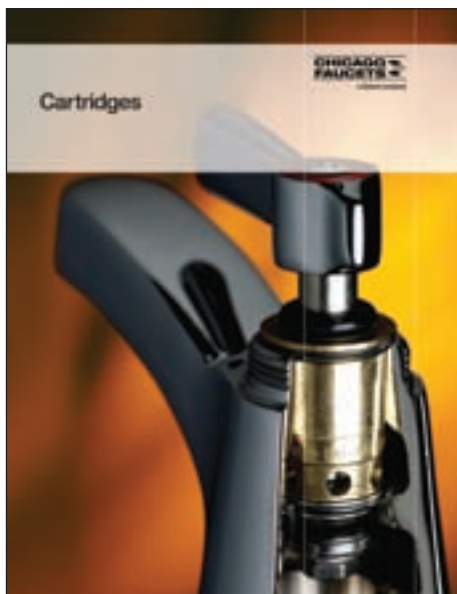
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### Chicago Faucets Metering Faucets

Metering faucets prevent faucet run-on while providing added safety and ease of operation. Available in both mixing and non-mixing designs, Chicago Faucets durable metering faucets and the adjustable MVP™ cartridge, allow you to control the run-time of water flow, for conservation savings you can count on. Chicago Faucets metering faucets can also help earn water efficiency credits toward LEED® certification.

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### Cartridge Brochure Tells the Inside Story

Chicago Faucets has developed a cartridge brochure designed to tell the story of the heart of our faucets. An overview of cartridge categories, complemented by a listing of Chicago Faucets most popular cartridges, is included. While there are imitations, there is no substitute for the quality of a genuine Chicago Faucets Cartridge.

Circle 36 on Reader Reply Card

### ECAST™ Products from Chicago Faucets



ECAST, from Chicago Faucets, is the line of durable, high-quality brass faucets that are designed and manufactured with less than one quarter of one percent (0.25%) total lead content by weighted average. These products are intended for installation where state laws and local codes mandate lead content levels or where lead content is a concern. Visit [ecast.chicagofaucets.com](http://ecast.chicagofaucets.com) for more information.

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### Conservation & Sustainability

Chicago Faucets commitment to water conservation and sustainability is highlighted. The brochure focuses on Chicago Faucets' extensive product offering of components and fixtures designed to assist in maximizing water conservation. Selecting low-consumption, energy saving Chicago Faucet products as new or replacement fittings can help earn green building rating points toward a facility's LEED certification.

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### Lasts as long as the building™

Since 1901, our goal has been to provide the highest quality commercial faucets available. This commitment to quality is why many of our products, installed decades ago, continue to function as well as they did the day they were installed - truly lasting as long as the building.

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For a free Chicago Faucets' catalog CD presenting our entire line, call 800/323-5060 or circle the number below on the reader service card.

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BY DAN HOLOHAN,  
contributing writer

It was my tenth visit to the world's largest heating show, and it never disappoints.

## *Balance the now with possibilities*

# All roads lead to Ausfahrt

The Main River (and the Germans pronounce that “Mine”) cuts the business city of Frankfurt in half, leaving the skyscrapers (some of which have radiant-cooling systems) on one side, and the museums and winding streets on the other. I’ve been walking along the Main since 1991 and have come to know the area well enough so that when I go into a particular bar in the old section of Römer, the barmaid and some of the guys on the stools know my name. For me, it’s Cheers, but with much better beer.

I was in Frankfurt last month for the ISH fair. It was my tenth visit to the world’s largest heating show, and it never disappoints. Once again, it was as large as the Fourth of July, and just as spectacular. The Viessmann booth, which I thought the “Best of Show,” was a total sensory experience. They had a corner space this time and it was about the size of a football field. They were using the long wall as the screen for a series of enormous projectors that were constantly changing the images, some of which appeared to be 3-D. I couldn’t take my eyes off of it and I can’t begin to imagine what this must have cost. Within the booth, there was soft lighting and deep bass lines of music, such as you’d hear in a spa. It put me into this calm, contemplative space, which is what, I’m sure, the Viessmann people intended. And they organized their enormous space according to the interests of the visitor. Oil over here; gas over there; biomass in this corner, and so on. It was a catalog come to life. They had a restaurant in the booth, of course. It wouldn’t be ISH without the beer and the sausages. What recession?

When I first visited the ISH in ’91 and ’93, I came back and wrote about how our entire American world of heating was about to change, and how these folks in Europe were so far ahead of us. I was enthralled. I sat back and waited for the instant change, but not much happened right away.

I went back to the ISH in ’95 and returned, saying the same thing, and I waited. Not much happened. In ’97, I started to approach the show in a different way. I figured out how to learn a lot in a short time by talking to the right people. Then I spent less time at the show, and a lot more time wandering the city of Frankfurt, and the cities near Frankfurt. I also began to travel to other countries in Europe, and as I rode the rails and the busses, and as I moped through the winding streets of the neighborhoods, I watched everything, and I talked to the locals. Some speak English; others don’t. That was okay. I get by because I’m a friendly guy, and I’m interested in them. People respond to that.

You have to walk away from that show because it’s blinding. You have to get out into the streets and see what’s going on. You have to find the balance point between what’s possible and what’s actually happening right now. And that’s why they know my name in that bar. I ask good questions, and I listen to the answers.

March 14 was a Saturday and I was wandering along the museum side of the Main River, where the locals have this big flea market on the street. They do this every Saturday and I’ve wandered it a bunch of times over the years. Most of the vendors just lay their wares right on the street, and here you’ll find junk and a few treasures. It’s a big human stew, thick with people, and everyone was looking for bargains. We moved as if all our legs were chained together. It

reminded me of the show. I came upon a guy selling Grohe faucets. He had hundreds of them. Another guy had chrome-plated pipes for every sink in the world. A third guy had used circulators. It went on like that for about a half-mile. It was every bit as crowded as the ISH, and everyone here was ordinary.

I looked under lampshades in all the rooms I entered that week. In seven days, I didn’t see one compact fluorescent light. That surprised me, because for years, the escalators of Europe haven’t been running unless someone steps onto them. And in some hotels, the lights don’t come on until you enter the room, but on this trip, I saw not one energy-saving light bulb. You getting this, Walmart?

There was an enormous amount of solar at the show, both photovoltaic and solar thermal. I marveled at it all, and I thought about where all of this wonderful technology is taking us. I thought about this as I rode the train from Wiesbaden, a lovely city about an hour west of Frankfurt, where I was staying. You can take the S1, the S8, or the S9 train between those two cities and each runs a different route. I took all three during that week and I watched out the window mile after mile. I was looking at the roofs of the homes and the commercial buildings. There were very few solar panels on those roofs. Had I spent all my time at the show, I would be now be writing to you that everyone in Europe is now using solar. The show blinds you in that way.

The radiators at the ISH come in all shapes and sizes and they all make me smile. Some stream across the walls, like rainbows; others morph into the utility of furniture, while still others masquerade as metal animals, or stair rails, or room dividers. They’re all whimsical and wonderful and they’re everywhere at the ISH.

In the bar, there’s a plain panel radiator. It has an old thermostatic radiator valve that’s seen better days, and rusting pipes, coming and going. I saw that radiator’s relatives in the restaurants, the stores, the hotels, the train stations, just about everywhere outside of the ISH.

Thing is, you have to go to the ISH, and then you have to walk away from it if you’re to understand it all.

Flying home for eight hours, I had much time to think about. It occurs to me that there will long be a need in this business for the ordinary things, the things that the ordinary people use. In Europe, there are laws that are much stricter than the laws we have in the U.S., and these laws push people toward greenness and conservation. But the people move slowly in that direction, and they don’t like to be pushed. They’re just like us in that way, so there’s going to be a market for the ordinary things, the things we’ve grown used to over the years, for some years to come. You have to get away from that show to see this.

On my first trip to the ISH in ’91, I traveled with two friends and we rented a car and laughed like boys at the funny Germany signs that were everywhere. Our favorites were Einfahrt! and Ausfahrt! All sorts of fahrts! We laughed like schoolboys at that, and we marveled at everything we saw.

Einfahrt, loosely translated, means “enter,” and ausfahrt means “leave.” You’ll see these signs on all the on-ramps and the off-ramps of Germany. To truly understand what is going on at the ISH, you have to take both of those ramps, but ultimately, all roads lead to Ausfahrt, and that is where you’ll find the ordinary things, and the ordinary people, both of which will be with us for some time to come. ■



Boiler? Oh, I finished that hours ago.



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BY PAUL ROHRS  
contributing writer

As with any heating or snowmelt system, proper programming and selection of controls is essential to proper operation.

## Not sexy, but essential

# An Olympic caliber relay, Part 2

Last month we talked about relays: what they are, how they work, how best to utilize them. This month I would like to build on that by looking at how industry professionals from coast to coast are using relays in practical and creative applications.

Rocky Pavey is the owner/operator of Rocky's Heating Service in Fairbanks, Alaska. Rocky uses relays with his Energy Kinetics System 2000 boiler installs. Rocky stated, "The EK boiler has a 'digital manager' that provides power to the thermostats. It also provides power to the zone valves. Closing the zone valve kills power to the zone contacts, relying on a 'spring return' style zone valve to pull itself closed. If we come across a system using White Rogers 1311 or 1361 zone valves where they are 'power open/power close,' then we have to leave their 24-volt transformers connected. This presents possible conflict between the System 2000 digital manager's transformer and the zone valves transformer.

"We use the RIB brand, single-pole single-throw (SPST) relay to connect to the tail switch contacts of White Rogers 1311 and 1361 series zone valves. Then the output side of the RIB becomes my thermostatic demand to the digital manager, preventing any butting heads of transformer power. It keeps us from having to replace some perfectly good zone valves when using the System 2000 boiler controls."

Brad White is a highly respected engineer from Boston. White said, "I am partial to Veris Hawkeye current sensing relays. They are roughly sixty bucks and can be panel mounted or in a junction box. Some uses I have in play include: interlocking combustion air fans with a clothes dryer; make-up air fan with a cooking range hood fan; lock-out or enabling of pumps and/or fan coils (not running a fan until water flow is established) to prevent freeze-stat lock-out. This allows the return temperature sensor to be satisfied in series, too. These are just a few of its many applications. Also the #735 can detect amperage spikes indicating a fan belt break or sheared pump coupling."

A lot of snowmelt systems use circulators with high amp draws. I use relays to isolate and protect circuits in the system when these circulators have the potential to trip breakers and blow fuses. Figure 1 illustrates a two-zone snowmelt system with one heat source. Figure 2 shows the electrical schematic of the controls and boilers that are

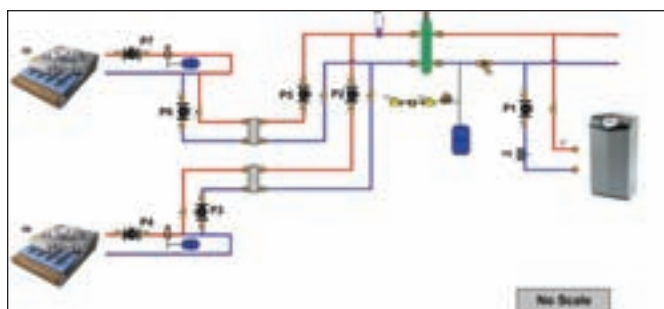


Figure 1. An illustration used for piping and visual references.

controlling this system. We can refer to Figure 1 for piping and visual references and to Figure 2 for the bulk of our discussion about how relays 1 to 3 are used and what their functions are.

The Tekmar 665's featured slab sensors (S5 and S6), when coupled with the outdoor sensors (S3 and S2), will activate the system and start melting snow through terminals 11 and 12. When the snowmelting call for heat begins,

120V is switched through terminals 11 and 12. We use this circuit to power the coil on our relays on terminals 7 and 2 on relays R2 and R3. With the coil now closed, we can highlight two functions on each relay. First, upon energizing the coil, the NO (normally open) terminals 1 and 3 close and allow it to complete the circuit back to our boiler TT of our Lochinvar Knight boiler. This signals the call

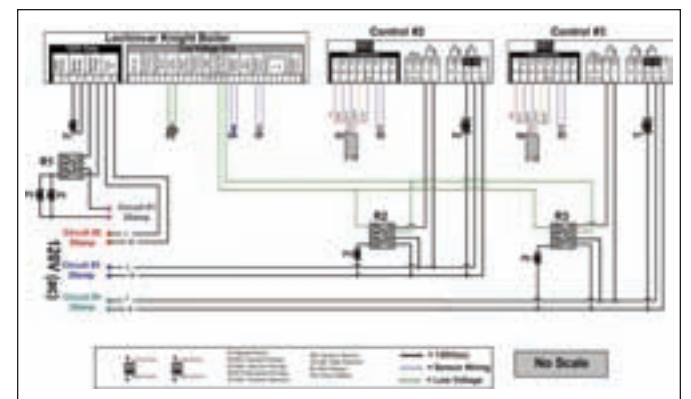


Figure 2. Illustrates how relays 1 to 3 are used and what their functions are.

for heat, and the boiler initiates its firing sequence to inject heat into the system. Secondly, when the coil is energized, relays R2 and R3 allow terminals 8 and 6 to switch 120V(ac) power to complete our circuit to the P6 and P3 circulators.

Now let's look at our Knight boilers control board. With the Knight boiler, anytime there is a call for heat via the room stat or end switch terminals, the system pump contacts are engaged. Even if the domestic hot water (DHW) circulator is used and the boiler pump drops off, the system pump contacts remain engaged until the call for heat ends. This feature is used to our advantage by driving the circulators that provide heat to the heat exchangers. The Knight boiler system pump contacts will allow up to a 1.8 amp draw (the larger Knight XL series has dry contacts that can switch up to 30 amps), but our P2 and P5 circulators are going to draw 3.0 amps each, so use the R1 relay to protect our system pump contacts.

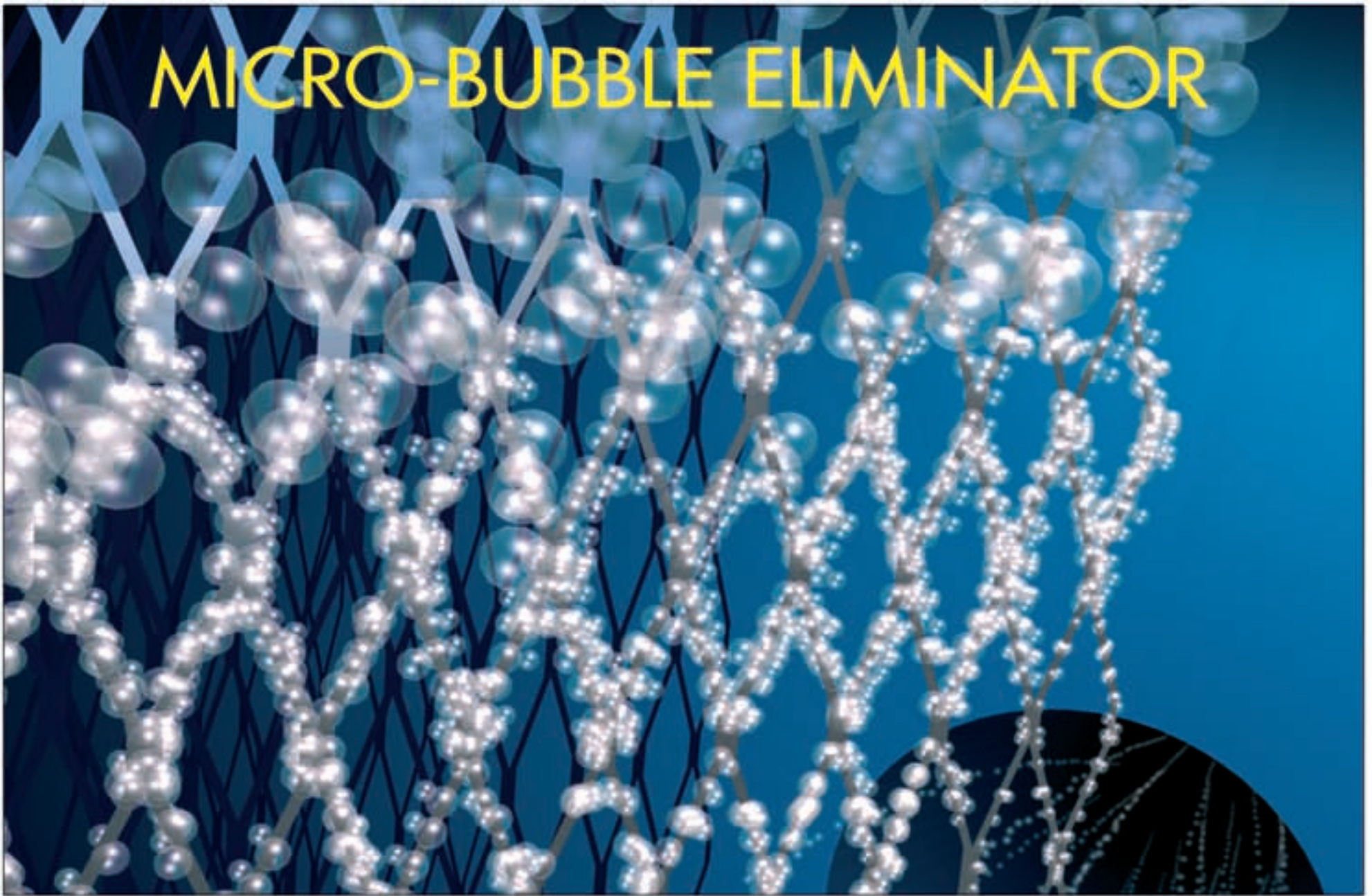
As said earlier, the system pump contacts remain engaged constantly during a call for heat, so we are going to use those contacts to close the 120V(ac) coil of our R1 relay to switch a dedicated and appropriately sized circuit (Circuit #1) to our P2 and P5 circulators. When the system pump contacts engage, it powers the coil on terminals 7 and 2 and allows our NO contacts to close so that terminals 8 and 6 safely feed the necessary power and amperage to our circulators.

With the use of three DPDT relays on this job, we safely switched the necessary voltage and required amp draw to our P2 and P5 circulators, switched power to our P3 and P6 circulators and completed the low voltage circuit to signal a call for heat to the boiler. As with any heating or snowmelt system, proper programming and selection of controls is essential to proper operation. Hopefully, relays and their proper wiring will be second nature to you, and heating contractors across the country will be using these handy and inexpensive devices to enhance their heating systems. ■

Paul Rohrs welcomes your comments. Contact Paul at paul@biggerstaffradiantsolutions.com.



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**BRISTOL STICKNEY,**  
contributing writer

Rating and labeling have become more important to installers and owners in recent years, since this is now required for the solar equipment to qualify for solar tax credits in the U.S.

## Bristol's six principles of good solar hydronic design

# Collector efficiency and the SRCC

I have said many times that if you don't get the first five principles right, the last one does not matter. Yes, I am speaking of the E-word, Efficiency.

Many people use this term in casual conversation, without understanding what it means. It is really a simple relationship between the total energy (fuel) available and the useful portion of it that is put to good use. Divide the useful energy delivered by the energy available and you get Efficiency, expressed as a fraction or as a percent. It is often abbreviated using the Greek letter Nu ( $\eta$ ). The confusion starts when people are not clear about what is available or how much is useful. Even worse is when they con-

Efficiency is calculated by dividing the "useful energy out" by the "energy available."

In the case of the solar heat collector, the energy available is the solar radiation that arrives at the collector aperture.

fuse Effectiveness with Efficiency, such as the fellow that recently told me that his flat plate solar collectors get boiling hot, so they must be really efficient.

To add to the confusion, the thermal efficiency of a solar heat collector is not static: It changes as the operational conditions change. This can make a fair comparison of one collector to another really difficult, since panels come in different sizes, are made of different materials and can be used in countless different climates and temperature applications. Clearly there is a need for a standard way of testing and comparing solar heat collectors and, in the United States, that standard is maintained by the Solar Rating and Certification Corporation (SRCC). Let's take a closer look at collector efficiency and the vast repository of solar collector data that is the SRCC.

### The SRCC

The Solar Rating and Certification Corporation is our national solar heating test facility. It was founded in 1980 as a non-profit organization whose primary purpose is development and implementation of certification programs and national rating standards for solar energy equipment. They administer a certification, rating and labeling program for solar collectors and a similar program for complete solar water heating systems. (We will cover complete systems in a future article.) The rating and labeling have become more important to installers and owners in recent years, since this is now required for the solar equipment to qualify for solar tax credits in the U.S. The labels themselves can be useful when making an energy performance comparison, since they show a standard performance rating similar to those found on appliances and cars.

The SRCC database is the one place where all these ratings can be found side by side for an easy and useful comparison. This information is free on the SRCC website at [www.solar-rating.org](http://www.solar-rating.org) and includes a complete list of all the test results for all the collector manufacturers available on the U.S. market. New products entering the U.S. market must submit to SRCC testing, or they will not qualify for most solar subsidy programs. The list is regularly updated; new products are listed as their testing is completed. The SRCC website does a good job of explaining themselves and

their programs, so feel free to check it out.

Free publications are available for download on this website. The ones that cover solar collector ratings from A to Z in PDF format are:

1. Summary of SRCC Certified Solar Collector and Water Heating System Ratings, a 50-page publication listing the performance ratings for solar collectors and systems;

2. Directory of SRCC Certified Solar Collector Ratings, a 279-page publication that includes construction and rating information on certified solar collectors.

There is also a lot of information on solar water heater system ratings, which I hope to cover in more detail in the future.

### Efficiency vs. Effectiveness

Effectiveness has more to do with user satisfaction and with how well the equipment does its job. This includes everything that the owner needs in order to feel satisfied with the equipment, including the cost-effectiveness and comfort temperatures. When we succeed in providing solar heating components that are effective, the owners have little to complain about. Be aware, however, that the owner's perception may be mistaken, as in the example I mentioned earlier. The fellow that commented how "efficient" his collectors must be, because they got boiling hot, was actually being fooled by an impressively high temperature that he thought should be very effective.

On the contrary, the general rule is that a cool collector is an efficient collector. When the collector stays cool on a sunny day, it means that the solar heat is being carried away by the coolant and is not building up in the collector. In fact, extremely hot collectors quite often indicate a coolant pump failure, with a corresponding collector efficiency of zero.

Efficiency is calculated by dividing the "useful energy out" by the "energy available." In the case of the solar heat collector, the energy available is the solar radiation that arrives at the collector aperture. This can change from

New products entering the U.S. market must submit to SRCC testing, or they will not qualify for most solar subsidy programs.

moment to moment, with passing clouds and other shading conditions. The useful energy out is the net thermal energy embodied in the hot fluid (coolant) leaving the collector outlet pipe. A cold outdoor air temperature surrounding the collector tends to draw more heat out of it, so cold ambient temperatures can lower the useful energy delivered.

When this situation is boiled down mathematically, it turns out that there are only three things you need to know to evaluate the collector efficiency for any heating application:

How hot is the fluid you want to heat? ( $T_i$ ),

How cold is it outdoors? ( $T_a$ ),

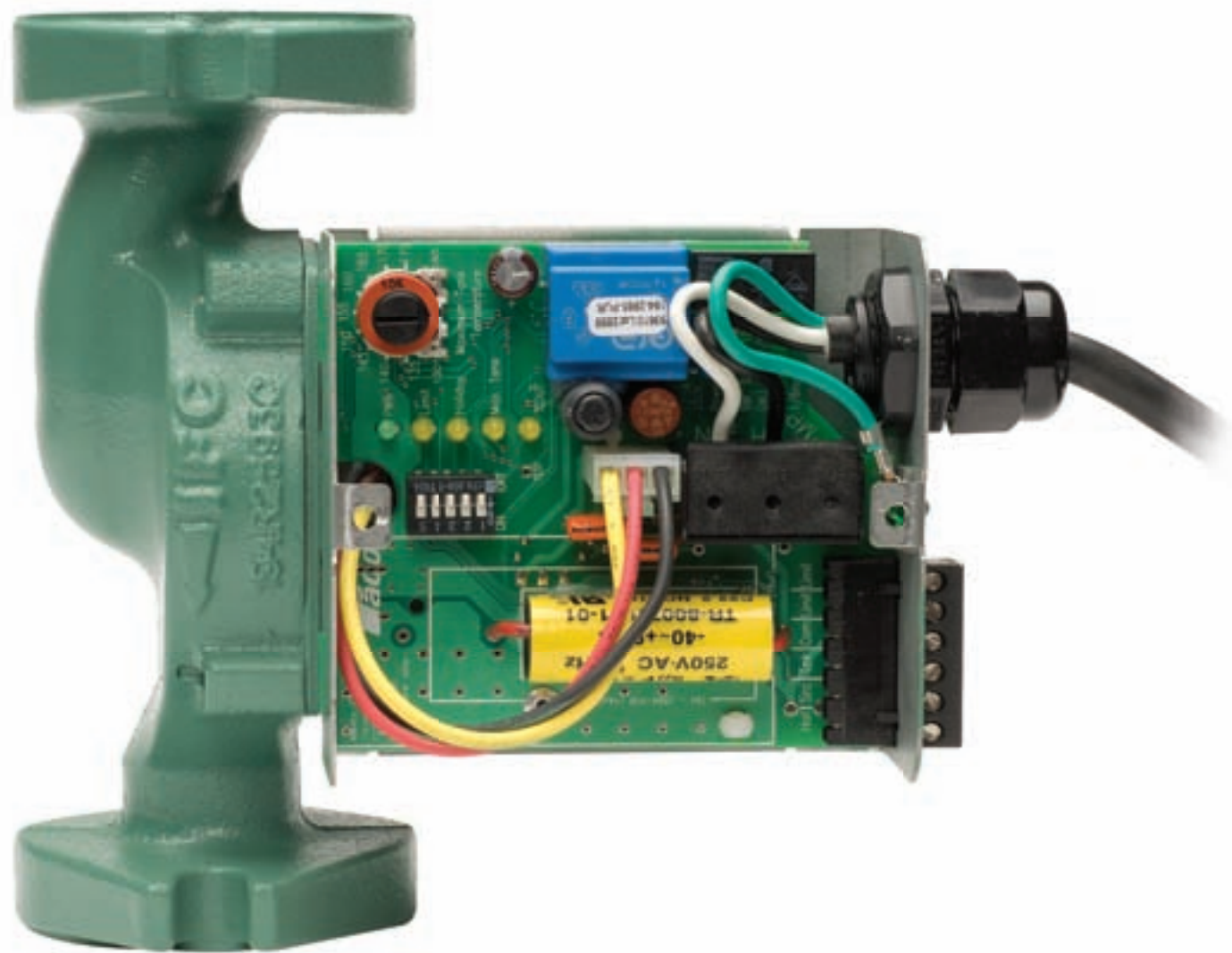
How sunny is it ( $I$ )?

So the Collector Efficiency ( $\eta$ ) is directly linked to these  
(Turn to Efficiency's...Page 52.)



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ELLEN ROHR,  
contributing writer

“My friend was running something of a Ponzi scheme, except that he was conning himself instead of clients.”

## Fix your financials

# Do the math... Raise your prices

Subscribe to *Fortune Small Business* magazine. In a recent issue, columnist Jay Goltz wrote an article called “Do the Math.” He described a friend’s business this way...

“My friend was running something of a Ponzi scheme, except that he was conning himself instead of clients.”

The article illustrated how you can fool yourself (and your banker!) into thinking you have assets when it’s all just a house of cards. I have seen lots of balance sheets built on faulty accounting. If you are starting to sweat, read on. You can fix your financials and you can turn around a bad financial situation...if you are willing to apply some bare bones business basics.

### Bare Bones Biz basics...

In business, there is ultimately one financial Scorecard: The Balance Sheet. Every other financial report is a subset of the Balance Sheet. This is the Balance Sheet equation...

Assets = Liabilities + Equity

Assets = Claims on the Assets. This equation is in line with the universal law: what goes around comes around. Or, for every action there is a reaction. It’s how we keep financial score in the game of business.

Warren Buffet’s Rules for Business...

I love Warren Buffet. The guy makes money the bare bones basic way. He builds companies that make profits. Here are his rules for business...

Protect the Assets. The assets are your “stuff.” — what you have. The first financial objective is to protect the wealth you have.

Grow the Assets. The second financial objective is to expand the “stuff.” Grow cash and other Assets.

That’s the game! Let’s look at the three ways that you can grow Assets.

**Through Liabilities.** You can borrow money. When you buy a new truck, and get a loan for that truck, Assets go up and the Liability (a loan) goes up. Note that there is “good” debt...and “debilitating” debt. It can make sense to grow using debt (buying a truck is a good example), but it gets crazy when you are putting payroll on your credit card.

**Through Owner Investment.** You can put your own money into the company. Perhaps when you got started you wrote a check from your personal checking account and opened up your business checking account. Assets go up and Owner’s Investment (an Equity account) goes up. Again, this may be required to get up and running, but the idea of building a business is to create wealth for you — not to reduce your personal fortune. (Reminds me of the joke, “How do you become a millionaire? Start with \$10 million dollars...and open your own business.”)

**Through Profits.** Sell stuff for more than it costs and create profits. Assets go up and Net Income goes up. This year’s profits show up in the Equity section of your Balance Sheet. When you lose money — sell stuff for less than it costs you — Equity goes down and Assets go down. That’s the elegant, beautiful, sometimes horrible truth of the Balance Sheet.

### Are you winning or losing the game?

Take a look at your Balance Sheet. Go line by line down each account. Do you know what each account represents? Find out. These are your Assets, Liabilities and

Equity. It’s your responsibility to KNOW where you stand. If you have been lax about understanding your financials, I suggest that you step up. Verify that the Balance Sheet is current and accurate. I call this getting to KFP...a KNOWN financial position. You may need some help if you don’t understand the Balance Sheet...or if it looks like a slinky-knot mess of numbers and dollars. Have a sit down with your bookkeeper and accountant and go line by line down the Balance Sheet and ask, “What is in this account? Is it right? How can we verify it?”

(BTW, at [www.barebonesbiz.com](http://www.barebonesbiz.com), I am giving away free pdf copies of my book, “Where Did the Money Go?” This book helps you understand basic accounting terms and reports. It can help you get a better understanding of the Balance Sheet and the Income Statement.)

Make sure the Balance Sheet is right. Then, take a look at the numbers. If you have more Liabilities than Assets, you are going backwards. You’ll have a negative Equity balance. You may be able to fix it. The long-term fix addresses the reason you got in trouble in the first place. You have to charge more than it costs. And you have to have enough Sales at the right price to cover all expenses and make a profit. You might be able to borrow more money and you may be tempted to put more of your own money into the company. You might even entice an investor to infuse some cash. However, the only way to create wealth is to generate profits.

### Profits solve lots of problems

Chances are good that you have been undercharging your customers. Chances also are very good that you could improve your sales, communications, marketing and operational systems. You could improve each of these areas of your business. You could start generating 10 or 20% profitability; that can solve a lot of financial problems.

Here’s a list of action items that can turn things around at your company:

- Put a Biz Plan together. Think about what you want and write it down. If you really don’t want to be in the business you are in, you don’t have to keep doing it. If you do, take inspired action to move you in the direction of what you want. Think and act.
- Let go of the people who are sucking the life out of you, and money out of the business. You know who they are.
- Get to KFP. You gotta know.
- Collect old Accounts Receivable or write it off. Get real.
- Put a Budget together. Set financial goals and come up with a reasonable selling price.
- Review the Budget and put real salaries, benefits and operating expenses in. Add some padding for debt reduction and things you don’t see coming. Come up with a better selling price.
- Put a debt reduction plan in place and implement an auto-withdrawal debt reduction payment. Work out payment plans with your creditors.
- Adopt a “Take their money now” policy and get paid when you do the work. Don’t take credit cards? Get it set up. You are not in the business of loaning money.
- Job Cost the big jobs and update your bidding procedures. Make sure you have enough hours in the jobs you sell, and that your install crew is trained and equipped to

(Turn to Bare Bones Biz, Page 30.)



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**RICHARD DiTOMA L.M.P.,**  
contributing writer

## *Honesty never fails*

# The value of integrity

**I**ntegrity is defined by Webster's as "moral soundness, probity — wholeness, completeness — the quality or state of being unimpaired." Therefore, when someone is unethical, dishonest and flawed in any quantity, that person does not have integrity. There is no such thing as partial integrity. You're either honest or you are dishonest.

No one wants to deal with an unethical dishonest person. Yet, it is inevitable that we all will come in contact with that type of person from time to time. Some people tell you they are fond of you. Then, behind your back, they tear you to pieces when speaking with others about you.

In business, you probably have, or certainly will, run into consumers, other contractors, and in some instances, your own employees who are mean-spirited miserable dirt bags. In their own selfish minds they will step on anyone to get what they want.

### Types of people without integrity

The following describes the different types of malicious people without integrity that you as a contractor will inevitably encounter.

**Type 1:** Consumers from Hell. The CFH spend your resources. They often don't allow you to recover the costs of those resources and/or make a profit. The CFH are a main source of your stress and frustrations. Some have the unmitigated audacity to agree to your prices, terms and conditions before you start to perform a proposed service for them because they want it done now and you are available to do it within their requested time period. Then after the job is done and they have enjoyed the excellent performance you delivered to them, they complain about those prices, terms or conditions to which they agreed before the job commenced.

**Type 2:** Ignorant Busy Bodies telling the person you serviced that "They paid too much." This type knows nothing about the true costs you incur in servicing the public in an excellent manner, and even less about the circumstances regarding the service you provided to the consumer.

**Type 3:** Ignorant and Machiavellian Competitors. They know nothing about proper business procedures. If they did, they wouldn't say anything about anyone else's business. They further fuel ill feelings by trying to make themselves look good in the eyes of the consumer at the cost of making you look bad. This type of low life often tells untruths about you.

Types 1, 2 and 3 don't know how to spell integrity let alone possess integrity. Brainless consumers with flawed beliefs fueled by the lies, erroneous assumptions and misperceptions of others are blinded by greed. They cannot envision the value you as a contractor with integrity delivered to them at their request in a professional timely manner in fulfillment of a contract to which they agreed. They are not only ignorant, they are foolish and unjust.

**Type 4:** Unscrupulous and Ridiculous Employees in your company who show their lack of integrity by doing stupid things or making untrue statements that are detrimental to your company. Besides having no integrity, this type is an outright moronic, disloyal person. In their attempt to look good, they kill the golden goose that gives them an opportunity to earn a living. Some may even use your business to promote their own moonlighting activities.

**Type 5:** Internet Blogs and Companies. The other four types have existed for a long time. But this type is the latest potential purveyor of maliciously injurious lies about your

business. They allow the other four types to post their opinions about your company on their Internet websites. Their trashy posted opinions are often based in the fantasy mind of a misanthrope who lacks common decency. More often than not, their twisted views lack total veracity. Most, if not all, of the people offering their scrutiny of your business hide behind the anonymity of an assumed Internet name.

### The truth shall set you free

People who speak truthfully are entitled to enjoy freedom of speech. Those who slander and/or libel while maliciously injuring others and their businesses should be taken to task. Freedom of speech does not include freedom to lie, especially in a spiteful manner.

Before you begin taking people to court you should consider the financial and time-consuming expense you will incur. You must understand that you have no control over the stupid malicious actions of others. But, you do control your own decisions.

You can avoid the costs of bringing litigation by developing the ability to interact with people in a fashion that lets them know you are intelligent, honest, ethical and fair. Armed with integrity, you can put protocols into your business, which will help you avoid most potential problems. However, if you think you possess these traits but don't, you'll only exacerbate any problem that arises.

### Protocols that avoid problems

**Protocol 1:** Use Contract Pricing not Time & Material Pricing: The first problem many contractors give themselves is charging customers on a time and material basis. Charging by the hour works for psychiatrists and consultants because the client dictates how much of the psychiatrist's or consultant's time they wish to use while knowing the rate they must pay for the time.

If you utilize a T & M pricing method in your contracting business, you take the choice of time spent away from the client and place it in your control. If a client agreed to pay you \$1,000.000.00 per hour and you performed in an excellent manner, the client still did not agree to how many hours for which they were willing to pay. Therein is the potential for an argument. You could be accused of stretching the time. You know they will find an ignorant and Machiavellian competitor who could claim that he would have completed the task faster and/or at a lower rate. Either allegation would put your integrity in a questionable state.

If you use a contract pricing method, you would describe a task and quote a price to perform the task before commencing the task. If your client agreed to the conditions, and you fulfilled your obligations under the contract in an excellent manner, the client would have no legitimate reason to contest the amount they must pay. In that instance, your integrity could not be justly questioned. (If you would like me to help you with this protocol, I can through my "Profit-Ability" workshop.)

**Protocol 2:** Don't give phone prices for circumstances you have not seen: Consumers often call contractors expecting a price over the phone. Sometimes they have already had the job performed by another contractor and are just comparing prices after the fact. Sometimes they are looking for prices before deciding to have a task performed. Either way, if you quote phone prices without seeing the conditions related

(Turn to Keep it... Page 54.)

There is no such thing as partial integrity. You're either honest or you are dishonest.



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PETER SCHOR,  
showroom specialist



Cascade Faucets

## Navigating K/BIS 2009 – What's new & hot with plumbing products for '09

There is no doubt that 2009 is going to be a challenging year for all of us in the plumbing industry. The best advice for these tough economic times includes: Cutting down on the amount of toxic repetitive news that you are exposed to on TV, and by reading the newspapers — 15 minutes a day is all you need; adopt a positive attitude and solution-oriented mind — your clients are asking for this.

### The Kitchen and Bath Industry

In early December, Ed S. Pell, the master market researcher for the K & B Industry, with 35 years of experience in the K & B segment, said, “For all the scare headlines, 2008 turned out to be a decent year for kitchen and bath remodeling. Kitchen remodeling slumped about 6% to 7.1 million jobs, but high-end projects returned, causing spending to climb more than 25% to over \$121 billion. Bath remodeling jobs dipped nearly 7%, to just over 10 million units, but spending on those jobs was up slightly less than 1% to \$71 billion.” Yes, I know that the economy has turned dramatically downward since that date.

### K/BIS 2009 — general overview — slimmer pickings require smarter choices.

K/BIS 2009 ([www.kbis.com](http://www.kbis.com)) is being held on May 1-3, 2009 at The World Congress Center in Atlanta, Georgia. The show hours are Friday through Saturday 10:00 a.m. - 5:00 p.m. and Sunday 10:00 a.m. - 3:00 p.m. This show will feature 700 exhibitors covering about 400,000 square feet of exhibit space within three halls (A, B and C). There also will be three specialty pavilions at K/BIS to help you focus on industry segments: Decorative Hardware (new) — B Hall; Natural Stone and Tile — C Hall and Cabinets — C Hall. The NKBA bookstore always has some good books available for our bath design segment, or books that you can add to your showroom library. There is also NKBA Center Stage, which includes CEU Credit presentations open to all attendees. The schedule of events will be available at K/BIS 2009. K/BIS 2010 is scheduled for April 16-18, 2010 at McCormick Place, Chicago.

The New Product Pavilion, renamed “Best of K/BIS 2009” has seen some improvements by increasing from one kitchen and one bath award to 10 categories in kitchen and nine categories in bath. However, this is one of the leanest new product years in a long time. You will have to look outside your normal vision to find new and exciting products but new products are out there on the floor.

### Magazines and associations — booths at K/BIS 2009

One of the greatest perks of the K/BIS Convention is the magazines and free subscriptions in the “business-to-business category.” Most of the magazines are not assigned a booth until the middle of April or at show time. I would look on the K/BIS website ([www.kbis.com](http://www.kbis.com)) under “Exhibitor List,” then “Publications – Business to business,” and finally “Publications – Consumer” to find out more information. Last year, I counted a total of 21 magazine booths. If you visit their booth with a typed list of all

your showrooms, you can subscribe as a group. Anyone attending K/BIS is pre-qualified for free business-to-business magazines. Make sure that you stop by the TMB Publications booth where *The Wholesaler*, *Phc News* and *Plumbing Engineer* magazines are located. Many associations attain booths in order to get closer to the show, so check their booths out.

### One of the fastest growing market trends — “GREEN” still moving forward

“Green design” houses are in! Things like green roofs and geothermal heating and cooling have helped reduce energy consumption by 50%. Some great ideas for sustainable (green) bathroom designs include: using low-voltage lighting; using recycled glass and ceramic floors; avoiding cabinets with particle board; installing radiant heating in floors; creating baths with good ventilation; using low-flow fixtures/1.6 gpf; providing good exterior lighting; installing operable windows; using a solar hot water system; using tankless hot water heaters; installing sustainable harvested floors; and purchasing safe cleaning products. Remember to ensure that when you are working with clients that you qualify their wants/needs. Are they “green” or do they want to turn their shower into water slide parks and car washes?

### What's new & hot in bath products for 2009?

Some of these products are being exhibited at K/BIS 2009; however, there are also some goodies that will not be exhibited at this show but have been included below.

Steam showering and air massage bathing has become more popular.

Mr. Steam ([www.mrsteam.com](http://www.mrsteam.com)) has new spa packages that include features like: steamtherapy; aromasteam (essential oils and herbs); chromasteam (light and color); and in-shower musictherapy speakers. Jason International ([www.jasoninternational.com](http://www.jasoninternational.com)), established the original Jacuzzi family in 1982, has coupled air massage and whirlpool tub; chromatherapy, aromatherapy, self-cleaning features, digital controls and much more into their product family. Kohler Company ([www.kohler.com](http://www.kohler.com)) introduced their Fountainhead VibrAcoustic bath to provide unprecedented relaxation to their customers. This multi-sensory environment synchronizes music, vibration and light with water. Each massaging experience adds physical vibration that can be adjusted to the consumers desired level of intensity, which enables them to personalize their bath experience. Diamond Spas ([www.diamondspas.com](http://www.diamondspas.com)) offers incredible stainless steel and copper bathtubs, as well as outdoor spas, shower pans, sinks, lavatories, pedestals, outdoor spas and water features.

### Plumbing fixtures

One of the most spectacular lines of luxury plumbing fixtures is called The Rivers Collection, which is exclusively made and sold by The Stock Market ([www.thestockmarket.com/Rivers\\_brochure.pdf](http://www.thestockmarket.com/Rivers_brochure.pdf)). The Rivers Collection includes magnificent and unique stone lavatories, vessels, (Turn to K/BIS '09...Page 30.)

This is one of the leanest new product years in a long time... but new products are out there on the floor.



# High Efficiency Bathroom Fixtures

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  - \* 44% savings using a 1.28/0.8 gpf toilet



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## K/BIS '09 the place to be for great products



The Rivers Collection by The Stock Market offers a complete line of unique stone lavatories, vessels, pedestal lavatories, vanity systems, bathtubs, kitchen and bar sinks, with a wide variety of wrought-iron vessel stands.

(Continued from Page 28.)

pedestal lavatories, vanity systems, bathtubs (five types), kitchen and bar sinks and wrought-iron vanities or stands.

### Faucetry and bath accessories

Faucets are still the “jewel” of the bath industry. A new “star,” Cascade Faucets ([www.cascadefaucets.com](http://www.cascadefaucets.com)), serving Canada since 1999, launched its La Torre Brand of faucets at K/BIS in



Cascade Faucets Ovaline single control, wall-mounted lavatory faucet is installable with or without the back plate for an even more minimalist look.



La Torre Faucets' Zero Collection features minimalist styling, yet a sophisticated, soft look that is available in 13 decorative finishes.

Chicago. La Torre Faucets, designed, engineered and produced in Italy since 1960, has received code approval for the U.S. and Canada. Kimball and Young ([www.kimballyoung.com](http://www.kimballyoung.com)) produces magnifying mir-



Kimball & Young applied the latest LED technology to this minimalist-lighted vanity mirror with 3x magnification. This environmentally conscious mirror is available in chrome and brushed nickel.

rors and lights for shaving or makeup, which uses the latest LED technology. These projects offer improved light and are made to be virtually maintenance-free. Great Grabz ([www.greatgrabz.com](http://www.greatgrabz.com)) wave decorative ADA safety grab bars have great mounting kits, and include the Saniguard anti-microbial product protection process (green). Electric Mirror ([www.electrictmirror.com](http://www.electrictmirror.com)) is the bathroom innovator and inventor of back-lit mirrors, mirrored TV technology and wet-application TVs. With 10 years of experience serving the hotel industry in the U.S. and global markets, Electric Mirror has entered into the K & B market.

### Towel warmers with aromatherapy — hot!

Mr. Steam ([www.mr.steam.com](http://www.mr.steam.com)) towel warmer collection is available in four designer finishes — polished chrome, satin nickel, oil rubbed bronze and white. Their towel warmer accessories include an aromatherapy oil well.

### Kitchen

Take a look at Water Inc.'s



The 200 Series towel warmer by Mr. Steam is comprised of four wall-mounted models, featuring all-welded steel construction and advanced heat technology.

([www.waterinc.com](http://www.waterinc.com)): Everhot instant hot water dispensers; Evercold water chillers; Everbrew built-in purified coffee maker; and most of all, great looking traditional and contemporary gooseneck faucets for hot and cold water — lead-free — that are available in 20 finishes and colors. Check the new combination instant hot/chilled water dispensers and instant chilled with carbonated water dispensers. What about whole-house purification systems?

Much more information will be available in post show magazine issues of new bath and plumbing products from K/BIS 2009 and other upcoming shows. ■



The CR527P soaking bath from Jason International is made of Carrera™ composite material, featuring Jason's exclusive ergonomic design. It has the look and feel of natural stone, is easy to clean with no grout lines or seams, is stain-resistant, and is renewable with consistent color throughout. The overflow drain is integral in the design and the floor drain assembly is included.

## Bare Bones Biz

(Continued from page 24.)

get them done on time.

- If you haven't already, make the move to flat rate pricing. Customers want to know, before they commit, how much it's going to cost.

- Craft a simple, easy to use price book. Customize a “canned” package or make your own.

- Adopt a Sales Trainer — one who doesn't insult your soul — and teach yourself and your team how to improve your communication, service and sales.

- Engage a Marketing Plan. If all you can afford to do right now is go door to door and offer to be of service, do that. It works.

- Create written procedures. Practice those procedures. Hold folks accountable for using them.

- Compare actual performance to budget and make changes as needed. Make enough sales at the right price. Tighten the belt on expenses. Be profitable every month.

- Have fun playing an honorable game!

Check out Jay Goltz's article at [www.fsb.com](http://www.fsb.com). The way to keep from

digging the hole and building the house of cards in the first place is to MAKE MONEY. If that means having a selling price that's three, four or five times higher than the going rate in your market, so be it. Figure out how to be better, faster, nicer, cleaner, more sober, more fun and more knowledgeable than the other guys. Do your best to communicate the value of your services so your customers say, “They are expensive, but they are worth it.”

There are worse things than going out of business. Like building a mountain of debt or getting into tax or bank fraud trouble. You could go out of business. (It may be your best, most liberating option.) Or, you may be able to fix the one you've got. Ready to make the leap to profitability? I challenge you. ■

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## Is the U.S. now prepared for water-efficient plumbing products?

BY C.J. LAGAN,  
contributing writer

Does "going with the flow" now mean going with the ultra low-flow? Trade professionals are reporting greater acceptance of water-efficient plumbing products, including high-efficiency toilets, faucets and showerheads. While fear of flushing still exists, it seems to be mainly among those unfortunate enough to own the earliest generation of 1.6-gpf toilets.

Managing water resources has risen to the top of public awareness, especially in communities that long took unlimited water for granted. Indeed, the town of Orme, Tenn., just 150 miles from Atlanta, actually ran out of water in late 2007. A recent government survey showed at least 36 states are anticipating local, regional or statewide water shortages by 2013.

According to the U.S. Environmental Protection Agency, public demand for water is far outpacing population growth. Between 1950 and 2000, the U.S. population nearly doubled, but public demand for water more than tripled. Americans now use an average of 100 gallons of water each day — enough to fill 1,600 drinking glasses.

While agriculture is far and away the biggest drain on overall water usage, toilets have the biggest impact on home water use, second only to the bathroom in general, with shower systems, soaking tubs and dripping faucets. The increased demand has put additional stress on water supplies and distribution systems, threatening human health, the environment and everyone's wallets.

### Water conservation or water efficiency?

Water-saving toilets don't save much water when you have to flush them three times to get the job done.

Flushing out the recent history of water-conserving plumbing starts with the federal Energy Policy Act (EPACT) of 1992, regulating the volume of water that could flow through residential, commercial and industrial equipment before engineering improvements could be made. It became painfully obvious that actual water conservation suffers when performance efficiency isn't considered.

Michael Green, president of Dominion Interests, an engineering firm in Houston, said while most of his commercial customers now accept HETs, there

is initial concern from those who experienced early 1.6-gpf toilets. "They ask: 'This is really going to work, right?'" Green explains the engineering advances and says his firm has installed many HETs, almost all American Standard. He has not heard any complaints. "And when I don't hear about it, that's a good thing," Green said.

Steve Lehtonen, managing director of Sacramento, Calif.-based GreenPlumbers North America, said his organization has not received any feedback on poor toilet performance since its U.S. launch in early 2008. "Some plumbers had misgivings at first, but these new high-efficiency



Low-flow shower heads such as this American Standard FloWise model provide the same showering experience as older high-flow heads. Educated consumers are now asking for low-flow products with greater frequency.

toilets are performing well," he said. "We're definitely not getting any negative response from consumers."

John Murphy, showroom manager at Redlon & Johnson in the greater Boston area, and president of the National Association of Plumbing Showroom Professionals, added, "The good news is that (the EPA label) WaterSense and the 'green' movement is now catching on with most everybody. We have requests daily on dual flush toilets and water-saving faucets. Many of today's toilets are comparable to the 1970s 5-gpf toilets. We sell these toilets with confidence."

F.W. Webb plumbing products manager Tim O'Connell noted, "1.6 (gpf toilets) work really well now with all the new technology, like larger flush valves and trapways. Both American Standard and toto make great 1.28 (gpf) toilets."

### Changing hearts, minds and traditions

New super power-flush toilets. Thanks, Portland Water Authority!

Several factors likely contribute to greater acceptance of green plumbing products:

- Improved performance. That includes not only flushing power, but also bowl cleanliness created with larger water spots, better rim washing and surfaces that repel stains and odor.

- Regional rebate programs, first for 1.6-gpf (Continued on page 34.)

## Resources

- Plumbing Manufacturers Institute: [www.SafePlumbing.org](http://www.SafePlumbing.org)
- EPA WaterSense: [www.epa.gov/watersense/](http://www.epa.gov/watersense/)
- MaP Test Report: [www.cuwcc.org/MaPTesting.aspx](http://www.cuwcc.org/MaPTesting.aspx)
- Rebate Locator:  
[www.americanstandard-us.com/Microsite/WaterEfficiency/rebatelocator.aspx](http://www.americanstandard-us.com/Microsite/WaterEfficiency/rebatelocator.aspx)
- Calculate how much money can be saved in homes and buildings with water-efficient plumbing products:  
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- Water Efficiency Journal: [www.waterefficiency.net/](http://www.waterefficiency.net/)
- GreenPlumbers North America: [www.greenplumbersusa.com/](http://www.greenplumbersusa.com/)
- Alliance for Water Efficiency: [www.allianceforwaterefficiency.org/](http://www.allianceforwaterefficiency.org/)
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## Green demand dominating restroom installations

BY KRIS ALDERSON,  
contributing writer

You don't have to be a tree hugger or eat granola to appreciate why green technology is in demand these days. According to the U.S. Green Building Council (USGBC), expanding use of green technology accounts for an 8 to 9 percent decrease in overall building-operating costs. And now, under the new administration in Washington, funding for energy-saving construction and fixtures has become a critical part of the economic stimulus program.

USGBC's Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and green practices for both new construction and existing buildings. LEED practices help building owners and operators measure operations, improvements and maintenance.



There are many handwashing options available that conserve water. While sensor activations can reduce water usage up to 70 percent, infrared activation on faucets can save water by restricting the flow to a preset time.

Even at a time when most commercial construction is languishing, building green and retrofitting older buildings with energy-efficient fixtures is

surprisingly active. Schools, in particular, are looking for green updates. That's all good news for plumbing and hydronic contractors.

What are some of the most asked-for updates in older restrooms? Popular considerations are for products that lower utility costs by reducing water, electricity and gas usage:

### Slow the flow

**Toilets and Faucets** — Traditionally, the United States and other developed nations use 10 times more water than poor nations. According to GreenBiz.com, a non-profit information resource for businesses, commercial buildings use about 9.5 billion gallons of water each day. That volume of water drives up maintenance and operating costs — and strains municipal water storage and treatment providers. Now, more facility managers are rethinking their water usage and choosing environmentally friendly auto flush valves and low-flow aeration faucets.

Replacing older toilets that use as much as 4.5 gallons per flush (gpf) with low-volume toilets that use only 1.6 gpf can save a substantial amount of total water use. Ultralow-flow toilets (Turn to Commercial... page 36.)

## Water efficiency: Are we ready?

(Continued from page 34.)

toilets, and now increasingly for 1.28-gpf toilets.

- Public education efforts by plumbing manufacturers, wholesalers, trade professionals and trade associations.

- Demand from specifiers and building owners seeking leed and related certifications.

- Independent performance verification, including the EPA WaterSense label and the Maximum Performance (MaP) test developed by John Koehler and Veritec Consulting. Many toilets — including HETs — now meet the maximum MaP measurement of flushing up to 1,000 grams of solid waste.

- Word-of-mouth, as more end-users enjoy positive experiences. That includes word-of-mouth, as nearly everyone interviewed for this article cited Internet information as increasing confidence among buyers.

"Consumers are more educated. They do a lot of internet research before they come into the showroom," said F.W. Webb's O'Connell. "We get tons of questions, like 'How can I save water,' or 'How can I be environmentally friendly?' They are interested in faucets, toilets and showerheads." O'Connell said it used to be that the showroom staff introducing the idea of water-efficient plumbing products. "Now all the information is out there."

Bruce Jefferson of N.C. Jefferson Plumber in Rocky Hill, N.J., who attended a GreenPlumbers class in New Jersey last May, noted, "Consumers are becoming more



Specifiers and building owners are actively seeking LEED and related certifications when ordering products such as this wall-mount flush-valve toilet.

aware due to the internet and are definitely requesting green products when they contact us."

Green Plumbers is a grass-roots initiative seeking to train and deploy a "green army" of thousands of plumbers to help change end-user behavior through one-on-one education. GreenPlumbers' Lehtonen said,

"There's a lot of information out there. Savvy consumers are already getting it. We feel like we're hurrying. We really believe consumers are ready, and we have to take the next step" to train more plumbers.

Judy Litt, of Aaron & Company's Freehold, N.J., showroom attended a Green Plumbers class last May to learn how to better educate customers. "We're in the business of education — of both plumbers and consumers," she said. "We want to demonstrate how sustainable and renewable products can be stylish and cost effective."

In addition to training, GreenPlumbers has started two pilot programs to demonstrate performance and water savings. Denver Water & Excel Energy in Colorado has offered to have GreenPlumbers install an efficient showerhead in the homes of their 100 highest home water users. In Marin County, north of San Francisco, Calif., the Marin Municipal Water District is in talks with GreenPlumbers to install 1,200 HETs in multi-family and business locations. Both pilots would use toilets by one of GreenPlumber's sponsors, American Standard. "The American Standard products offered great performance and were in the right price range," Lehtonen said.

### Water efficiency and the economy

"Before we go green, we need to go black."

— Stuart Berke, president of Action Supply in Ft. Lauderdale

Price remains a key factor in deter-

mining green acceptance, especially in the current economic client. "Consumers will pay a premium for green, but it won't be a substantial premium," Lehtonen said

Stuart Berke, president of Action Supply in Ft. Lauderdale, said green is a hard sell in his state. With rising insurance rates from hurricanes and high regional employment, Berke said of his mostly commercial business: "Until we see banks start lending money again, we're all going red, not green."

Toni Cospes, a designer with Morris Architects of Houston, Orlando and Los Angeles, said the commercial customers will buy green if there's not a substantial difference in price, especially HVAC and plumbing systems. Other green products are a harder sell. "People are interested in green, but not necessarily leed. It does cost," she said.

Pricing includes operating costs, not just the initial purchase and installation. The EPA calculator demonstrates that family of four can save \$100 annually on water bills by choosing WaterSense labeled faucets and replacing 3.5-gpf toilet with an HET. American Standard's water-saving calculator estimates that a school replacing 20 3.5-gpf toilets with HETs and replacing 14 faucets with WaterSense-labeled models can save approximately \$3,000 a year.

Leed-accredited Michael Green of Houston's Dominion Interests says long-term savings is key to selling green. "It's not anything magic," he said. ■



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## Commercial restrooms could use green makeover

(Continued from page 34.)

and urinals restrict flow to 1.28 gpf, and 0.125 gpf, respectively. Dual flush toilets curb water use to 1.6 gpf for solids and 0.8 for liquids. Low-flow fixtures, metered faucets and waterless urinals can reduce water consumption by more than 30 percent.

Likewise, seeing that public lavatories must utilize products that have 0.5 gpm or less, there are many new handwashing products that are curbing water usage. Sensor activations can reduce water usage up to 70 percent, and infrared activation on faucets can save water by restricting the flow to a preset time.

Group handwashing fixtures use less water, save on materials for installation, reduce required floor space, and can conserve as much as 80 percent of water, in addition to



Group handwashing fixtures are a popular choice for green restrooms, since these water-saving fixtures restrict water flow to less than 0.5 gpf. Restroom fixtures, such as partitions and lockers, that incorporate recycled materials make an even greener choice and help earn LEED credits.

energy savings, when compared with conventional faucets.

Curbing the flow of water in

restrooms can translate to major cost savings in water and sewer bills, as well as energy costs for heating water.

**Photovoltaic Cells** — Photovoltaic cells integrated into the top of a lavatory system can store and use energy collected from normal restroom lighting — and that energy can power the lavatory's sensors and valves. These units operate without expensive batteries and without electricity. Eliminating batteries also cuts down on maintenance and the number of batteries that end up in landfills.

### Increasing the lifecycle

In addition to conserving water, using more durable plumbing fixtures and accessories with longer lifecycles also helps conserve natural resources and keeps waste out of landfills.

**Recycled Materials** — Product manufacturers are increasingly incorporating post-consumer recycled content in restroom products, such as solid plastic toilet partitions made from 100 percent post-consumer recycled High Density Polyethylene (HDPE) plastic (i.e., recycled milk jugs). This solid plastic material stands up well to heavy usage and traffic. Lockers made of this same recycled material also make a sound choice in restrooms and locker rooms.

**Solid-Surface Materials** — Specifying recycled solid-surface lavatory systems or countertops in restrooms will also help ensure long-term durability and ease of cleaning. Recycled solid surface looks, feels and performs like regular solid surface, and it meets current code and standard requirements. The integrated bowl design used with solid surface material eliminates crevices where microbes can hide, and the material is naturally resistant to bacteria.

**Stainless Accessories** — Consider stainless steel washroom accessories and partitions made from a majority of recycled stainless content. These products are long-lasting, vandal-resistant and won't need replacement for years.

We have only touched on some strategies for "greening" restrooms. As technology advances and demand for sustainable products increases, it's guaranteed that more water and energy — and cost — conserving technologies will emerge in America's restrooms. ■

*Kris Alderson is a senior marketing manager for Bradley Corporation of Menomonee Falls, Wis., a USGBC member and manufacturer of locker room products, plumbing fixtures, washroom accessories, partitions and emergency fixtures. She can be reached at 1-800/BRADLEY or visit [www.bradleycorp.com](http://www.bradleycorp.com).*

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*Hydronic paradise found***Foley Mechanical dreams big at Virginia estate**

If you could monitor the dreams of a plumbing and mechanical pro, one of the sleepy pathways would inevitably lead to a lusciously green garden of hydronic perfection, a place where copper merges artfully with radiant tubing and state-of-the-art components and systems. Ahh — warmth, idyl-

lic flow, mechanical perfection and an adoring, appreciative customer.

Such a place actually exists here on Earth, but its location is a well kept secret.

Yet Dan Foley knows it well. In fact, he and his crews helped to create it.

in the craft of modern hydronics and HVAC would want a crack at this job. In this idyllic, hydronic setting are 300 acres of rolling meadowland bordering the gorgeous Potomac River. The entire property rolls luxuriously into the water, yet there are gentle bluffs just perfect for a view of the river, and that's



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Gary "Skipper" Joyce (l), owner of manufacturers rep, the Joyce Agency, reviews mechanical room plans with Dan Foley.

"There are a few jobs that I enjoy returning to frequently," said Foley, president of Alexandria, Va.-based Foley Mechanical, Inc., a 16-person mechanical contracting firm that specializes in large, higher-end hydronic and HVAC systems. "This job would be at the top of that list."

It would be a pretty good bet that anyone involved

where a few new homes now exist.

According to Foley, a brilliant entrepreneur sold his company and bought the property in Loudon County, Va. There was still plenty of money to go around, so he invited members of his extended family to join him there. And then he told them to design the home of their dreams; he'd provide the necessary funding.

Their desires quickly became a reality for Foley because he was chosen to fulfill those dreams. Today, some of the homes in the Virginia estate are still under construction, and Foley's installation teams are busily crafting hydronic masterpieces.

The young entrepreneur and his family now live in a 30,000-sq.-ft. Tudor-style home that looks out over a lazy bend in the river. Its lower level includes a full-sized racquetball court, generously equipped exercise room, steam sauna, swimming pool, hot tubs, a billiard room, library, several guest bedrooms and bathrooms and two bowling lanes. Tucked in next to the racquetball court is a 600-sq.-ft. mechanical room where Foley's crews installed systems and components that power the home's substantial radiant heat, hydro-air and HVAC systems.

Foley chose two 285 MBH gas boilers and two Argo cast iron electric boilers (20 kW/each) as the heat sources. There are fifteen air handlers to provide cooling and 100 percent redundant second stage heat. They also incorporated HEPA filtration systems, Honeywell UV lamps and Nortec steam humidifiers to provide top shelf comfort and indoor air quality. A 120-gallon dual-coil stainless steel indirect provides

(Turn to Beautiful Home... Page 40.)

**Kitchen and bath — cocoons of comfort**

Every square foot of living space within the Virginia estate is radiantly heated. And Foley Mechanical also applied hydro-air as back-up heat and for quick recovery. The large, 450-square-foot master bath is unusual, and ideally suited to radiant heat because — as a bump-out above a screened-in porch — it's surrounded on most sides, and below, by ambient temperatures.

"The floor would be ice cold if not for the ample radiant heat and lots of insulation," said Dan Foley. The use of radiant heat was especially useful because the homeowners chose tile for the floor. To enhance operation of the radiant and to reduce the effect of low outdoor temps surrounding the bathroom, the builder used icynene spray foam as a sealer and insulation.

The home's kitchen, toward the rear of the large first floor with views of a cobbled courtyard and driveway, and the river beyond these, is a contemporary, 700-square-foot masterpiece. Well-insulated radiant heat warms the kitchen's stone floor.



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## Beautiful home calls for beautiful hydronic system

(Continued from page 38.)

plenty of heat for domestic hot water.

Foley explained that Tekmar staging, reset and mixing controls operate the system. Belimo floating action motorized mixing valves control the

through Uponor's super-insulated Ecoflex tubing. We used two, 300-foot, 2-inch supply and return runs to move a lot of Btus quickly and reliably," said Foley. He explained that the twin, fully-insulated, two-inch PEX runs are housed

product for its ability to move a lot of Btus effortlessly."

For summer comfort, Foley installed three 10-ton Multi-Aqua chillers behind a detached garage on the other side of a stone courtyard.



Papa Duric (l), FMI's lead mechanic on the project, and Dan Foley, discuss completion of one of several elaborate mechanical systems at the estate.

radiant water temperature and Caleffi zone valves control the flow provided by Grundfos UPS15-58FC and UPS26-99FC pumps. Isolation flanges provide for easy repair and maintenance without having to drain the entire system.

"The owners, their children and many pets love the radiant heat," said Foley with a grin. He was standing near the billiard table, overlooking the racquetball court, 20 feet below. "We have about 40,000 lineal feet of 1/2-inch Uponor PEX tubing on this job feeding 28 zones, and plenty of their zone control valves, all geared toward making this a comfortable, year-round experience for the homeowners.

"There simply are no compromises," added Foley, "at least any that have occurred to us yet." Foley went on to say that there are six sophisticated ERVs (energy recovery ventilators) permitting comfortable fresh air ventilation year 'round. Two were installed in the basement mechanical room and four more were planted in a third floor mechanical space.

"The house is so long that we needed to deliver radiant energy to some loops

within a rugged, corrugated outer shell. The supply and return runs of that size dictate an outer dimension that's 7.9-inches wide. "That was one big mass of tubing to un-coil, but we managed it," he said. "The Ecoflex enables us to move a freight train of heat to remote radiant loops with ease. We love the

There, too, the Ecoflex was employed to carry chilled fluids to and from the house.

A sister and her family are building an 8,000 s.f. ranch-style home along the river, complete with six bedrooms and great room with a wall of glass looking out upon the Potomac, all



Mechanic Papa Duric completes a connection for the system's Caleffi hydro-separator.

heated by two cast iron, atmospheric, LP gas-fired 140 MBH Viessmann Vitogas 50 boilers with outdoor reset control and staging based on load and ambient conditions.

The Viessmann systems feed an extensive, nine-zone radiant system designed to be the primary source of heat, though Foley included four additional hydro-air zones as the system's second-stage for quick recovery from set-back temperatures.

A brother is building a 7,000-sq.-ft., five-bedroom home with two master suites a few hundred yards away. The house is also radiantly heated, though with solar-thermal assist, warmth Foley will store in multiple Viessmann Vitocell SS storage tanks. The solar thermal arrays will also be the primary source of heat for domestic water. In warmer months, excess solar production will be dumped into a hot tub and outdoor pool.

Not far from the brother's home is a 60,000-sq.-ft. horse barn, home to several horses. The barn is a new masterpiece in a traditional design. It has a grand walkway between spacious stalls on both sides, and includes an enclosed, 150-foot, circular riding arena with bleachers at one end. Foley Mechanical crews put radiant heat in the high, central hallway and common areas, tack room, vet room, and an office. They placed several flat, higher-temp, wall-mounted Euro panels in the mechanical/feed room, storage room, powder room and laundry room.

The red "Party Barn" is a completely remodeled late 1800s bank barn. It, too, received an overhaul by Foley Mechanical including 8,000 lineal feet of 3/8-inch Uponor PEX attached below the 1-inch recycled oak floor boards using the manufacturer's Joist-Trak extruded aluminum plates. The PEX runs feed into Uponor Tru-Flow manifolds and a Pro-Mix 101 mixing control station.

Foley also used Grundfos pumps to provide system flow. "A recessed convector runs the length of the west glass wall to provide a convective flow of heat up the glass curtain wall and prevent cold air from cascading down on the occupants," said Foley. He added that the architect was convinced that radiant would not heat this space and specified the installation of two gas furnaces to supplement the radiant. "They've yet to run in two years," he added.

"This was a very discerning client who was willing to pay for the best but also demanded the best," concluded Foley. "Papa Duric, FMI's lead mechanic on the project, oversaw every last detail to ensure the client received what he paid for — the ultimate in comfort and efficiency." ■



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## Franchises in the plumbing sector

BY JEFF YOUNG,  
contributing writer

Remember eating your first hamburger or eating your first ice cream cone? That first experience may have been provided by a franchise business. Many of the legendary franchised restaurant chains — from Burger King to Dairy Queen — have been a part of our lives longer than we realize. Today, franchise businesses have expanded beyond restaurants and can be found for almost any product or service, including plumbing services.

According to John Sembower, president of Mr. Waterheater, joining a franchise is like joining a family. “A Mr. Waterheater franchise owner becomes part of our family. We are



Owning a profitable equity-building business and having the benefits of a franchise system is a win-win for franchisees.

committed to making our owners successful because our success is tied to their success.” Franchise prospects

are invited to participate in a Discovery Day at Mr. Waterheater headquarters in Pittsburgh where they

will meet their support team prior to making a decision on joining the franchise. “It’s important that a franchise owner fits our culture and wants to be part of the team,” said Sembower.

Before joining a franchise system, there is a process of mutual evaluation. Potential franchise owners must complete their due diligence of learning about the franchise, reviewing the Franchise Disclosure Documents and talking to franchise owners currently in the system to determine if the franchise is a good fit. The franchisor will also evaluate the candidate during their due diligence phase to also determine if there is a fit. Once there is a match and both parties have signed an agreement, a franchise territory is awarded, training is completed and the franchise is launched.

The largest franchise in the plumbing sector is Mr. Rooter, part of the Dwyer Group of franchises. Mary Kennedy

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Thompson is in her third year as president of Mr. Rooter and has no hesitation about leading a franchise company in an industry that has predominantly male franchise owners. "Since the Mr. Rooter customer is most often female, I can relate to them and understand the importance of providing great service and minimizing disruption in the home," said Thompson. As a former franchise owner Thompson understands the concerns of franchise owners and has instant credibility with her franchise owners having owned a franchise business.

For the franchise business model to be successful, everybody needs to win. Consumers win with a consistent product or service. The franchisor wins through rapid expansion using the talent and finances of a local owner. The franchisee wins by owning a profitable equity-building business and having the benefits of a franchise system. "The Mr. Rooter model is to think nationally but act locally. This is our time tested formula for franchise success," stated Thompson.

Franchising relies on the cookie cutter approach. Once a successful mold is built, then it's just a matter of replicating that success in other markets. Franchising may appeal to the independent business owner, but is not right for everyone. The initial franchise investment can be expensive so it takes money to make money. Then you have ongoing royalties that you pay. That's how the franchisor makes their money.

A franchise can provide an exit strategy that is financially rewarding. When an owner decides to retire, the franchise can be sold through a business broker or through the franchise system. According to Thompson, owners can be handsomely rewarded when they sell their franchise. "How much you get for your franchise is directly tied to the sales and profits you have achieved in your business. There's no simple formula, and it's like selling a home, the price you can get for selling your franchise depends on what the buyer is willing to pay. We do find that when our franchise owners follow the system, have strong EBITA, cash flow, and good customer base, then they have a more marketable business to sell," said Thompson.

Franchising has become an important part of the economy and is not going away. Joining a franchise system is an important business decision that should begin with a look at your existing business and an understanding of your goals then finding a franchise that can help you achieve them. ■

*Jeff Young has more than 20 years experience in the franchise industry and former editor of franchisehelp online newsletter. Contact franchise young@comcast.net.*

#### Mr. Waterheater

Year Founded: 1981  
Year Started Franchising: 2007  
Franchises: 5  
Franchise Fee: \$9,900  
Territory Fee: .25 per household  
Royalty: 4% on water heater sales  
Description: Emergency response specialty plumbing business that can be added to a full service plumbing or HVAC business. Franchisee's dominate the residential water heater installation and service in defined territory using TV commercials, radio spots and other marketing.  
Contact: John Sembower  
Mr. Waterheater  
1067 Third Ave.  
North Versailles, PA 15137  
412/823-6000  
www.mrwaterheater.com

#### Mr. Rooter

Year Founded: 1970  
Year Started Franchising: 1974  
Franchises: 300  
Franchise Fee: \$24,000  
Investment: \$54,950 to \$145,250  
Description: Mr. Rooter Plumbing is a subsidiary of the Dwyer Group, Inc., a worldwide franchise holding corporation supporting over 1,100 franchisees in the United States and 24 foreign countries. In addition to Mr. Rooter®, other Dwyer Group subsidiaries include: Aire Serv® Heating and Air Conditioning, Glass Doctor®, Mr. Appliance®, Mr. Electric®, Rainbow International® Restoration and Cleaning, and associate company DreamMaker Bath & Kitchen by Worldwide®.  
Contact: Mr. Rooter  
1010 N. University Parks Dr.  
Waco, Texas 76707  
800/298-6855  
www.mrrooter.com

#### Roto-Rooter

Year Founded: 1935  
Franchises: 600  
Description: Roto-Rooter is North America's largest provider of plumbing and drain cleaning services. Roto Rooter is a subsidiary of Chemed Corp., which is publicly traded on the New York Stock Exchange under the symbol CHE. Limited franchise availability in the United States. International master franchises are available.  
Contact: Mike Higgins  
300 Ashworth Road  
West Des Moines, IA 50265  
515/223-1343  
www.rotorooter.com

#### Rooterman

Year Founded: 1970  
Year Started Franchising: 1981  
Franchises: 457  
Franchise Fee: The initial, one-time license fee is based upon the population of the territory. The population of the territory is multiplied by \$31.80 and this equals the initial license fee. Minimum initial license fee is \$3,975 even though the population of the territory may be less than 125,000  
Description: Rooterman offers a fast & dependable service at reasonable rates. Rooterman is full-service, local professional sewer & drain cleaning company with over 25 years of service. Rooterman services chain stores, realtors, plumbers, municipalities, condos, industrial complexes, as well as general public.  
Contact: Rooterman  
268 Rangeway Rd.  
North Billerica, MA 01862

## Plumbing Franchises

866/577-1221  
www.rooterman.com

#### Benjamin Franklin Plumbing

Year Founded: 2001  
Year Started Franchising: 2001  
Franchises: 250  
Franchise Fee: \$35,000 +  
Royalty: 5% (of residential service)  
Description: Benjamin Franklin Plumbing — "The Punctual Plumber" — is identity engineering for plumbing contractors. It's also an innovative, ground-floor franchise opportunity for ambitious contractors and business owners seeking to grow their company and dominate their marketplace by delivering to their customers a trustworthy plumber.  
Contact: Benjamin Franklin Plbg.  
Plaza Five Points  
50 Central Avenue Ste 920  
Sarasota, FL 34236  
866/362-1291  
www.thankyoubenjaminfranklin.com/phc

#### Bathfitters

Year Founded: 1984  
Year Started Franchising: 1990  
Franchises: 200  
Franchise Fee: \$30,000  
Total Investment: \$120,000-\$175,000  
Royalty: none  
Description: Bathfitters is North America's largest manufacturer of acrylic tubs and bath walls. Every year, Bathfitters franchisees transform thousands of worn-out bathrooms in private homes, hotels, motels, apartment complexes, school dormitories, military bases and government-subsidized housing.  
Contact: 27 Berard Dr., #2701  
South Burlington, VT 05403  
450/472-0027  
Toll Free: 877/422-2322  
www.bathfitters.com

#### BathCrest

Year Founded: 1979  
Year Started Franchising: 1985  
Franchises: 78  
Description: Since 1979, BathCrest has been saving homeowners and property managers a lot of time and money on bathroom updating projects. They've restored more than 1,000,000 bathroom surfaces!  
Contact: Bathcrest  
5195 West 4700 South  
Salt Lake City, UT 84118  
801/957-1400  
Toll Free: 1-800/826-6790  
Fax: 801/955-6499  
www.batherest.com

#### Rebath

Year Founded: 1979  
Year Started Franchising: 1979  
Franchises: 200  
Franchise Fee: \$3,500-\$40,000 (8 cents per person)  
Total Investment: \$33,900-\$200,000  
Royalty Fee: \$25/liner  
Description: The #1 company in the bathroom remodeling industry today having over 21 years of experience in the bathtub liner industry. Getting customers through participating Home Depot and Ace stores is one of the many reasons *Entrepreneur Magazine* has ranked us number five on their list of "Top Ten Home Improvement Franchises."  
Contact: Larry Vivola

Re-Bath LLC  
1055 S. Country Club Dr.,  
Bldg. 2  
Mesa, AZ 85210-4613  
480/844-1575  
Toll Free: 800/426-4573 x156  
www.rebath.com

#### Luxury Bath

Year Founded: 1989  
Year Started Franchising: 1994  
Franchises: More than 200 locations in U.S. & Canada  
Description: Luxury Bath Systems remodels bathrooms in homes and businesses. The Bensenville, Illinois-based company installs tub and wall systems over existing bathtubs and tile, allowing franchisees to remodel a bathroom in less than one day.  
Contact: Joe Cerena  
Luxury Bath Inc.  
1958 Brandon Court  
Glendale Heights, IL 60139  
1-800/354-2284  
www.luxurybath.com

#### Bathmaster

Year Founded: 1989  
Franchises: 40  
Franchise Fee: \$7,000  
Total Investment: \$24,000  
Description: BathMaster® is a Canadian Franchise, which was founded in 1989, and has expanded operations across Canada. BathMaster® is Canada's leader in the reglazing industry specializing in bathtub reglazing, and installation of bathtub liners, and tub wall systems.  
Contact: Trevor D. Dixon, President  
BMR BathMaster Reglazing Ltd.  
4498 Trepanier Road  
Peachland, BC V0H 1X3  
Phone: 877/767-2336  
Fax: 250/767-2718  
www.bathmaster.com

#### DreamMaker Bath & Kitchen

Year Founded: 1988  
Franchises: 190  
Description: DreamMaker Bath & Kitchen franchisee network is the premier bath and kitchen remodeling. DreamMaker Bath & Kitchen by Worldwide® is linked to a number of other like-minded, home-oriented companies through its association with the Dwyer Group.  
Contact: DreamMaker Bath & Kitchen by Worldwide®  
1010 N. University Parks Dr.  
Waco, TX 76707  
1-800/253.9153  
www.dreammaker-remodel.com

#### Mend-A-Bath

Year Founded: 1976  
Year Started Franchising: 1980  
Franchises: 31  
Franchise Investment: \$25,000 to \$50,000  
Description: Mend-A-Bath Intl. has established a global franchise network covering 25 countries over the past 30 years. Franchisees resurface (refinish, reglaze, re-enamel) tens of thousands of bathtubs in hotels, resorts and private dwellings.  
Contact: Mend-A-Bath International  
8501 Benjamin Street  
Chalmette, LA, 70043  
877/503-7262  
www.mendabath.com



## Plumbing contractors achieve double-digit profits despite slow economy

BY TAB HUNTER,  
contributing writer

Business bankruptcy filings in the United States were up 54 percent in 2008, according to government sources. How many of those were plumbing contractors is undetermined, but a quick scan of filings in your community will probably reveal at least a handful of independent plumbers who closed up shop in the past year.

"A plumber doesn't lose his business because he doesn't know how to fix plumbing problems; he loses it because he doesn't know how to fix business problems," said Jim Abrams, CEO of Clockwork Home Services, the parent company of Benjamin Franklin Plumbing, which serves more than 240 territories nationwide with franchises and company-owned locations. "We give contractors the steps to building a profitable business. If they follow the steps, they will succeed."

That's the kind of help that plumbing contractors Dave Dahlquist in Venice, Florida and Bill McDaniel in Arlington, Texas needed. Dahlquist converted his independent residential plumbing service to a Benjamin Franklin franchise in 2008. McDaniel is a relative veteran of the franchise system, having converted his commercially-based business to residential service through Benjamin Franklin in 2004.

Today, both contractors are achieving double-digit profitability, despite the slow economy, and they credit the franchise system for much of their success. Their stories illustrate potential benefits of being part of a nationally branded franchise and

highlight key factors that contractors should investigate when analyzing a franchise opportunity.

### Contractor turns double-digit profits in rookie year

Dave Dahlquist had been in the business from age 15, when he served his father, a Master Plumber, as a helper. Dave entered the trade full time at 19 years old after deciding that college was not for him. He started his independent residential service business in 2005 shortly after moving to Florida to be near his parents, who had retired in the Venice area. Dahlquist gained some traction in the Venice community, but he was struggling with the business operations side.

"I was a plumber, not a businessman," said the 41-year-old, who co-owns the business with his wife, Debbie. "I didn't know how to create a budget, set prices or analyze profitability. I was really flying blind and never felt confident that I would still be in business the next year."

Located within a 30-minute drive of the Clockwork Home Services headquarters in Sarasota, Dahlquist took the company up on an invitation to check out the Benjamin Franklin system. Dahlquist had worked with another national franchise brand before moving to Florida and was not impressed with the level of support that company provided to franchisees. He was a service technician at a corporate-owned business and general manager of a franchise.

"I spent seven months on due diligence looking at Benjamin Franklin," Dahlquist said. "I took the information

to my accountant and my lawyer. I prayed about it."

In August 2008, the Dahlquists signed on as a Benjamin Franklin Plumbing franchisee. After approximately seven months of transition —

have paid off in increased profitability. He also points to the brand recognition, buying power, on-line and classroom training, and marketing support provided by Benjamin Franklin.

"BuyMax (Clockwork's purchasing consortium) has been wonderful," Dahlquist said. "We receive discounts and rebates I never would have had on my own. It's a tremendous asset that's going to add up to thousands of dollars



Dave and Debbie Dahlquist converted their independent residential plumbing service to a Benjamin Franklin franchise in 2008.

learning the systems, wrapping his trucks in the new brand's image, ordering uniforms, training employees and communicating with customers — Dahlquist was preparing for "Image Day," when Clockwork representatives would sign off on the brand conversion.

"We already can see a change in our business numbers," Dahlquist said. "Clockwork has advised us on so many things. They have the business model we follow: labor percentage, material costs and how we should price. It puts my mind at ease that I'll be in business next year. Before, I didn't know how to adjust and make changes to my business. Now, we send a daily management report to Clockwork, and they look at our numbers every day to see where we need to improve. Maybe a technician needs more training or better communication skills. Clockwork can identify those needs from the numbers, and we can work with each individual to improve. The value in that is huge."

Dahlquist particularly likes having a dedicated Franchise Business Consultant assigned to his company by Clockwork. "I want the oversight," he said. "I like the accountability. It helps me to focus on the priorities. There are so many details in this business; it's easy to become overwhelmed if you don't have a clear focus."

The one-on-one consultation is a key value to Dahlquist, who considers that the fees he pays to the franchise system

in savings." According to Abrams, BuyMax processed more than \$1 billion in purchases in 2008 for Clockwork's three franchise brands and other affiliated businesses.

Another benefit of being part of a national network of owners who are operating under the same brand is the peer counseling that has helped Dahlquist learn from others and avoid mistakes. Dahlquist has learned from Benjamin Franklin franchisees in Tampa, Ft. Myers and other Florida communities, and has even sent key employees for training at other, longer-established locations.

The Dahlquists' plans are ambitious. They plan to increase revenues by 10 percent in 2009 and hope to add more territories to their franchise in the future. Dahlquist is convinced that being part of a recognized national brand will increase the value of his business if he decides to sell at some point. Clockwork also may buy out a successful franchise to add to its portfolio of retail locations.

### Texas contractor builds \$2.4 million business in four years

Bill McDaniel converted his Arlington, Texas business to a Benjamin Franklin Franchise in 2004. He had started the company in 1996 to serve the insurance industry by performing slab lead inspections and repairs. When the cost of covering mold issues caused insurance compa-

### 10 keys to investigating a franchise opportunity

Clockwork Home Services CEO Jim Abrams and Benjamin Franklin Plumbing franchisees Dave Dahlquist and Bill McDaniel offer the following tips for contractors investigating a franchise opportunity.

1. Do the support people in the organization have direct experience in the trade? Does the organization have its own locations operating under the brand, and will they disclose their numbers?
2. What kind of business operations support will you receive? Will you have a dedicated consultant who is accessible, engaged and knowledgeable?
3. Investigate the training that will be provided. Are there costs involved? Is it available online to reduce travel costs and increase access by employees and managers?
4. What kinds of marketing materials and support are available?
5. What kind of buying power will you have as a franchisee? Does the system offer discounts and rebates on purchases?
6. Talk to other franchisees. Are they making money? Has the organization made good on its promises of support?
7. Does the franchise company offer financing for new franchisees?
8. What fees are involved and what are the ongoing financial commitments?
9. Investigate all the costs to convert to the new brand, such as changing graphics on vehicles, purchasing uniforms, printing new forms, etc.
10. Consider your exit strategy. Is the brand substantial enough to add value when you are ready to sell?



## California plumber lauds Fluidmaster Pro Series

Recently, Fluidmaster, a manufacturer of toilet repair products, set out to find a plumbing contractor who embodies the same innovative and professional attributes that the PRO Series is built on, and that Fluidmaster has been recognized for in the industry for more than half a century. Bonney Plumbing, Heating, Air and Rooter Services of Sacramento, Calif., locally owned and operated since 1978, was at the top of the list, offering a tireless track record of exceptional customer service and outstanding business practices.

In 1972, while still in high school, Mark Bonney began to cultivate his interest in the plumbing industry by tackling small side jobs at home and

for friends and family. Now, more than 35 years later as the founders of the largest plumbing repair and HVAC contractor company in the greater Sacramento area Mark Bonney and his wife Candace attribute the success of Bonney Plumbing, Heating, Air & Rooter Service to staying true to their core customer — the homeowner. Insistent that each of their 45 employees sport protective booties over their work boots when entering every home on any service call, the Bonneys proudly label their business practices as “old school,” focusing on honesty, quality and professionalism as the foundation of their company.

Mark Bonney noted, “We feel it is how we do business and treat our cus-

tomers that sets us apart from the competition. For example, we charge by the job, not by the hour, so we can focus on repairing the problem or finding a solution that works, while ensuring that our customers are never surprised by unplanned costs.” Now servicing an area that spans an 80-square-mile radius and includes 1.5 million customers, no one can deny the success that this mentality has afforded them.

### Professionalism personified

In addition to how the business is run, as vice president of plumbing operations, Mark takes pride in everything from how the staff of professionals interacts with customers, to their



ability to efficiently troubleshoot any plumbing issues and ultimately what products are installed as part of the solution.

Thirty-two service trucks deemed “Warehouses on Wheels” make up the Bonney Plumbing, Heating, Air & Rooter Service fleet. Each of the service trucks, which display the long-standing graphic of Mark and Candace Bonney’s smiling faces, hosts nearly \$15,000 of product inventory and  
(Turn to Pro Series, page 46.)

nies to curtail coverage, that once lucrative business dried up. McDaniel decided to turn to residential service, although his company had no brand recognition among homeowners since it had been focused on serving the insurance industry.

To learn the ropes of the residential service business, McDaniel joined Plumbers Success International, a professional development organization also owned by Clockwork Home Services. Through that group, McDaniel learned about the Benjamin Franklin Plumbing franchise and joined the system in 2004.

Within his first two years as a franchise, McDaniel’s annual revenues were \$600,000. His revenues were \$1.6 million in 2007 and \$2.4 million in 2008. In 2008, Clockwork awarded McDaniel as the fastest growing Benjamin Franklin franchise in North America. Despite the recession, McDaniel reports that his revenues were up 30 percent this January, compared to January 2008, and February revenues were up 20 percent year-over-year.

“There is no way we would have grown this fast without being part of a national brand,” said McDaniel, who has been a plumber for 30 years. “The Benjamin Franklin systems and brand recognition propelled our business from zero consumer awareness and no customers to \$2.4 million in sales and double-digit profitability.”

“The main reason we joined the franchise system was for the brand,” he said. “In our area, there are more than 1,500 plumbing contractors. You have to stand out so that people remember your name. Branding is the key. If the franchise doesn’t brand you, then you don’t gain anything out of it. We average a call a day from people remembering the name from seeing our trucks on the road.”

McDaniel credited a neighboring Benjamin Franklin franchise, owned by Keresa and J.R. Richardson, for helping his fledgling franchise get up to speed quickly. The Richardsons were the second franchisees in the system, and observing their operation was invaluable, he said.

McDaniel said he is still finding new value in being part of the franchise system. Clockwork’s purchasing power has achieved lower pricing than McDaniel could achieve independently, and he doesn’t have to search for vendors for various supplies or services. The BuyMax network has already checked out the companies and negotiated the best possible pricing, he said. This year, McDaniel began using a national call center service provided to Clockwork franchisees for a fee. In the first month using the call center to handle incoming service calls, rather than an in-house staff, his call closing rate increased from below 60 percent to 80 percent, and the goal is to achieve an 85 percent closing rate.

Abrams said the experiences of franchisees like McDaniel and Dahlquist prove the value in “branding together” under an established national brand.

“Regardless of whether an independent contractor looks at a franchise, he or she should realize there’s strength in numbers,” Abrams said. “At least seek out a professional development organization and take advantage of educational and peer counseling opportunities. This economic situation is no time to go it alone.”

*Tab Hunter is president of franchise operations for Clockwork Home Services. Before joining Clockwork he owned a Benjamin Franklin Plumbing franchise, as well as a One Hour Heating & Air Conditioning franchise. Information: [www.BenjaminFranklinPlumbing.com](http://www.BenjaminFranklinPlumbing.com).*

NEW PRODUCT

## ProBase™

Tile Ready Shower Base Kit

- Presloped, waterproof shower base
  - High compressive strength
  - UPC Listed: IAPMO File #4339
  - High moisture and chemical resistance
  - Lightweight and durable
- Compatible with many shower layouts & sizes
  - Allows for 2" adjustment of drain
  - Use with most standard clamping ring drains
  - Easily cut to size
  - Available in 48" x 48" and 32" x 60"
- Saves time and money
  - Pre-applied waterproofing membrane
  - No need to create a slope
  - 1-piece installation that is bonded in place
  - Flood test in 1 hour
  - Tile directly to ProBase




**Other Noble Shower Products**

<b>NobleSeal™ TS</b> Waterproofing Membrane	<b>Chloraloy®</b> Waterproofing Membrane	<b>PRO-SLOPE™</b> Code Required PreSlope	<b>Noble Benches</b> Shower Benches
			



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Circle 29 on Reader Reply Card



## Advance your Business!

**JOHN HAZEN WHITE, JR.**  
President & CEO, Taco Inc.



At Taco these days we like to say that we are a systems company. We supply a wide range of products that help make up a typical hydronic heating or cooling system. It's been a long time since we sold "cast iron by the pound". In recent years electronic controls — and equipment components with integrated advanced electronics within them - have become a big part of our product mix.

Our recent acquisition of the former Innovex Technologies, now Taco's Electronic Control Solutions Division, really cements our claim to being a true systems provider. That's because the newly acquired technology platform provided by Innovex, which involves automated building control products, means that Taco can now provide a complete, integrated suite of products not only for HVAC, radiant heat and hydronic systems, but for lighting control, access control, energy metering and management.

This fully automated controls system from Taco represents an opportunity for you to advance your business. Here's why: when upscale homeowners (back in the good old days) were asked whether they would sooner invest in a high-end home improvement like a home theater or indoor spa tub - or a means to control and monitor their

**"Our recent acquisition... really cements our claim to being a true systems provider."**

heating system, lighting and security, they came down decisively on the side of the control system. They understood how important a control system can be in safeguarding their most important investment and managing their energy costs.

The problem in the past has been that automated control systems were limited to big buildings and not homes or light commercial properties. Separate controls for heating, lighting and security were provided by different manufacturers, and there was no way for these devices to be linked so they could communicate with one another. But advances in microelectronics and sophistication of the Internet have changed all that.

Now, intelligent building systems designed specifically for homes and light commercial-use buildings are on the market. Innovex Technologies was a leading developer and provider of integrated control systems linked to the Internet, allowing for off-site monitoring and control.

This technology allows mechanical contractors, plumbers and oilheat service techs to monitor the system locally or remotely over the Internet. Being able to monitor and analyze energy or electrical consumption, make changes based on the season or weather conditions, and receive real-time alerts on system functions has many obvious benefits to homeowners, property managers, developers and contractors.

The big benefit to you, the contractor, is that this technology represents a totally new business model. Installing and servicing the Taco automated building control system is a perfect way to advance your technical offerings, differentiate yourself from the competition, and become a true full-service comfort and security provider.

Taco Electronic Control Solutions products will soon be on your wholesaler's shelves, and Taco, in conjunction with our independent sales force agencies and stocking wholesalers, will be coordinating training opportunities for you. I encourage you explore this new business opportunity from Taco, the "systems made easy" company.

Circle 30 on Reader Reply Card

## Living Water International pumps clean water into poor countries with pipe threader

Every day, Americans turn on their faucets without giving a second thought of what it would be like to live with dirty water or worse yet, no water at all. They take for granted that U.S. municipalities constantly maintain and upgrade drinking water systems. Some parts of the world are not so fortunate. Many third-world countries lack basic sanitation, and if they are lucky enough to have drinking wells, most are in poor condition. That's where Living Water International (LWI) comes into the picture.

LWI is a non-profit organization in Houston, Texas, that is dedicated to providing clean water to inhabitants of third-world countries by drilling wells, repairing pumps, providing hygiene education and constructing bio-sand filters. Founded in 1990, LWI started as a missionary project to construct wells in Kenya. However, the organization was almost not

started. Constructing new wells was not the fruitful venture the missionaries thought it would be. The group had a difficult time tapping into water sources around Kenya and planned to end the trip and head home to Houston. Founder Harry Westmoreland was scheduled to come home but got the day of his departure mixed up, staying longer than he was supposed to. He was drilling, and a national approached him and told Harry that he should move the drill to a nearby tree. He finally hit water, convincing him to continue the missionary's work.

LWI now employs 34 full-time staff and operates in 24 countries all over the world. Since its inception, LWI has restored or constructed over 4,000 wells for over seven million people. Without this commitment, millions more would suffer from the fatal consequences of poor water conditions. The organization tends to focus more on repairing wells

## Pro Series helps Calif. plumber

*(Continued from page 44.)*

never pulls out of the parking lot without being fully restocked with Fluidmaster PRO45B fill valves due to their proven reliability in the field.

"Our business is only as efficient as the plumbing repair products that we choose to install and this is why we exclusively carry the PRO45B fill valve from the Fluidmaster PRO Series line," states Bonney. "With today's high cost of labor, a plumber can't afford to go back out to the site to check on and readjust the product. At the same time, our customers are juggling hectic work schedules and can only offer limited windows of their time — you need something that is durable and guaranteed to work, and that is what the PRO45B does for us."

The PRO45B fill valve is a quiet, high-performance fill valve equipped with a brass shank, which naturally elevates the value of the repair part. However, synonymous with all the PRO Series products, the PRO45B brass shank fill valves are also affordable, allowing plumbing professionals to increase profits while supplying a superior fill valve to customers. Made with professional grade materials, the PRO45B fill valves are easy to install and adjust. In addition, offering plumbing contractors the ability to "set it and forget it," as Mark Bonney describes, this reliable fill valve also lessens the chance of a call back, helping the plumbing contractor to save both time and manpower.

### Exemplifying green

As an industry leader in his community, Bonney also understands the importance of keeping his finger on the pulse of environmental issues, and helping his customers to incorporate water-saving techniques into their homes.

"With California and other states frequently experiencing drought conditions, it is our duty, as plumbers, to look forward both locally and globally to help conserve water," states Bonney.

In addition to supplying homeowners with ultra-low flush toilets and water saving showerheads, Bonney also encourages his staff of plumbing professional to educate homeowners on how to deduce if their toilet is leaking. Bonney adds that

with more than 200 million toilets in the United States alone, reducing water waste by fixing leaky toilets is a simple way to go green.

"I use the PRO45B faithfully because it is a tattle-tale product, meaning that under normal working conditions, the PRO45B is quick to refill the tank and functions extremely quietly. However, when a leak has occurred within the tank, most likely from a faulty or corroded flapper, we inform our customers that they will be able to clearly hear that the tank is not filling correctly, indicating that there may be a problem, and that they should take action."

Mark Bonney also notes that he appreciates the dedication that Fluidmaster has shown the plumbing industry in the fact that the entire PRO Series



Bonney Plumbing, Heating, Air and Rooter Services of Sacramento, Calif., has been locally owned and operated since 1978.

product line is solely available to plumbing professionals, which means customers can not shop him around via home centers.

"In this business, and especially in this economy, it is refreshing to know that Fluidmaster has made strides to ensure plumbers can still compete for business and win," he said. Bonney Plumbing, Heating, Air & Rooter Service remains optimistic that they will continue to make progress during these challenging economic times. Thanks to the dedicated employees and loyal customer base, coupled with a healthy sense of humor, this plumbing repair business keeps it perspective. "Even though the economy is in the tank, the need for professional, reliable and efficient plumbing contractors still remains flush with opportunities," said Mark Bonney. ■





LWI program director Jim Mohney relies on a RIDGID handheld power threader for well repair.

as it costs about \$1,500 to repair a well compared to \$5,000 to \$10,000 to construct a new one.

"About 40,000 children die a month worldwide due to a lack of clean water. They get infections and diarrhea. In the Amazon, nationals don't even give children names for the first two years of their lives because the majority of them die from bad water," said Tim Mulville, vice president of programs, LWI.

The success of LWI depends on the generosity of donors through financial contributions and varying sponsorship levels. A portion of those donations goes towards the purchase of equipment and materials, such as PVC and pipe threaders. Since the organization operates on a limited budget, it can't always buy the highest quality equipment that would more effectively and efficiently complete the job.

According to Jim Mohney, a program director for LWI, the organization had been struggling to make quality threads on the schedule 80, 1 1/4-inch PVC that is used in the construction and repairing of wells. He had always used a manual pipe threader on non-threaded plastic pipe. LWI doesn't use metal pipe because Haitian water is corrosive and will rust the pipe, permitting water to leak through the pipe before it reaches the pump spout.

"It was tough to cut threads on the PVC with the manual threader. I later found out that I needed a specific die for the PVC, which I didn't know about. Using the die improved the threads but it still wasn't good enough. The threads weren't consistent around the end of the PVC because I must have been pushing on some spots of the pipe differently with the threader," stated Mohney. "Buying a power threader was too expensive because funds needed to go towards more hand tools and basic supplies."

Mulville had the idea of contacting RIDGID® for a donation of a power threader for use on a well repair project in Haiti. RIDGID willingly donated the Model 600 Power Drive hand-held power threader. The hand-held design is perfect for LWI volunteers, who make well repairs on site. The Model 600 fea-

tures a reversible 115V or 220V universal motor and has the capacity to thread 1/8-inch to 1 1/4-inch pipe. Weighing only 12.5 pounds, the Model 600 is ideal for users transporting to different well locations.

When Mohney received the Model 600 threader in Haiti, he immediately experienced the benefits of it.

Mohney says that the entire process of cutting and threading the pipe is a lot quicker because of the Model 600. Before, Mohney usually had to cut the pipe, so that the pipe and the rod, which is placed inside the pipe, would fit together with the pump. The rod needs to stick out of the pipe a certain distance. If it doesn't, then the rod can't screw into the pump. If that's the

case, then Mohney needed to remove the pipe, add an extension to the first rod because the top rod is fitted for the pump. With the RIDGID Model 600 threader, he can assemble the pipe and rod all at once, and if the pipe is longer than it should be, he simply cuts the pipe and threads it on the spot.

"Using the RIDGID Model 600 power threader greatly reduces assemble time. It's a much better system. We save about 30 minutes per pump on average," said Mohney. "Because the RIDGID threader was so effective, I decided to re-thread all the pieces of pipe that I manually threaded before because it cut closer tolerance threads making better fitting joints. The manual threader made less accurate threads, so the connections weren't as tight."

Mulville added, "We also run into the issue of different pipe sizes. Some of the piping that we purchase is either in metric or SAE. The manual threader wasn't capable of threading different sized pipe. The RIDGID power threader

has this capability, allowing us to do the job quicker and more professionally."

The addition of the RIDGID Model 600 threader complements LWI's efforts to keep up with technology. To accurately keep track of where it repairs wells, LWI uses GPS coordinates and keeps a detailed report of the repair parts used and how many volunteers worked on a well.

For Mohney, he most appreciates the tool's ability to provide clean, quality threads and its ease of use, noting, "I can show anyone how to use this; it was easy to learn how to use."

Mulville, too, is appreciative of the threader and the impact it has had on the organization and Haitian villages where LWI repairs wells. "With the help of the RIDGID threader, we're saving thousands of lives with clean water and teaching nationals how to use this clean water for proper health and hygiene," said Mulville. "It's amazing how this one tool has touched so many lives." ■

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### Horizontal shower panel

Raindance Rainfall is a horizontal, multi-functional shower panel with a torrent spray mode. The flat, rectangular panel projects into the stall and offers 3 spray modes. Concentrated Rain Splash torrent spray gushes out of the showerhead like an outdoor deluge; aerated shower's distance from the wall guarantees freedom of movement, allowing the effect to be savored. Four rotating whirl-massage sprays swivel forward to massage the body when activated and swing back inside the shower's surface when another function is used. **Hansgrohe.**

Circle 100 on Reader Reply Card

### High efficiency toilet

The Avalanche 1.28 high efficiency toilet (HET) has a 3" flush valve, Fluid-master fill valve, uniquely designed jet feed, rim structure and trapway configuration for performance. Large water surface helps with cleaning and maintenance; slimline tank includes a color-matched side-mount lever. Offered in comfortable ErgoHeight model. **Gerber Plumbing Fixtures LLC.**

Circle 101 on Reader Reply Card

### Waterless urinal

The H2Zero waterless urinal is designed for environments desiring extreme water savings. Utilizes breakthrough technology to use no water for optimum performance and water conservation. Vitreous china urinal addresses key challenges including performance, operation, odor management, durability and waste build-up. Unique technology uses a Bio Fresh block, a Bio Seal and a cartridge tool to maximize performance. **Caroma.**

Circle 102 on Reader Reply Card



### Efficient flushing system

Flushmate® Pressure Assist Technology is a flushing system designed



for performance and conservation. The high efficiency model flushes 1.0 gpf. This manufacturer has 25 years of proven reliability, performance and maximum water savings; offers a 10-year warranty. **Sloan Valve Co.**

Circle 103 on Reader Reply Card

### Mini tankless

Series 4 apartment water heater is one of a line of U.S.-made electric tankless



and mini tank water heaters for industrial, commercial and residential applications. Flow capacities range from 0.5 gpm (2.5kw) to 25 gpm (126kw) for 99% energy efficiency. Ruggedly constructed; compact and reliable. **Eemax.**

Circle 104 on Reader Reply Card

### Shower enclosures

Preceria shower enclosures feature an elliptical-shaped header suspended above thick glass. Oversized curved



pull handle and decorative hardware complement overall product design. Glass-to-glass hinges offer choice of swinging the door panel in and out, and of either a curved or straight door. Frame finish options include silver, brushed nickel or 9 powdered-coated finishes. Clear glass showcases tile and emphasizes an open feel; Silk glass is a beautiful effect offering more privacy. **Basco.**

Circle 105 on Reader Reply Card

### Complete bath/kitchen collection

The Rivers Collection offers a complete line of unique stone lavatories, vessels, pedestal lavatories, vanity systems, bathtubs, kitchen and bar



sinks in a variety of colors. Collection has a variety of wrought iron vessel stands that allow using the different types of materials in sinks from this line and numerous other manufacturers. This leads to a mix and match look designed to produce much higher gross profit margins. **The Stock Market.**

Circle 106 on Reader Reply Card

### Leaf lavs

The contemporary Leaf Vessels lavatory offers homeowners a new choice



for today's modern bathroom, with a unique twist on the typical bowl-shaped vessels. This vitreous china, above-counter lav coordinates with the company's existing modern furniture and fixture offerings to create a stylish and functional bathroom space. Provides simple elegance for a grooming station, and creates a real focal point in the bathroom. **Kohler.**

Circle 107 on Reader Reply Card

### Direct vent fireplace

The RHFE 750 ETR gas modulated fireplace maintains energy efficiency and



beauty using a gas flame in a direct vent fireplace. State-of-the-art digital electronic controls include dual timers, a thermostat or a manual control option, and a child lock. A fully functional remote control gives the consumer total control of the heat output; 3-speed fan allows even heat distribution, yielding an increased level of comfort. **Rinnai.**

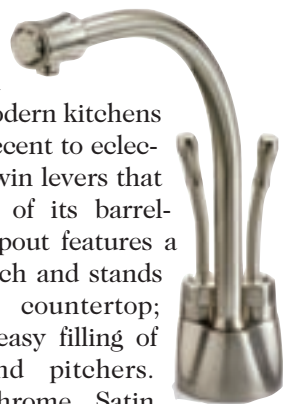
Circle 108 on Reader Reply Card

### Futuristic faucet

The Distinctive Series LVH 1200 accessory water faucet features futuristic lines with a modern look; makes a design

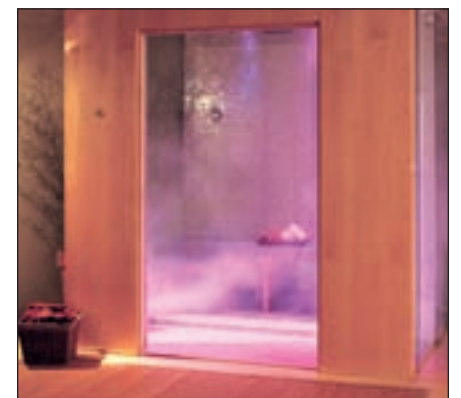
statement in modern kitchens or a stunning accent to eclectic ones. Uses twin levers that flank the base of its barrel-tipped spout. Spout features a generous 6" reach and stands 7" above the countertop; allows for the easy filling of cups, pots and pitchers. Available in Chrome, Satin Nickel and Oil Rubbed Bronze. Lead-free faucet has a built-in aerator and ceramic disc valves to ensure long-term operation. **Water, Inc.**

Circle 109 on Reader Reply Card



### Innovative steam therapy

The ChromaSteam System spa package provides enhanced relaxation including the mental, physical and emotional benefits associated with



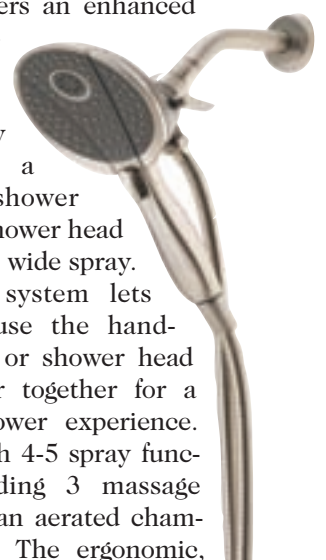
Steamtherapy™. Complete with AromaSteam™, ChromaSteam™ and in-shower Musicotherapy™ speakers. Integrates light with steam selection of colors ranging from blue to red via low voltage LED light modules; releases aromatherapy essences electronically into the steamroom; speakers deliver 70 watts peak sound from most audio sources. **Mr. Steam.**

Circle 110 on Reader Reply Card

### Ergonomic showerhead

The ergonomically designed IN2ITION shower delivers an enhanced level of comfort, convenience and versatility by combining a hand-held shower and a fixed shower head with an extra wide spray. The 2-in-1 system lets consumers use the hand-held shower or shower head separately or together for a full-body shower experience. Available with 4-5 spray functions, including 3 massage options and an aerated champagne spray. The ergonomic, soft grip handle and dial allow for maximum comfort. **Alson Showers.**

Circle 111 on Reader Reply Card







### Therapeutic walk-in baths

The Passages Collection of acrylic walk-in baths expands the bathing experience with second generation features that provide the ultimate in easy access, safe and sanitary bathing. A wide, walk-in side entry door with a low threshold eliminates stepping over the sidewall of traditional baths for safe, easy entry and exit. Collection features a 17" high ADA compliant seat; it has dual gaskets on the door, comes standard with a built-in assistance bar, and an ergonomic door handle that is easy to operate. **Clarke.**

Circle 113 on Reader Reply Card

### Oil smart water pump controller

The "original" and only stand-alone pump controller that differentiates



between hydrocarbons and water. Unlike costly conductive systems, the capacitive pump control requires no control panel, will operate any pump by itself up to 1 hp or 16 amps, and its performance cannot be altered by oil. If a layer of oil attaches itself to the sensors, the switch will detect a field of water and pump the water from under the oil. Once

the long sensor sees no more water (oil or air), the pump will turn off immediately. See **Water Inc.**

Circle 114 on Reader Reply Card

### Overmount stainless sinks

MicroEdge is a sleek overmount sink that creates the illusion of an expen-



sive flushmount installation. Designers and homeowners can now achieve the highly coveted flush look for less time and money as MicroEdge can be installed over virtually any counter material. MicroEdge's unique ultra-fine (1.25 mm) rim gives this sink its near seamless edge. **BLANCO.**

Circle 115 on Reader Reply Card

## ★ Phc News product of the month ★



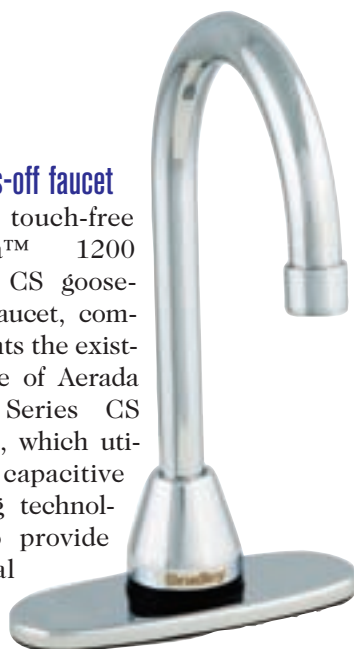
### Deck-mount lavatory faucets

Ideal for healthcare and public facilities, faucets are designed to meet the demand for modern electronic faucets with a geometrical design, these electronic lavatory faucets include sensors that detect the user's hand to activate water flow and operate by using either six 1.5V AA batteries or hardwiring. Featuring adjustable maximum run time and sensor range, the DEMD-311 and DEMD-301 faucets have the ability to offer above-deck integral mixing capabilities. A remote control is also available and provides the installer with a simple way to change options, flow times and sensor ranges. With its integrated water mixing capabilities, the DEMD-311 model does not require the installation of a mixing valve for tempering water, therefore significantly reducing installation costs. **Delta Faucet Co.**

Circle 112 on Reader Reply Card

### Hands-off faucet

The touch-free Aerada™ 1200 Series CS goose-neck faucet, complements the existing line of Aerada 1200 Series CS faucets, which utilize capacitive sensing technology to provide optimal



hands-free operation. The omni-directional detection zone of the Aerada 1200 Series CS faucet ensures activation the first time and every time. The capacitive sensing technology creates an omnidirectional detection zone that surrounds the entire spout, rather than relying on a sensor window commonly used with infrared-controlled faucets. **Bradley Corp.**

Circle 116 on Reader Reply Card

### Waterproof, tile ready shower base

ProBase is a waterproof, sloped shower base that is ready to be tiled. There is no need for a mortar bed over the base. ProBase is a composite made



from high strength polypropylene honeycomb with a Noble Sheet Membrane laminated to the top. ProBase is packaged with everything needed to ensure a watertight installation. It can be used with standard clamping ring drains, and it allows for up to 2" of adjustment in drain position. ProBase is easy to install: just thin-set to the floor. **Noble Company.**

Circle 117 on Reader Reply Card



### Handy bracket

The Stout Bracket product line has been expanded by introducing the HOLDRITE Stout Bracket #SB3 and #SB4. Ideal for copper, CPVC, and PEX pipe support at the showerhead, including 2-eared and 3-eared 90s. The unique wide design and hole pattern also allows a wide variety of clamps to mount to the bracket for other applications including vertical mid-span and fixture stub out support. #SB3 expands from 10 1/4" to 17 1/2" and the #SB4 expands from 15 1/4" to 25 1/2". **Hubbard Enterprises/HOLDRITE.**

Circle 118 on Reader Reply Card

### Cleanout & pneumatic test plug

The Test Titan mechanical, cleanout & pneumatic test plug has been



redesigned with larger diameter stem and redesigned disc for better compression and seal; hollow 3/4" male hose thread stem allows the system to be filled with water; ergonomically designed nut; non-slip shoulder; 100% non-corrosive. ABS stem and disc provides strength and durability; and chemical resistant PVC gasket for a firm seal, added flexibility and sealing in cleanout threads. **Sioux Chief.**

Circle 119 on Reader Reply Card

### Differential pressure by-pass valve

This valve is used in systems with a fixed speed circulating pump supplying several zones controlled by two-way zone valves. The valve ensures that the head pressure of the pump is proportional to the number of two-way valves being closed. It will bypass the differential pressure created by the pump as the zone valves close, thus eliminating water hammer noise. **Caleffi.**



Circle 120 on Reader Reply Card





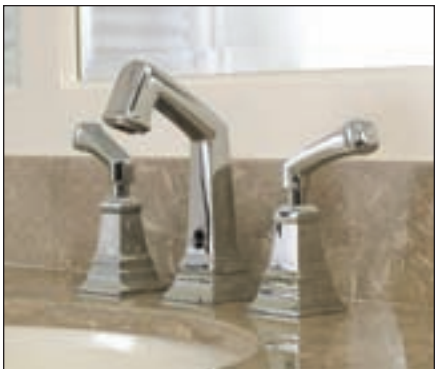
### 3-function pull-out kitchen faucet

Unique in pull-out faucets, the Fairmont's new kitchen option features enhanced functionality. With the push of a button on the pull-out wand, users can select from three function choices — spray, bubble or pause. The pause function, in particular, is a convenient alternative that allows users to direct and control the water for in-sink and out-of-sink tasks such as watering a plant, filling a pot and others. The wand can be pulled over 30" from the base. **Danze.**

Circle 122 on Reader Reply Card

### Premium bathroom collection

Reminiscent of the classic architecture of Oxford, the geometric lines of the Oxford Suite evoke a sense of being among England's ornate towers



and steeples. Boasting a bold and stately design, the refined, distinct look of the Oxford Suite is appropriate for a range of décor options from traditional to contemporary. **Symmons.**

Circle 123 on Reader Reply Card

### Cleaner for tankless water heaters

For residential and commercial tankless water heating units, cleaner is a fast, easy way to clean the circulation coils in a tankless water heating unit. Its unique combination of organic, inorganic and corrosion inhibiting components restores water flow and pressure quickly, with no strong odor. One 18oz. dose of Calci-Free, mixed with 2 gallons of water and circulated through the unit

20 minutes, does the job. It is recommended that homeowners with tankless water heaters have this cleaning done every 6-12 months by a skilled technician. It's fast, easy and can save a lot of money. **RectorSeal Corp.**

Circle 124 on Reader Reply Card



### 'WAGS' (Water and Gas Shut-off) valve

The WAGS (Water and Gas Shut-off) valve is a simple, inexpensive and reliable way to guard against disastrous water problems that can arise when water heaters develop a leak. Ideal for new or existing water heaters, WAGS is totally mechanical and can be installed with or without an electric harness. Installation is easy: The valve rests in a water heater drain pan. The cold water supply runs through the valve before entering the appliance. If a leak occurs, an internal water-soluble fiber element dissolves, releasing a powerful, spring-loaded piston that closes flow of water to the tank. With the addition of a wiring harness for gas-fired appliances, this action will also break a fuse to shut off the water heater's gas supply. **Taco.**

Circle 121 on Reader Reply Card

### Bariatric wall-hung water closet

A complete system, including a Z1203-XB carrier and Z5690 bariatric toilet, will withstand loadings of up to 1,000 pounds. Bariatric toilet is provided with an open front, elongated, anti-microbial polypropylene seat for enhanced patient comfort. The unit is fabricated from type 304 stainless steel and is available with an anti-microbial powder coating. **Zurn Industries, LLC.**

Circle 125 on Reader Reply Card



### Pint urinal system

Offering more than 87% water savings over standard urinals, the Washbrook



FloWise Pint urinal system delivers advanced efficiency for commercial applications. Meets ANSI flush requirements at 0.125 gpf and is powered by the high-efficiency Selectronic FloWise 0.125 gpf urinal flush valve. **American Standard.**

Circle 126 on Reader Reply Card

### Very low-lead faucets & fixtures

ECAST line provides a complete offering of durable, high quality brass faucets and fixtures, including deck mounted and wall mounted faucets,



metering faucets, stop valves, specialty fittings and bubblers. The line was developed specifically to meet the AB1953 standard requiring faucets intended to dispense water for human consumption must not exceed a total weighted average of 0.25% maximum lead content. **Chicago Faucets.**

Circle 127 on Reader Reply Card



### RIDGID product catalog

The new RIDGID® 234-page color full-line product catalog includes new products and reader-friendly features to help guide customers in choosing products. A visual product index divides the catalog into 13 product categories to enhance the overall navigation of the catalog. **RIDGID.**

Circle 128 on Reader Reply Card

### Water-powered back-up system

Home Guard Max is a high capacity, high efficiency water powered back-up system. With no electricity or batteries required, the Home Guard Max takes over seamlessly when the primary sump system fails. The unit comes fully assembled for fast, easy and trouble-free installation. With superior performance and discharge capacity, it uses less water and costs less to operate. Comes with a 2 year warranty. **Zoeller Pump Co.**

Circle 129 on Reader Reply Card

### Commercial products catalog

New Commercial Products Catalog introduces the division's expansion in the commercial marketplace. The easy-to-use guide gives builders,



architects and engineers a high-level review of the kitchen and bath products available to meet their standards for durability, accessibility,

safety and conservation. Products are created to address the specific needs of the building owner and the end-user. **Moen Commercial.**

Circle 130 on Reader Reply Card





### Stainless steel sinks

The Nouvelle Series of sinks places an increased emphasis on presentation and offers a fusion of symmetrical minimalism and modern design. Modern lines and conventional elegance make the Nouvelle sink the ideal complement to high-end luxury fixtures. Unique 25mm radius gives it good capacity with its deep well and straight walls; affords lots of room for dishes and easy corner cleaning. A rear set drain increases under counter storage and provides maximum work space. Scored drain lines facilitate draining. **Houzer Inc.**

Circle 132 on Reader Reply Card

### Toilet fill valve

The PRO45B fill valve is a quiet, high-performance fill valve equipped with a brass shank, which naturally elevates the value of the repair part. However, synonymous with all the PRO Series products, the PRO45B brass shank fill valves are also affordable, allowing plumbing professionals to increase profits while supplying a superior fill valve to customers. Made with professional grade materials, the PRO45B fill valves are easy to install and adjust. **Fluidmaster.**

Circle 133 on Reader Reply Card



### In-wall carrier systems



the existing carrier for wall-hung toilets. **Geberit.**

Circle 134 on Reader Reply Card

Family of in-wall carrier systems gives the bathroom a new design dimension by mounting the fixtures on the wall instead of the floor. Allows unique style while retaining reliability, performance, installation flexibility and maintenance. The new in-wall carrier systems for wall-hung urinals, bidets, and lavatories join

## ★ Phc News product of the month ★



### Flat plate and vacuum tube solar thermal collectors

With its new Vitosol 100-F flat plate solar collector, the company has added an economy option to its line of flat plate and vacuum tube solar collectors. The collector features rugged, high-quality aluminum frame construction, impact-resistant solar glass, excellent solar energy harvest with a selectively-coated copper absorber, as well as an outstanding price/performance ratio. Now OG-100 certified by the Solar Rating and Certification Corporation (SRCC), the 100-F collector qualifies for available U.S. state and federal incentive programs. In Canada, the collector will be part of the Government of Canada's ecoENERGY for Renewable Heat Program for commercial and industrial installations. **Viessmann.**

Circle 131 on Reader Reply Card



### A better toilet seat installation system

Toilet seats in public and commercial restrooms inevitably come loose, requiring costly maintenance. But now the STA-TITE® Commercial Fastening System™ eliminates the problem. The fastening system overcomes all the factors that cause loose seats. Plus, the system's simple, easy-to-handle parts cut installation time by 33%. A shear nut and other unique features create higher clamping forces — so the seat stays tight. **Bemis Manufacturing.**

Circle 135 on Reader Reply Card

### Urethane foam sealant

A new, two-part polyurethane foam sealant comes in one convenient can and features a long dispensing tube,



which reaches deep inside conduits and holes. Todol Duo-Fill 400 Two-Part Urethane Foam Sealant is designed for plugging and sealing applications where rapid expansion and fast curing are required to quickly stop flowing water. Packaged in a "can-inside-a-can" for field use, this expanding closed-cell foam sealant mixes directly in the actuator head of the rigid 9" L dispensing tube which permits visual quality control. **Todol Products, Inc.**

Circle 136 on Reader Reply Card



### Integrated mirrored wall system

Mirrored wall system for the modern bathroom is technically sophisticated but visually simple in design. Boasts a programmable mood lighting system and ample interior storage to promote wellness, maximize space and achieve an innovative architectural statement in the bathroom. **Duravit.**

Circle 137 on Reader Reply Card

### Disposer aids green building

Manufacturer has been recognized by the National Association of Home



Builders for the positive role disposers play in environmentally responsible home waste management. The installation of disposers will now contribute one point towards a building's achievement of the organization's National Green Building Standard™ certification, the nation's first and only American National Standards Institute (ANSI)-approved residential green building rating system. **InSinkErator.**

Circle 138 on Reader Reply Card

### Granite sinks

New mocha colored Gourmet e-granite sinks are formed from a granite sil-



ica and acrylic resin mix for the perfect balance of style and long-lasting durability. Providing a modern twist on old world charm, the Gourmet e-granite sinks accentuate several design styles from popular contemporary to transitional. Color is molded through the entire sink, creating a vibrant splash that will not fade, even under heavy use, while sustaining an aesthetically pleasing natural stone feel and texture. **Elkay.**

Circle 139 on Reader Reply Card



## Efficiency's the thing

(Continued from page 22.)

three values, which can be combined as follows:

$(T_i - T_a)/I$  [a.k.a. (P)/I, as seen on the SRCC ratings pages], where:

$T_i$  is inlet fluid temperature,

$T_a$  is ambient temperature, and

$I$  is solar radiation at the collector surface. [ $I$  stands for solar Insolation.]

The SRCC publications provide collector test results in publications 1 and 2, which include the slope and the intercept data for each collector tested. The slope and the intercept allow you to draw a straight line on a graph that defines the collector efficiency for any conditions of  $(T_i - T_a)/I$ . I have done this in Figure 1 for three collec-

tors I found listed in the January 2009 Directory; a flat plate glazed, a flat plate unglazed and a glass vacuum tube collector. The intercept is the point found on the vertical axis and the slope is the (negative) Rise over Run of the line as it runs downhill to the right.

Please note that this only describes the collector thermal efficiency, which is the solar collector by itself. This is not to be confused with the system thermal efficiency, which is complicated by pump and control "parasitic" energy consumption, heat loss from piping, heat exchanger efficiencies, heat storage losses, etc., etc. This article is limited to the solar collector. We hope to cover

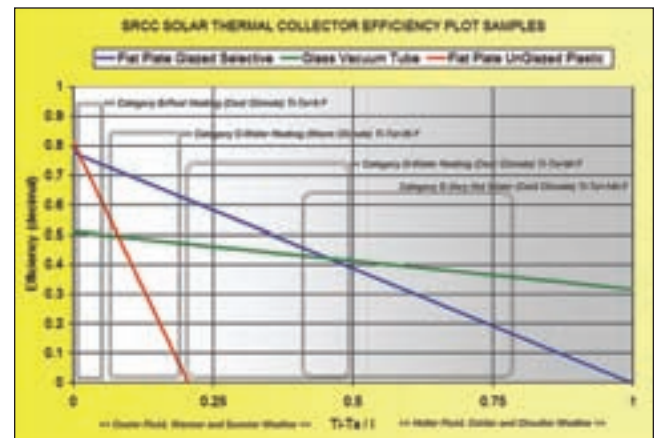


Figure 1. For most of the common solar heating categories, the flat plate glazed collector performs better than the glass vacuum tube collector, with a higher collector efficiency.

Collector Thermal Performance Rating				Collector Thermal Performance Rating			
MegaJoules Per Panel Per Day				Thousands of Btu Per Panel Per Day			
Category (Ti-Ta)	Clear Day 23 MJ/m <sup>2</sup> ·d	Mildly Cloudy 17 MJ/m <sup>2</sup> ·d	Cloudy Day 11 MJ/m <sup>2</sup> ·d	Category (Ti-Ta)	Clear Day 2000 Btu/ft <sup>2</sup> ·d	Mildly Cloudy 1500 Btu/ft <sup>2</sup> ·d	Cloudy Day 1000 Btu/ft <sup>2</sup> ·d
A (-5°C)	31	23	16	A (-9°F)	29	22	15
B (5°C)	30	22	14	B (9°F)	28	21	14
C (20°C)	28	20	13	C (36°F)	26	19	12
D (50°C)	25	17	10	D (90°F)	23	16	9
E (80°C)	21	13	6	E (144°F)	20	13	6

A-Pool Heating (Warm Climate) B-Pool Heating (Cool Climate) C-Water Heating (Warm Climate)  
D-Water Heating (Cool Climate) E-Air Conditioning

Figure 2. A collector that can produce heat under all standard test conditions will have 15 heat output ratings from which to choose.

more system efficiency issues in the future.

### Making sense of SRCC collector ratings

The SRCC requires each solar collector to be tested using a standard series of procedures known as the OG100 test. (Not to be confused with the OG300 test for solar water heaters systems.) This includes a torture test that proves that the collector can stand up to high temperature solar

If the price of the vacuum collector is much higher than the flat plate, the extra expense may not be worth it...

stagnation and other harsh conditions. The final results include not only the slope and intercept of the Collector Efficiency graph but also the heat output of the collector under five different standard temperatures and three different solar Insolation conditions. These ratings represent solar heating jobs that range from very easy to very difficult and are presented as categories A, B, C, D and E, respectively.

Category A: Pool Heating (warm climate)  $T_i - T_a = -9$  F

Category B: Pool Heating (cool climate)  $T_i - T_a = 9$  F

Category C: Water Heating (warm climate)  $T_i - T_a = 36$  F

Category D: Water Heating (cool climate)  $T_i - T_a = 90$  F

Category E: Very Hot Water (cold climate)  $T_i - T_a = 144$  F

Results from each category are presented for standard solar conditions known as:

Clear Day — 2,000 Btu per square foot per day

Mildly Cloudy — 1,500 Btu per square foot per day

Cloudy Day — 1,000 Btu per square foot per day

A collector that is capable of pro-

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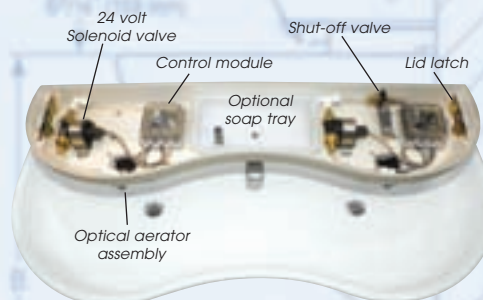
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ducing heat under all of these standard test conditions will have 15 heat output ratings from which to choose. A sample is shown in Figure 2. These results appear in the SRCC Directory (publication 2) as two tables; one metric and one in Btu. In summary information (publication 1 above), only the Clear Day Category C results are shown for comparison.

On Figure 1, you will notice that I have drawn rectangular boxes on the

Whether you use the SRCC Data Tables or Plot the Efficiency Graph, you can see that this data allows a useful comparison between collectors.

graph that represent where the different solar/temperature categories are. The SRCC lists the solar availability in more than 50 major U.S. cities, and it is interesting to note that they all fit within each of the gray boxes. For example, if you have a Category C heating job, the collectors seen in this figure will perform to the left side of the Category C box in Albuquerque or Los Angeles and to the right side of the box in Seattle or Boston.

#### Collector comparison

Whether you use the SRCC Data Tables or Plot the Efficiency Graph, you can see that this data allows a useful comparison between collectors. Keep in mind that while the graph data is normalized per square foot of collector, the table data is not. The tables show the heat output of each whole collector, and some collectors are bigger than others. So, you can divide by the net aperture area to make a comparison per square foot.

The examples shown in Figure 1

In this series of articles, I have been making the case that the key ingredients for solar/hydronic design and installation can be divided into six categories, listed below, roughly in order of their importance:

1. RELIABILITY
2. EFFECTIVENESS
3. COMPATIBILITY
4. ELEGANCE
5. SERVICEABILITY
6. EFFICIENCY


The success of any solar hydronic home heating installation depends on the often-conflicting balance between any of these six principles. Finding the balance between them defines the art of solar heating design.

— Bristol

present an interesting result. For most of the common solar heating categories, the flat plate glazed collector performs better than the glass vacuum tube collector, with a higher collector efficiency for these models. (Both of these collectors are from the same manufacturer.) So, if the price

of the vacuum collector is much higher than the flat plate, the extra expense may not be worth it, unless you are to the right side of Category D or in the Category E area. The SRCC publications include some descriptions of how to use the data to make other useful comparisons. ■

*Bristol Stickney, partner and technical director at Cedar Mountain Solar Systems in Santa Fe, N.M., has been designing, manufacturing, engineering, repairing and installing solar hydronic heating systems for more than 30 years.*



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## Keep it honest!

(Continued from page 26.)

to the task you could threaten your own integrity.

If the consumer is comparing your phone price to that of another contractor who has seen the job, your

phone price has the potential of being based on erroneous assumptions, which are not germane to the actual circumstances surrounding the service request.

On the other hand, if the job has

already been done by the other contractor and you quote a phone price without all the right information, you will have, in essence, now become the aforementioned Type 3 Ignorant and Machiavellian Competitor that helps the consumer to complain about a perfectly executed contract between that consumer and the contractor who really did the job. Once again, your

integrity is at risk.

If no contractor has yet done the work and you quote a phone price sight unseen, you must understand that there is the probability that your phone price is too low to properly fulfill the consumer's request. In such a case, you again threaten your integrity. If you try to raise the price after seeing the circumstances that you must confront to perform the task in an excellent manner, the consumer will see you as a person without integrity.

Years ago, I sat in a seminar con-

**Consumers know very little if anything about building codes, proper equipment to use, and caveats regarding materials. They might call for a 40 or 50 gallon gas water heater but not know the difference between a standard height water heater and a low-boy.**

ducted by a sales rep for a water heater manufacturer. The seminar was intended to show contractors the best way to conduct water heater replacement sales. He had a video on the process to use. In it a consumer was speaking with a contractor over the phone about a water heater replacement. The video instructed the contractor to agree upon the water heater model and price before going to the consumer's home.

I always have been a bit outspoken. When I heard this statement, the hairs on the back of my neck stood up. I raised my hand during the video and insisted that the facilitator address my concerns about that statement. It took some time for me to convince him that I was not going to be quiet until he addressed my questions.

I told him that the advice he was giving to the contractors in the room was wrong and that I could prove it if he allowed me. Since I wasn't going to let this travesty be presented to these contractors, he was forced to let me speak. I told him that there were several reasons he was wrong and why contractors should not quote prices over the phone without having first seen the circumstances regarding any service request.

#### Reason 1:

Consumers know very little if anything about building codes, proper equipment to use and caveats regarding materials. They might call for a 40- or 50-gallon gas water heater but not know the difference between a standard height water heater and a low-boy. If the consumer doesn't tell the contractor that the heater is in an area that requires the installation of a low-boy for proper combustion clearance, the contractor might quote the

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#### Lester does ISH

The big ISH show in Frankfurt, Germany happens again next March and this will be my tenth visit. I'm looking forward to it, as always, and my buddy, Lester, is talking about going along. I'm still trying to get over the last time we went together. There's something about his sweat shirt that just endears him to folks in foreign lands. Anyway, here's my story and I'm sticking to it. Enjoy. [Click here to read more.](#)



#### World's most expensive dog house

The next time The Lovely Marianne sends me to the dog house, I think I'd like to check out this one. Lucky dogs. And it's got geothermal heat. Some people have way too much money. [Click here to read more.](#)



#### An innovative ideal

How about this for being clever? The hospital's new heating system will collect the heat from the parking lot during the summer and store it 100 feet below the surface until they need it during the winter. It's sort of the reverse of that system I told you about at the Japanese airport, where they're saving the snow and using it to cool the building during the summer. Necessity is indeed the mother of invention. [Click here to read more.](#)

#### Portsmouth Abbey opens new solar house

Last winter, my friend, Rich Corcoran, of Viessmann fame took Marianne and me to visit the Portsmouth Abbey, a private Catholic boarding school in Rhode Island, to see what they were doing with green technology. This is quite a place. It was a cold, windy day and we all got to go inside their wind turbine, which was a hair-raising experience. Those things are huge! I was pleased to see this article and learn that the abbey is still at it. They are now home to one of the Solar Decathlon houses. This place is inspirational. [Click here to read more.](#)



#### Gas, not wood

The airport in Bangor, Maine will be burning gas instead of oil soon, and all because of the price of oil. What's a bit surprising, though, is that they didn't go with wood. So many of the heating systems in Maine are converting from oil to wood right now, but you should click here to follow the reasoning on this one. Interesting stuff. [Click here to read more.](#)

#### A very playful radiator

I love the creativity that's going into the new radiators. Some of these units are pure art, and that's helping to change the way consumers see hydronics. This radiator brought me back to when my daughters were small. Trust me; the only thing worse than stepping on a Leggo block in the dark of night, is stepping on a Barbie high heel. Ouch! [Click here to read more.](#)



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wrong price and bring the wrong heater.

**Reason 2:**

Seeing the job first gives the contractor the ability to present all the options the consumer might have with regard to which water heater is best suited for the consumer's needs. If the consumer decides to purchase a 40-gallon gas water heater with a 40,000 Btu input, and doesn't tell the contractor that he has a large whirlpool tub, the hot water created by the water heater would soon be tepid at best the first time the consumer tried to use the whirlpool tub.

**Reason 3:**

The use of inadequate information to arrive at a selling price is a bad business practice. Prices that are based on flawed information are wrong prices. Flawed selling prices can hinder the ability of the contractor to deliver excellence while earning the reward he/she deserves for the delivery.

My point was made and the sales rep continued his presentation never again returning to that part of the subject. Just because someone puts a topic before you in an organized manner, don't buy into it unless it passes the smell test. If you do, you may be putting your integrity in jeopardy. Additionally, you could be utilizing a bad business technique that will hurt your chances of success. Manufacturers and sales reps don't care if you succeed. Their only concern is to sell their product to you.

**Protocol 3:** Avoid consumers without integrity. Develop a phone persona and set of procedures that will help you sift through those who call you so you can differentiate good consumers from potential troublemakers — whom you will never be able to satisfy. [For help on phone protocols, give me a call about my workshops on "Addressing Consumers Questions" and "Logical Procedures."]

**Protocol 4:** Hire employees with

integrity. Your technical staff is often the only people in contact with your clientele. It is imperative that your technicians possess integrity, loyalty, mechanical aptitude, great mental attitude, self-motivation, the desire to deliver excellence and the propensity to follow legal and ethical orders. [For help regarding technicians, call for information on my "Star Tech" workshops.]

**Protocol 5:** Converse with your competition. Initiate a conversation that politely and intelligently shows them the detriment to one's integrity and financial well being when anyone libels and/or slanders the reputation of another for a malicious and/or self-serving purpose. [For help on educating your competition, call me.]

As each individual contractor decides to do the right thing, the industry as a whole starts a trend of higher standards where integrity leads the way; the delivery of excellence becomes the norm; and contractors

have the opportunity to earn the reward they deserve. That's the value of integrity. ■

As always, I wish you well. Call me at 845/639-5050 to find out how my business theories and methods can help your business.

Richard P. DiToma is a business consultant and contractor with 36 years of experience in the PHC industry. He conducts seminars, evaluates business operations, publishes customized price guides for contractors and offers continuing support.

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## Cascade Faucets names sales director, rep agencies

CASCADE FAUCETS, and their La Torre brand, have appointed Andrew Schor sales director for the U.S. and Canadian regions. Schor brings 23 years experience in faucet manufacturing, plumbing, and in the DPH industry. The following territory manufacturer rep agencies have been appointed: Levitt Associates



Andrew Schor

(New England); Gotham Sales (N.Y., N.J.); Klein & Associates (Fla.); J.D. Sales (Texas, Okla., Ark., La.); Pahl & Associates (So. Calif.); Ron Heil (Las Vegas); RKH Sales (Ohio); One Source

Manufacturer Reps (Ill., Wis.); Pac West Sales (Pacific NW); Attersall Marketing (Calgary & Ontario, Canada); and JSA Sales (British Columbia, Canada).

## New clear PVC pipe from Harvel blocks UV light

EASTON, PA. — Harvel® Plastics, Inc., recently launched EnviroKingUV™, a clear PVC piping that is suitable for exposure to sunlight. The pipe's

unique blocking technology reduces harmful ultraviolet light wavelengths from penetrating the plastic while allowing beneficial wavelengths

through. EnviroKingUV™ offers a cost-effective solution for photobioreactor tubing and other outdoor applications exposed to sunlight where transparency is required, such as bio-fuel processing, carbon recycling, process R, filtration, and sight glass.

The piping is produced from a rigid, transparent PVC compound with a Cell Classification of 11553 per ASTM D1784. This material, which shows a slight blue tint, has been specifically formulated to block damaging UV light. EnviroKingUV™ is patent pending.

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- 29-30 — RPA Conference, Utica, N.Y.

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## The global economy, locally

BY JOHN MEISENBRINK,  
editor

Call me crazy, but every time I enter a commercial restroom, I am intrigued by the design of the space, plumbing fixtures, technology, manufacturer's footprint, etc., and I make a mental note of it. I guess it's part of the job.

Recently, the good people from Viega, an innovative global leader in plumbing and heating technology, invited me to join a great group of contractors, wholesalers and engineers on a trip to Germany to tour the Viega manufacturing facilities and visit ISH-Frankfurt. The Viega facilities — which manufacture the highly-touted ProPress fittings — are state of the art. The size and scale of Viega's production capabilities and the amount of production automation is impressive. Quality control is imperative, inasmuch that every fitting is hand inspected. The logistics facility — the mechanisms employed for storing product and picking orders for shipping — also was impressive.

As the Viega tour took us to Frankfurt, Weimar, Attendorn, Cologne and Heidelberg, one thing became apparent to me: every commercial restroom I attended — whether it was in a truck stop, restaurant or trade show — had a sense of "country pride." German manufacturing was apparent in every bathroom. From Viega and Grohe plumbing fixtures to Geberit toilets, it would seem that the German plumbing manufacturing sector is doing just fine, in my opinion.

Here at home I tend to notice similar "regional pride." For instance, the next time you are in Wisconsin, take a look at the commercial restrooms and, more often than not, you will find industry manufacturers that call the

Dairy State home. From Kohler to Bradley Corp. to Bemis Manufacturing, Wisconsin likes to reward their own first, if possible. So here's my point:

The current state of the economy has started me thinking of the global economy vs. U.S. economy crux. American manufacturers are feeling this recession's mighty grip. Thousands of hard-working Americans have lost their jobs. Work has been outsourced overseas. And, the U.S. automotive industry teeters on the edge of bankruptcy.

As consumers and specifiers of plumbing and heating products, what is the thought process that goes into purchasing a particular product? Price? Reliability? Efficiency? Support? American pride? I realize contractors need to base their decision on what is best for the client and application, but have you ever thought about the person on the assembly line making that product? That perhaps your support of the company may keep him/her job-secure? The U.S. economy has never needed consumer help more than right now.

Supporting a global economy can be advantageous if it supports the local economy, and in this case, the U.S. economy. Case in point: In the past, I have purchased Honda automobiles and I would take flack for not purchasing American-made cars. Well, my automobile was manufactured in Ohio, which employs thousands of workers. I felt OK knowing that good Ohioans worked on my car.

Viega plans to open a manufacturing and distribution center later this month in McPherson, Kansas, America's heartland. Supporting Viega products and services allows the company to grow here in the States, establishing great jobs.

The next time you review a product for purchase, think of the person on that line, and the effect you could have on the local economy. ■

### Letter to the editor

John,

I read your article (Jan. '09) on the "green movement," and I have to admit, I'm on the other side of the argument.

First of all, and most importantly, is that science doesn't support the green movement. I've listened to all the government hearings on the issue. It's apparent that for every scientist that says the planet is warming there are three that say it isn't.

I think before this country commits billions of dollars, the science should, at the very least, be conclusive. Remember, since the turn of the century, the average temp has not changed up or down more than 3°F.

It seems every decade or so our country goes through this climate change phase. I remember seeing an old *Time* magazine claiming the planet's temperature was actually getting colder. It was a cover article. Try finding the magazine.

All of the alternative energy sources have a huge downside: solar, wind, fuel cells. Remember the push for solar back in the day?

I think we should concentrate more on energy efficiency than anything else, which is something that no matter what administration is in office is always a good idea.

We want to be energy independent right? Well, that idea is not even practical; we just don't produce enough energy domestically to achieve that goal — although we are the Saudi Arabia of coal, which, of course, is politically incorrect.

In the economic time we're in — pushing capital and trade based on voodoo science is irresponsible. Asking Americans to foot that bill as rate payers and end users will really push us over the cliff. How will America compete when China will keep doing things the old way. If these mandates are put into law, we will be cutting our own throat for the sake of a possible myth.

Sincerely,

Len Siciliano

Midlantic Plumbing, Heating & Cooling LLC

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