

# Plumber

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## Raising the **STANDARD**

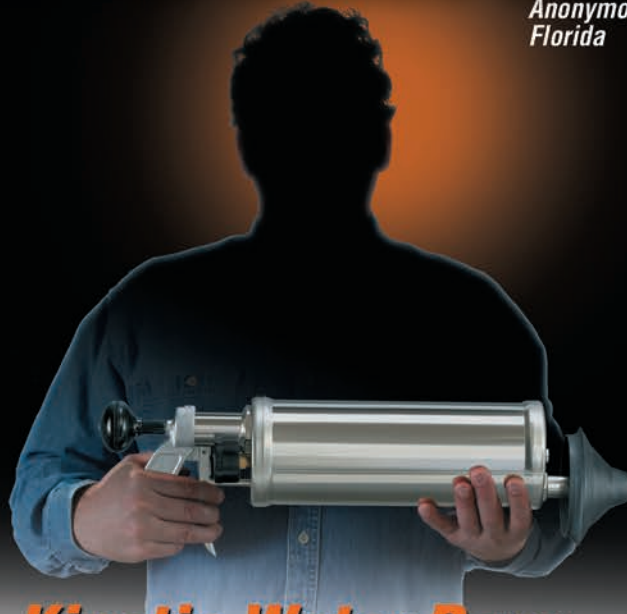
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JOB DONE FASTER  
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ORGANIZED TRUCK STORAGE  
CAN SAVE TIME, MONEY  
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*Anonymous Plumber,  
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in the ROAD

**No Sweat**

PEX compression-sleeve fitting system helps contractor fulfill need for speed, quality on new plumbing installations.

- By Ken Wysocky



**On the Cover**

Frank Trumpet, a plumber for Boston Standard Plumbing and Heating, works to install a new hot-water heater in a very tight appliance client of a condo building in Boston. Boston Standard, with 31 employees, is based out of Boston and offers basic plumbing repair and service, as well as HVAC.

Photography by Scott Eisen

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# Plumber

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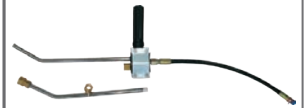
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Cory Dellenbach

## Ready at a Moment's Notice

From emergency work to remodeling projects, you need to be ready to roll when a customer calls

**N**o one knows when disaster will strike. All of a sudden, one of your customers might be calling you with a massive sewage leak on their hands and your services are needed in a hurry.

The Los Angeles Dodgers Major League Baseball team found out incidents like that can happen at anytime — and they can be quite messy.

The Dodgers were facing the Angels in the final game of spring training in late March when the game was cut short because of a backup that spilled sewage onto the field in the fifth inning. The game was delayed as crews tried to find the problem, and then the game was called after 32 minutes.

“Apparently, there was a pipe backup on two different levels of the stadium,” Stan Kasten, Dodgers president and CEO, told the media following the game. “We don’t know exactly where the backup was or what caused it. It had something to do with a main pipe here, as well as a main pipe outside the stadium.”

You don't want to go into a kitchen or bathroom remodeling or repair project not being able to find an important fixture or product, do you?

It’s times like this when you need to be ready to hit the road running and be prepared for any call that might come in, no matter the size of it.

### BEING PREPARED

For Joseph Wood, owner of Boston Standard Plumbing and Heating in Boston, being ready for any job and location is a must being in city that is filled with old historical buildings.

The company, profiled in this issue, has taken on jobs installing boilers and water heaters in tight-fitting Boston homes and apartments.

*Plumber* profiled one of those tight-fitting jobs in the January issue.

Wood started Boston Standard with a strict focus on plumbing but soon realized that he needed to expand in order to make his company more attractive to customers. By the summer of 2009, Wood started to offer cooling services to complement the plumbing and heating side of the business.

To help him be prepared for any situation, Wood has a fleet of various service vehicles but is slowly transitioning to full-size Ford Transits as the core workhorses. The trucks are outfitted with cargo kits and trays and compartments geared to meet technicians’ needs.

The In the Shop feature this month also highlights what other plumbing firms are doing with their service vehicles to get the most out of storage. You don’t want to go into a kitchen or bathroom remodeling or repair project not being able to find an important fixture or product, do you?

### KNOWING YOUR PRODUCTS

When working on kitchen and baths — one of the editorial focuses of this issue — it’s always good to know what you are walking into. Does the customer need something repaired or is it a complete remodeling project?

Continued ▶





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Either way, you should come prepared to offer suggestions to the customers on products that they might need or want for their kitchen and bathroom projects this summer.

Check out the Product Focus feature where we highlight items from fixtures to bathtubs to grease interceptors and more. Everything your customer might want is found in this section.

### WHAT PROJECTS DO YOU HAVE?

Do you have a big kitchen or bathroom project coming up that you are handling? How about other plumbing projects your company has been hired for? We're looking for projects to highlight both in print and online. Contact me at [editor@plumbermag.com](mailto:editor@plumbermag.com) or 800-257-7222.

Enjoy this issue!

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## TOOL SELECTION

### Finding the Right Thermal Imager

A thermal imager could be a good tool to add to your arsenal if you haven't already. Ideal for locating electrical issues, hidden moisture, overheating motors, insulation voids and thermal bridges, they provide a non-contact method of assessing what can't always be seen. This online exclusive covers what you should be looking for to ensure a thermal imager fits your specific job site needs.

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## JOB SITE SAFETY

### Avoiding Underground Utility Strikes

Accidental underground utility strikes are a growing trend as the density of development also increases. Such incidents are costly, both in terms of property damage and the potential for injury or even death. This Q&A provides a breakdown of the information that you as a contractor should consider in order to mitigate the risks. ▲ [plumbermag.com/featured](http://plumbermag.com/featured)

## OVERHEARD ONLINE

*"You should enjoy working on older fixtures as they were made with the plumber in mind. A plumber can take them apart and have a good shot at making a repair. They're even made so that you don't necessarily need to know who manufactured them to make a repair."*

— *Repairing Old Plumbing Fixtures*

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## FINDING LEAKS

### One Contractor's Go-To Leak Detection Tool

Steve Reid, owner of H2NO Leak in Miami, Florida, was featured in the April 2018 issue. He's built his business around detecting leaks in residential swimming pools, and in this online exclusive, you can learn more about the equipment Reid relies on to help him provide good service to customers.

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## Plumber Profile

▶ Joseph Wood, owner of Boston Standard Plumbing and Heating, stands next to two of his company vehicles at their headquarters in Boston. Wood founded the company in 2008 focusing on only repair and service plumbing, but he has since added HVAC.

# Raising the STANDARD

Contractor's strong emphasis on diverse services and customer satisfaction fuels rapid growth

By Ken Wysocky | Photography by Scott Eisen



### *Boston Standard Plumbing and Heating, Boston*

<b>OWNER</b>	Joseph Wood
<b>FOUNDED</b>	2008
<b>EMPLOYEES</b>	31
<b>SERVICES</b>	Service and repair plumbing, HVAC
<b>SERVICE AREA</b>	Metro Boston area
<b>WEBSITE</b>	<a href="http://www.bostonstandardplumbing.com">www.bostonstandardplumbing.com</a>

**F**or a guy who never planned to become a plumber, Joseph Wood has done pretty well by anyone's measure. After dropping plans for a career in computer networking, he eventually made a career U-turn and followed the tradesman path trod by his father and brothers, then went on to establish Boston Standard Plumbing and Heating, which last year generated more than \$5 million in revenue.

Not bad for someone who bounced around between several jobs after he left New Hampshire Community Technical College, which he'd been attending for several years. At the time, the dot-com bubble was starting to burst, a prelude to a deep recession that hit around 1999 and into 2000.

"I always was interested in how the technology side of things works," he says. "I had planned to go to college and

**“**I had planned to go to college and end up working on cellphone towers. But then the market tanked, which essentially forced me to reconsider my career choice. The trades have always been good to my family, so I looked there first.”

*Joseph Wood*

end up working on cellphone towers. But then the market tanked, which essentially forced me to reconsider my career choice. The trades have always been good to my family, so I looked there first.”

After stints at several different jobs, Wood's brother, John, took him on in 2002 as an apprentice at the plumbing company he owned at the time. "That's when my career took off," he says. "It was a great experience for me."

In plumbing, Wood — a self-described "fire put-er-outer" — found a perfect match for his passion for both technology and solving problems. "I deal well with things that are important and urgent," says Wood, 37, a master plumber, gas-fitter and sheet-metal worker. "I really enjoy troubleshooting with field techs and handling tough customer situations. I like the problem-solving — figuring things out and helping everyone win. I don't want people to spend money on us and regret it."

While the company has expanded over the years to include heating and cooling services, plumbing still generates about 55 percent of its revenue, with a primary emphasis on service and repair work. To service customers, Boston Standard relies on seven Ram ProMaster service vans (model years 2014 through 2016) and five Ford Transits (2016 to 2018), plus an older Mercedes-Benz Sprinter and a Chevrolet Express van with a Hackney box body.

New England Van & Truck outfitted the vehicles with Adrian Steel storage systems.

Continued ▶

◀ Frank Trumpet uses a crimping tool from Milwaukee Electric Tool to assemble copper pipes for a hot-water heater installation.





Some of the staff of Boston Standard Plumbing and Heating — (from left) plumber Nathan Peters, plumber Ryan Piemonte, office manager Joanie Lawlor, and owner Joseph Wood — stand next to two of the company vehicles outside of their headquarters in Boston.

## Money talks: Contractor uses new strategies to recruit, retain workers

With an expected labor shortage of more than 138,000 employees by 2022 in the plumbing, heating, and cooling trades, finding qualified workers has become a real headache for contractors like Joseph Wood, the owner of Boston Standard Plumbing and Heating, a Boston-based plumbing and HVAC company.

The situation worsened in 2008, when the state of Massachusetts increased the plumbing apprenticeship period to five years from three years. “That’s a big barrier to entry,” he notes. “There are not many kids setting out to be plumbers to begin with, so now even those interested in entering the trade are dissuaded.”

The labor shortage is forcing Boston Standard to come up with innovative ways to attract and retain quality employees. As Wood puts it: “If you keep running the ball up the middle without success, you have to try something different.” That something different includes paying referral and signing bonuses.

For example, take a job candidate that’s referred by an employee for a plumbing or HVAC technician’s job. If the candidate gets hired and stays for six months, the referring employee receives a \$2,500 bonus. In addition, any employee who comes in without an employee referral and gets hired receives a significantly higher signing bonus after one year of employment, Wood says.

In addition, the company is refocusing its hiring approach — thinking more like marketers than recruiters. What’s the difference? The former approach merely advertises a job opening and perhaps lists job requirements and a salary, while the latter approach markets the position to prospective employees the way that retailers market products to consumers, Wood explains.

“Think about how companies market to customers by offering things such as rebates up to ‘x’ amount of dollars and zero percent interest financing,” he says. “We’re doing the same thing, but we’re talking about things like health and dental insurance, nice service vehicles, and (computer) tablets for technicians. Promoting what we do for employees that’s different from what competitors offer. Recruitment stuff is boring, but marketing is sexy.”

The company has been trying this approach since early 2017, and it’s paying dividends. Wood likes the approach because it enables the company to recruit by presenting the company in a positive light, rather than poaching employees from other companies.

To cover all the bases, the company still uses popular job-posting websites such as [www.monster.com](http://www.monster.com) and [www.indeed.com](http://www.indeed.com). But the bottom line is that contractors no longer can rely on the same old recruiting methods and expect to succeed, he says.



Technicians primarily use power tools made by Milwaukee Electric Tool, RIDGID and DEWALT. For small drain-cleaning jobs, technicians use Super-Vee hand-held drain machines made by General Pipe Cleaners. “For anything larger than a 3-inch line, we refer jobs to a drain cleaning company,” Wood says. “But we’re aiming to change that this year.”

## RECESSIONARY ROOTS

Wood started Boston Standard just as the deep recession of 2008 was hitting full force. Oddly enough, he says it was an opportune time to start because he focused on a necessity — service and repair plumbing, as well as boiler and water heater installation — instead of chasing larger installation jobs.

“I wasn’t timing the market, but it worked out quite well for us,” he explains. “I wasn’t trying to do 50 new apartment buildings, just service work — small leaks, faucet repairs and the like. I just wanted to meet people with small problems and do right by them. If you have a new garbage disposal you need installed, here we are. Need a new dishwasher installed? Here we are. I just wanted to be that local plumber who’d be good at that stuff.”

“By sheer luck, we were geared for the right speed for the market at the time,” he adds. “Plus, I already had all the hand tools and my overhead was pretty low, so I didn’t need many jobs over the course of a week to make it work. Now we have the capacity to do 40 calls a day.”

Wood opted for an interesting process to pick a name for his new company: He used an online tool called SurveyMonkey to ask family and friends to pick their favorite from a list of potential names. He liked Boston Standard because it sounded established and traditional. In fact, he says that customers occasionally tell him that his grandfather installed the boiler that Boston Standard is there to replace. “I have to tell them it isn’t possible,” he says.

As much as Wood enjoyed a strict focus on plumbing, he soon recognized that a two-legged stool isn’t as sturdy as one with three legs. So by around the summer of 2009, Boston Standard started to offer cooling services to complement the plumbing and heating side of the business. His reasoning was simple: Many other plumbers do HVAC work, too, and customers would rather deal with one contractor than two or three.

“If you don’t offer heating and cooling, customers will call someone who does and then you run the risk of that company also taking away your plumbing work,” he explains.

Continued ▶

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◀ Frank Trumpet sets up a new hot-water heater at a condo unit in Boston in a tight-fitting area. Crews from Boston Standard Plumbing and Heating are used to working in the tight-fitting working areas often found throughout the city.

“I would rather have to apologize that we cost more than a competitor than to say we didn’t offer customers the right solution because we thought they were looking for a low price.”

*Joseph Wood*

### DIFFERENTIATING FROM COMPETITORS

What is Boston Standard’s “secret sauce” for success? There are many ingredients, and they all stem from the company slogan, “The company you count on.” In short, technicians offer customers options that best suit their situations — and with an eye toward staving off future problems. For instance, a technician won’t ignore a looming problem with a shut-off valve just because he was asked to fix only a leaky faucet.

“We try to embody our logo,” he says. “I would rather have to apologize that we cost more than a competitor than to say we didn’t offer customers the right solution because we thought they were looking for a low price. The customer is counting on us to tell them what’s the right thing to do. We give customers options at every turn.” But the company also insists on certain standards, such as installing high-efficiency toilets with soft-close lids as a matter of course, as well as devices such as AquaPure scale filters on tankless water heater installations and Caleffi North America air and dirt separators on high-efficiency boiler systems.

That means Boston Standard typically isn’t the low bidder on projects because it includes components that other companies might charge extra for — or might not even offer. If customers question the price difference, it gives Wood a chance to explain how the company wants to do things right the first time. “In other words, it raises the question of why those things (like scale filters and air and dirt separators) aren’t included in other bids,” Wood points out.

“It’s the way the industry is heading. If you don’t do it, it’s the equivalent of a retailer saying it won’t do two-day delivery. As consumer expectations change, you have to stay up with them.

“It’s like an Amazon shopping experience versus a random online retailer,” he adds. “Some people do a piece of this or a part of that, but we provide the total package. We’re going to do a great install, then register your warranty and help you get your rebates, too. We want to provide a really good experience for our customers. They’re usually calling us because they’re already having a really tough day, and it’s our job to turn that around for them.”

Furthermore, heating and cooling work provides offsetting cyclical income streams; as heating work declines in summer, air conditioning jobs pick up the slack, he says. Wood obtained certification from the New England Fuel Institute to perform HVAC work. Then he hired two expert and experienced HVAC workers and job-shadowed them whenever possible to get in-the-field training.

In addition, Boston Standard warranties all its work — parts and labor — for two years (three years with a service plan). As such, technicians have a vested interest in taking the time to do jobs right. And when mistakes happen — as they inevitably do — Wood strives to make things right. As an example, he points to a high-end residential air conditioning installation that went awry. “You can turn tail and run or stand up and make it right, and we chose to make it right,” he notes. “We pulled the incorrect unit off of a roof with a crane, did all the required demo work and repairs, and redid the installation — all on our dime. It was a real bummer. But that’s ‘the company you count on’ in action.”

The company also works hard to create what Wood calls a “brand experience” that emphasizes a professional image. That includes a “head-to-toe” branding effort in which everything from the vinyl wraps on trucks to technicians’ uniforms to the company’s website all feature the same design and graphics.

To boost repeat business, technicians also put Boston Standard stickers with the company’s contact information on new equipment or tags on new valves and the like. Wood says the tags and stickers are an inexpensive and effective branding tool. Even providing customers with a great experience doesn’t guarantee they’ll remember the company’s name the next time they don’t have hot water, for instance.

To improve efficiency, the company also uses ServiceTitan service management software, he says.

## MORE GROWTH EXPECTED

In terms of growth, Wood doesn’t plan to take his foot off the gas pedal anytime soon. One strong area of growth is the market for ductless heating and cooling systems (the company uses equipment made by Mitsubishi Electric). “We can’t do anything to grow the boiler market or water heater market,” he explains. “But ductless systems (which rely on independent wall-hung units in each room for more exact heating and cooling control) offer more opportunities because there’s a huge market for retrofits. It’s just another option we can offer our customers.”

The company just purchased a new larger building in Boston; after it’s renovated, it will provide ample room for



▲ A plumber from Boston Standard Plumbing and Heating assembles PVC pipe in a home where crews were met with tight crawl spaces. (Photo Courtesy of Boston Standard Plumbing and Heating)

further growth. Ultimately, Wood would like to employ about 50 employees and hit \$10 million in sales. “Our goal is to dominate the market — become that company that people think of when they need a plumber in Boston,” he says. “But in the meantime, we’re going to try to continue on the same path we’ve been on, which is to do small things correctly, put one foot in front of the other, stay true to what we do very well, and grow our company that way.”



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## Made to Order

Cured-in-place lining solves a restaurant's backup problems overnight while protecting a historic Victorian mansion

By *Scottie Dayton*

**T**he mechanical contractor for Forepaugh's Restaurant hired a plumber to clean the drains, but the attempts only enabled the restaurant to limp along until the next episode. The contractor then called Grant Utilities, a local water and sewer utility contractor specializing in cured-in-place pipe rehabilitations.

Grant Utilities' owner Grant Engen used a MyTana Mfg. camera system to inspect the 4-inch cast-iron lateral from a kitchen clean-out. At 11 feet, the camera revealed the problem. "The joint had failed where the lateral connected to the 6-inch clay tile sewer," he says. "Wastewater hitting the debris backed straight into the kitchen."



▲ Historical Forepaugh's Restaurant in St. Paul, Minnesota, had sewage backing up the floor drains in the food preparation area. (Photos courtesy Grant Utilities)



**PROJECT** Rehabilitate clogged lateral in restaurant kitchen

**CUSTOMER** Forepaugh's Restaurant, St. Paul, Minnesota

**CONTRACTOR** Grant Utilities, St. Paul

**EQUIPMENT** Transition liner, Perma-Liner Industries, 866-336-2568; [www.perma-liner.com](http://www.perma-liner.com)

**RESULTS** Flow restored, restaurant reopened

◀ Brandon Hedlund of Grant Utilities makes a dry run with the inversion unit to guarantee that the delivery hose lines up with the host pipe.

▶ Stan Odger (background) assists Brandon Hedlund as he tilts the inversion unit, enabling Mike Boston in the hole to line up the hose and pipe.

Although 12 feet of rocky soil separated the joint from the enormous heating, ventilation, and air conditioning units above it, Engen speculated that vibrations from the machinery sifted material into the opening. The only feasible, economical solution was lining the lateral.

“We measured the distance to the joint three times with the camera,” Engen says. “The short distance made calculations easier, but accuracy was still key. If we messed up, we were out of options, as there was no way to open cut the line.”

Working mostly at night in subzero temperatures and wind chills, Engen and three technicians repaired the joint with a transition liner from Perma-Liner Industries, enabling patrons to again enjoy refined culinary dining experiences.

## PREPARING THE WAY

During the week, Forepaugh’s Restaurant opened at 5 p.m. Engen staged his equipment near the restaurant’s trash receptacles and HVAC enclosure. “Our plan was to access the lateral as it left the enclosure, then clean upstream,” he says.

After breakers on the Case 590 Super M excavator bucket broke through the 42 inches of frozen ground, operator Mike Boston dug an 8- by 10- by 12-foot-deep pit and lowered a metal trench box. The unstable bottom of the pit made it necessary for Boston to suspend the box by chains. Workers then exposed the line, and Brandon Hedlund made a dry run with the inversion unit to guarantee that the delivery hose lined up with the host pipe.

“We couldn’t jet the line until after the restaurant staff finished cleaning up for the night,” Engen says. The crew returned at 11 p.m. with a portable MyTana Mfg. jetter delivering 3,200 psi/12 gpm and a 32-foot heated trailer with Perma-Liner Industries equipment. “We custom-built the trailer because we needed more room to work,” Engen says.

To illuminate the area, they used the lights on the excavator, mounted a light to the arm so it shined into the trench box, and lowered a trouble light into the hole. A generator mounted next to the trailer supplied power.

Upon opening the lateral, Hedlund found the pipe in



“Cold weather stresses everything. When resins are shocked by the introduction of minus 2 degrees F air, it takes time for the chemicals to recover. Our biggest concern, however, was condensate developing in the air compressor, then freezing in the hoses.”

**Grant Engen**

good shape after its two recent cleanings. He touched it up using a standard jetting nozzle. Meanwhile, Stan Odger covered the kitchen floor with tarps to protect it from the snow and dirt on their boots, while Engen taped down the floor and sink drains to prevent the traps from spitting water when air was introduced into the pipe.

“With the drains sealed, air vents out the stack instead of making a mess,” Engen says. “We tried to minimize the time the staff would have to spend sanitizing the kitchen after we left.”

## BABY, IT'S COLD OUTSIDE!

Inside the trailer, the team measured and cut the 20-foot-long 3-mil transition liner with 4- and 6-inch lengths sewn together. Because Perma-Liner Industries doesn't have a resin applicable for subzero temperatures,

Continued ▶



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Engen chose the closest match: the company’s cold-weather resin with chemical reaction beginning at 137 degrees F.

“Cold weather stresses everything,” Engen says. “When resins are shocked by the introduction of minus 2 degrees F air, it takes time for the chemicals to recover. Our biggest concern, however, was condensation developing in the air compressor, then freezing in the hoses.”

Before wetting out the liner, they started the compressor, blew it out, and kept it running to prevent moisture buildup. “That way, when we hook the hoses to the inversion unit, we’re getting a full flow of air,” Engen says.

After wetting out the liner and lubricating it with vegetable oil, the crew rolled it inside the inversion machine. “We work inside the trailer as long as possible to keep everything warm,” Engen says. “I wasn’t worried about shortening working time because it was so cold outside.”

After stationing the air hoses by the hole, the crew rolled the inversion unit down the trailer ramp and wrestled it to the pit. Because of its depth, Hedlund tilted the unit downward, enabling Boston to line up the hose and pipe in the hole. They inverted the liner at 9 psi, stopping 6 inches short of the clean-outs.

Despite the cold, the yellow calibration tube rolled easily into the inverter, then inflated at 10 psi. The pressure was maintained while the resins cured. “Everything done outdoors in winter takes twice as much time as in summer, because the guys are wearing bulky clothes and can’t move as fast,” Engen says. “They also were unaccustomed to working off-hours and at night.”

### BETTER SAFE THAN SORRY

Over the seven hours the liner remained inflated, the team took turns going into the pit to monitor the gauges and make sure everything was holding pressure. “Although the liner can feel firm where it is exposed, I don’t know what’s happening with the rest of it,” Engen says. “I err on the side of caution and always cure liners longer than the manufacturer’s recommended time.”

In the morning, they removed the calibration tube and connected the liner to the sewer with a length of PVC pipe and Fernco rubber couplings. To fulfill the city’s requirement for a post-inspection DVD, Hedlund inspected the liner from the kitchen where the cold could not affect the electronics. “It was a good effort,” Engen says. “We got them up and running without any further issues.”

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Andy Slipher

# 7 Tips for Marketing on a Shoestring Budget

Strategic planning will help you get the most bang for your buck when trying to reach top customers *By Andy Slipher*

**A**llocating marketing dollars can seem like an arduous and even dicey process to decide how much to spend annually and on what. For some, it's the autopilot response of last year's budget, plus 3 to 5 percent. For others with limited marketing dollars, it can mean the equivalent of putting all one's eggs in a single basket.

These are examples of the extremes, but not altogether unheard of in marketing.

But, all the same, there are effective ways to plan, allocate and intelligently spend marketing dollars on your business. Each involves a step backward from the narrow framework of the budget while interjecting the purpose of the marketing into the practice of budgeting dollars toward success.

Here are seven best practices to follow in any marketing budget process:

## 1. Think bigger

Don't limit your marketing to media in the traditional sense. Go beyond even digital and new media. People immediately equate marketing spending to media. What if you could spend your marketing dollars in a way that would mean reaching your target, but not having to dump lots of dollars on big media? Marketing is also promotion, incentives, rewarding loyalty, creating positive experiences, enhanced service, direct communication with the customer, sales, relationship building, or any combination of these activities. Begin to think how you can most efficiently impact customer conversion. Don't be afraid to be dramatic. Let your mind wander to big ideas, then find ways to work around your limited resources. If you need help, bring someone in from the outside to challenge your thinking. None of this has to be expensive — just effective.

You don't have to speak to the universe. Just speak to *your universe*. Focus on the essential few with the highest chance for conversion. Budget and spend your acquisition dollars toward them first.

## 2. Build the cost of marketing into your services

Have you accounted for the cost to market and sell your portable restroom service? It's too easy to say, "We're not spending enough on marketing." But you're handicapping yourself if you're not building marketing into the cost of operating your business. In short, you're cheating yourself by not being realistic. Drawing customers (large or small numbers) to your service is an inherent part of selling. Your resources — usually in the form of people and money — need to be allocated for such activities.

## 3. Target

This might seem obvious, but consideration of your specific target customer in your spending strategy can make your marketing budget go much further. Knowing your best customers inside and out will enable you to do this. You don't have to speak to the universe. Just speak to *your universe*. Focus on the essential few with the highest chance for conversion. Budget and spend your acquisition dollars toward them first. Then, migrate out from there. If your target audience is too big, you probably don't know enough about them. Look, listen and learn in order to segment. It is well worth the time.



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## 4. Focus on behavioral change over attitudes and awareness

If you're short on marketing dollars, don't even think about building awareness. Forget about promoting good feelings about your brand or service. Instead, focus on differentiation, an emotional hook and getting the customer to act. Demonstrate why you're better, engage them in an emotional decision and call them to action. No cheesy or clichéd come-ons. Be dramatically and truthfully different in a way that convinces your customer to give you a try. Attitudes follow behavior.

## 5. Treat marketing as an investment

If you want it to yield a return, you must treat marketing as an investment. One of the biggest mistakes by some marketers today is throwing around the term ROI (return on investment) in conjunction with their marketing spending while treating it as an occasional or periodic expense. This is hypocrisy. If you want long-term, sustained ROI from your marketing, treat it as you would a true investment (in your service and business). Remember: The "I" in ROI stands for investment.

## 6. Strategy first

This is the single most valuable tool in your marketing arsenal. Thinking efficiently and with reverence to clearly

defined marketing and business goals will help you distill goals, intentions, and plans guiding you to determine how much to spend and where to spend it. Speaking from experience, the practice of strategic thinking takes a load of time and guesswork away from determining where to best spend marketing dollars.

## 7. Zero-base your budget

If you've made it as far as a strategic plan, a zero-based marketing budget should come as no surprise. Your strategic goals, business and marketing objectives will lead you to tactical media spending. Start from scratch so that your spending matches what you're wanting to accomplish. You'll be amazed at how focused a budget it can yield.

## THE BOTTOM LINE

Budgeting for marketing is far less complicated when you can approach it with greater intention and priorities in mind. Follow these tried-and-true practices and your marketing budget process will be a much more effective exercise. **P**

*Andy Slipper is founder of Slipper Marketing, a speaker on marketing strategy, and author of The Big How: Where Strategy Meets Success. Contact him through [www.slipper.com](http://www.slipper.com).*

## No Sweat

PEX compression-sleeve fitting system helps contractor fulfill need for speed, quality on new plumbing installations *By Ken Wysocky*

**A**s a 20-year user of the REHAU, Building Solutions Division, PEXa plumbing system, it's easy for plumber Kevin Thomas to cite the many advantages it provides, including one big intangible: a good night's sleep.

That's because the owner of Northwest Plumbing Services in Bellingham, Washington, never worries about the integrity of the PEX connections his technicians install every day while plumbing high-end residential homes, not to mention commercial buildings and remodeling projects. "You can't help but be impressed with the completed finished product," Thomas says. "It's a no-brainer. It goes together and it's 'ever-locked' forever. I sleep good at night."

Moreover, Thomas — whose company employs 11 people and works throughout Bellingham, located in far northwestern Washington — estimates his crews can plumb a new home 10 times faster compared to soldering copper pipes. That's because the PEXa system requires fewer connections than rigid pipe, such as copper or PVC.

### FOUR PRIMARY COMPONENTS

The plumbing system features four primary PEXa components: RAUPEX UV shield cross-linked pipe, EVERLOC+ compression-sleeve polymer and lead-free brass fittings, connecting compression sleeves that fit over the pipe and fittings, and a battery-powered compression tool. The process is simple: After a technician inserts the tool into the end of a piece of pipe, the tool then expands it wide enough to accept a fitting. Then the same tool is used to firmly compress a sleeve (already placed on the pipe) onto the fitting and pipe for a secure connection.

"Then you're done — forever," Thomas says. "Once that completed fitting is on the pipe, you can't get it off without cutting it out. The whole process takes maybe 10 or 15 seconds. It takes a little longer for 2-inch-diameter pipe because it takes a little longer to expand the pipe and the compression tool is heavier."



▲ Northwest Plumbing Services plumber Ron Blankenship uses a PEXa/EVERLOC+ compression-sleeve fitting system while on a new home installation job in Bellingham, Washington. (Photos courtesy of Northwest Plumbing Services)

*“You can't help but be impressed with the completed finished product. It's a no-brainer. It goes together and it's 'ever-locked' forever.”*

*Kevin Thomas*

Northwest Plumbing Services owns 15 compression tools, and Thomas says it takes all of five minutes to learn how to competently use one. One is a larger tool that expands pipes ranging from 1 1/4- to 2-inch-diameter pipes and is used primarily for commercial applications. The other tools are smaller and designed to accommodate pipes ranging from 3/8 to 1 inch in diameter. The larger tool weighs about 20 pounds and costs about \$4,000, and the smaller tool weighs about 5 pounds and costs about \$1,300.

If plumbers encounter copper lines on remodeling projects and need to extend those lines, Thomas uses EVERLOC+ transition fittings.

“The PEXa cross-linked pipe is darn near indestructible,” Thomas points out. To test its strength, he says he once plugged one end of a short section, filled it with water and then plugged the remaining open end. Then he put it in a freezer to see what would happen. “It froze and thawed without any damage,” he says. “If you did that with a copper pipe, it would’ve blown apart.”

## INTEGRAL TOOL

When Thomas bought the company in 1997, he was used to soldering copper pipes. He doesn’t miss that one bit, though he notes the company still installs copper pipes, primarily on commercial construction jobs where PEX isn’t allowed. “You don’t get burned and there’s no solder dripping onto your hands or down your neck,” he explains. “We still use copper pipes for things like shower valves or for roughing in hot-water tanks, but then we transition to the PEXa.”

Another benefit: instant pressure testing — even in the middle of winter. As soon as the sleeve is compressed onto the fitting, it’s ready for testing; other cold-expansion compression fittings require a wait for the PEX to retract to its original size. “But if we’re repairing a broken line, for example, we can test it as soon as we’re done attaching the fitting,” he says.

The only downside to the system Thomas could cite was that the compression tool is difficult to use in tight areas, like when installing a tee fitting. “But if you think ahead, you can usually make it work,” he explains. “You have to pay attention or you can paint yourself into a tight corner.”

Overall, Thomas says the EVERLOC+ system has become integral to his company, which runs six service trucks, either Fords or Chevrolets outfitted with KUV box bodies made by The Knapheide Mfg Co and top-mounted



Bellingham, WA

<b>COMPANY</b>	Northwest Plumbing Services
<b>LOCATION</b>	Bellingham, Washington
<b>TOOL</b>	PEXa/EVERLOC+ compression-sleeve fitting system
<b>FUNCTION</b>	Quickly and securely connects RAUPEX cross-linked polyethylene (PEXa) pipe
<b>FEATURES</b>	Polymer or lead-free brass fittings with four sealing edges; easy visual verification of joints; minutes-long installation learning curve; expansion/compression tool that enables fast fitting installation; works in any kind of weather; immediate pressure testing
<b>WEBSITE</b>	<a href="http://www.nwplumbing.net" style="color: white;">www.nwplumbing.net</a>
<b>COST</b>	About \$1,300 for smaller compression tool and \$4,000 for larger tool

pipe racks custom-made by FabTech. His crews often install plumbing in multimillion-dollar homes in the Bellingham metro area. “If a copper fitting ever blew off, the home would potentially suffer hundreds of thousands of dollars’ worth of damage,” he says. “But with this product, I don’t worry at all about that. Like I said, I sleep good at night.”





Anthony Pacilla

## Data Mining: Plumber's Edition

Using keywords and the internet the right way can help you grow your plumbing business easily and at a potentially low cost

By Anthony Pacilla

**C**ollecting consumer data can decrease costs and gain new customers in a lightning-fast way. With the undeniable power of the internet and use of data apps, companies are able to gather input and engage customers directly in remarkable detail and personalization.

Top companies are collecting data on consumers from the walking path through their store to the internet search bar. This system provides unprecedented access to the minds, habits, and needs of the end consumer.

Data mining on an international level for companies that have a physical and an online presence is an extremely expensive and cumbersome process but worth every penny. So why then do we, as plumbing outfits, not take a more serious look at our own efforts in the data-mining department?

### IN-HOUSE OPTIONS

We may not have a billion-dollar budget to hire an outside data-mining firm, but we do have the advantage of being able to access home-system information while in a customer's house.

*A good plumber can also figure out water quality and many other things in normal conversation with the customer.*

Your plumber has visual access to witness most system faults and future failures. That plumber can ask how a customer was referred to them to help gauge advertising dollars spent. A good plumber can also figure out water quality and many other things in normal conversation with the customer. Once that plumber thinks the customer

can benefit from additional services, they can quickly mark it on the back of an invoice.

Start by putting a small space on the back of your invoices that have check boxes for "marketing" that include items like water heater, drain cleaner, jetter service, furnace tuneup, AC tuneup, etc. Instruct your plumbers to mark off anything that they think the customer will need in the next few months or years. Pay them a bonus for any services sold because of their mark.

As an example, a technician could notice that a customer's water heater is in poor condition while servicing the furnace. He marks off the water heater section on the back of the invoice. The office manager sees this and emails a premade water heater special "just for the customer." Think of how laser-focused that strategy is compared to a billboard or radio advertisement. This strategy gets straight to the people who already know you, are willing to spend money, and will need additional services.

### ONLINE DATA MINING

We can play a similar game that corporate America does using free apps provided by companies like Google. You can have your web developer add the Google Analytics Beta App to your current website, which will provide you with a wealth of information on your online presence — its effectiveness and what people are looking for.

This program can tell you about your audience's age, gender, location, interests, language, behavior, engagement, browsers, operating systems, network, devices used, traffic sources, landing pages, network referrals, as well as what they typed in to find you and what they are looking for. In the right developer's hands, this information can be converted into accurate sales.

### CALL TO ACTION

Data mining is only the first step of effective marketing. The second step is what do you do once you have the information.

Now that you have information on what exactly your customers are looking for, YouTube will play your specific ads, in your specific market, for the people locally who are looking up something specific.

The information you acquired from the apps can be used for target marketing. You should share this information with your web developer and have a professional rewrite the pages to reflect the “AdWords” that are most commonly used.

You should also consider getting into the YouTube commercial world. Now that you have information on what exactly your customers are looking for, YouTube will play your specific ads, in your specific market, for the people locally who are looking up something specific.

For example, if you find that 40 percent of people who visit your website are looking for drain cleaning services, and out of those, the majority of them are typing in the phrase “drain cleaning (your ZIP code),” then you create an advertisement made for drain cleaning with those tag words. When customers eventually go online to find a video on how to open the drain themselves, your advertisement for drain clearing will show up first. You cannot ask for a more precise marketing tool than that.

It is best practice to have a technical developer do this type of work for you, as it is so different from traditional advertising that it can make your head spin. If you don't understand the ins and the outs, don't worry; all you need to know is that it is an available tool for unbelievably precise, cost-effective marketing. **PI**

Anthony Pacilla has been in the trades since he was 9 years old (family business). He started cleaning toilets, mopping floors and putting fittings away in the warehouse. As he picked up skills, he would add becoming a ground man and laborer. When he was ready, Pacilla became an apprentice and then a journeyman plumber. He graduated college with a business and economics degree and immediately wanted to come back to work in the family business. A few years ago, Pacilla became a licensed master plumber. To contact Pacilla, email [editor@plumbermag.com](mailto:editor@plumbermag.com)



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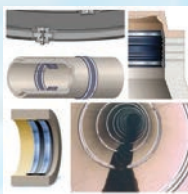
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# Not Just for Convenience

Keeping fleet vehicles organized saves thousands of dollars *By Jared Raney*

**I**t might seem like a dramatic claim, but disorganized service trucks can have a real cost for business owners.

Braham Trim, owner of Action Auger, commonly known as The Gentlemen Plumbers, is currently updating his inventory and fleet management practices. He estimates that as much as \$10,000 has been lost on some of his trucks due to lax organizational policies.

“We had a truck we were putting a new box on, so we emptied everything out. The first thing that was really frustrating was the amount of certain parts that guys had on their trucks that they probably wouldn’t use for a year,” Trim says. “It was amazing the amount of money that came off those trucks and then just kind of sat there.”

Often, without a disciplined inventory program and methodical storage, plumbers end up doubling

up on equipment purchases, simply because they can’t find or forget they have a certain fixture or part.

“We talk to guys and they have no idea what they have in their vehicles,” says Rich Gebbia, co-owner of American Van Equipment, which manufactures van accessories and equipment. “In most cases, they have it in their vehicle, but they just can’t find it.”



## FINDING A SOLUTION

Action Auger has a fleet of around 30 trucks, which means even if overstock on a single item isn’t that expensive, the accumulation of parts can add up in dollars, quickly. Trim says one of his trucks that was stripped had three bags of elbows — a part that isn’t commonly used. Each bag had 25 elbows in it.

“So we had 75 elbows, and in reality, this next year they’ll probably use 10,” Trim says. “So you’re carrying this weight, which I guess is minimal for that alone, but overall parts, it’s huge.”

Then there’s the other side of it: The parts are moving around, getting scratched, and they don’t look new anymore, and some of them you just can’t sell.



◀ Brad Sims, owner of Mr. Rooter Mid-Michigan, winds up the hose of an Easy Kleen Pressure Systems Groundhog Jetter after completing a commercial job in Big Rapids, Michigan. The company has built an area in some of its vans to house the jetter units. (Photo by Mike Ridewood)



▲ Caleb Graff, plumbers assistant with Shelton Plumbing in New Kensington, Pennsylvania, puts equipment back in the truck. Shelton Plumbing has a storage system of shelves and plastic bins to keep its trucks in order. (Photo by James Robinson)

◆ Roger Moore, a Mr. Rooter Mid-Michigan technician, gets supplies from the company van while working at a residence in Mount Pleasant, Michigan. (Photo by Mike Ridewood)

“We probably carry about \$10,000 worth of parts on our trucks, and what we pulled off of that truck was probably double, possibly three times more than what we needed,” Trim says. “It’s capital that’s just being used up, and when you times that by 30 trucks, you’ve got a quarter of a million dollars just sitting there on trucks.”

Unfortunately, there’s no silver bullet when it comes to staying organized. There’s a lot for plumbers to consider: service area, service focus, and fleet size can all play a roll, among other factors.

That’s why Action Augers is developing its own mobile app for tracking inventory across its fleet. The company will be able to coordinate between plumbers and share parts, effectively turning their fleet into a mobile supply house. (Editor’s note: Look for a story about the mobile inventory app online at [www.plumbermag.com](http://www.plumbermag.com).)

Another example of a customized approach is Mr. Rooter Mid-Michigan. “We do a lot of stuff different than most companies,” says Brad Sims, owner of Mr. Rooter Mid-Michigan. “Each company is different in what they specialize in.”

For starters, each of Mr. Rooter Mid-Michigan’s service vehicles has a specially designed Spartan Tool jetter built into the side door. Inspection monitors have a spot in the cab so they don’t get jostled around, and straps hold the reels upright in the back.

“We grew extremely fast and never really got an inventory plan in place. We tried a number of times, but it was just something that never really worked for us. That’s probably our biggest weakness.”

**Brham Trim**

“The majority of it is laid out the same for each truck, but I let the operators put things where they want in their trucks,” Sims says.

They also have pipe racks on the interior of the roof, 200-gallon water tanks for the jettors, and custom bins for all their fittings and other materials.

“Our average job is between 45 minutes and an hour away,” Sims says. “We’re taking a lot of real estate upon our vans, so when it comes to decisions on where, we really have to make sure we’re packing stuff in good locations.”

### PICK THE RIGHT TRUCK

One of the biggest factors to consider is the type of vehicle that fits the operation. The latest trend is away from box trucks and into high-roof vans.

“Seventy percent of the vehicles that come in here, if not more, are higher-roof vans now,” Gebbia says. “A contractor could actually stand up in his van, and store more in his van. The interior capacity is higher.”

Mr. Rooter Mid-Michigan uses Ford Transit vans and 3/4-ton cargo vans. Action Augers is looking to transition into Transit-type vans and are testing out a few different configurations as part of its organizational restructuring.

Continued ▶

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"With that though, they are smaller trucks, and we're trying to get more efficient with the actual shelving units that we're using," Trim says.

Alongside the increased popularity of service vans is a burgeoning variety of supplementary products.

"Even within shelving there's a lot of variations that you have to choose from," Gebbia says. "Obviously, I think everybody would get all the options if it wasn't a money issue."

Then again, some contractors take a different approach. Sims says they've been testing out some new wood shelving that they built in-house. "The guys really seem to like them," he says. "Time will tell if they hold up as well. We're able to pack a lot of material in our truck and keep it where we can do sewer cleaning too, at the same time."

## TRY, TRY AND TRY AGAIN

In the end, it's all about finding what works best, which sometimes involves trial and error.

"We grew extremely fast and never really got an inventory plan in place," Trim says. "We tried a number of times, but it was just something that never really worked for us. That's probably our biggest weakness. That's one of the things right now that we're focused on to correct."

As much as physical structure is important, process is potentially even more so. All the shelving in the world won't matter if operators aren't utilizing it. Sims goes through inventory with his operators on a weekly basis and has his guys completely strip down their trucks at least once per quarter.

In addition to the custom mobile app, Action Auger plans to add an inventory control manager to their staff as part of its new program.

"It's important as a matter of efficiency," Gebbia says. "Time is everything for these guys. The least amount of time on a job you can spend, the more money you save." **P**

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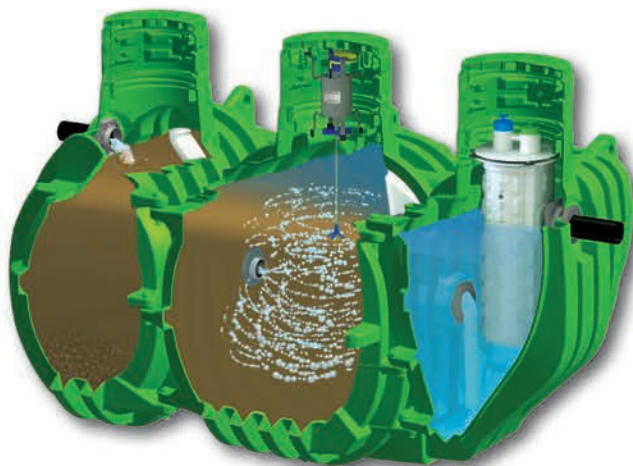


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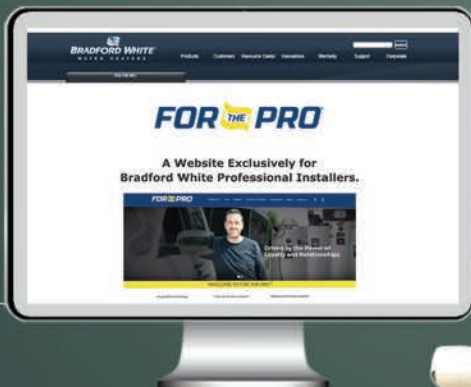
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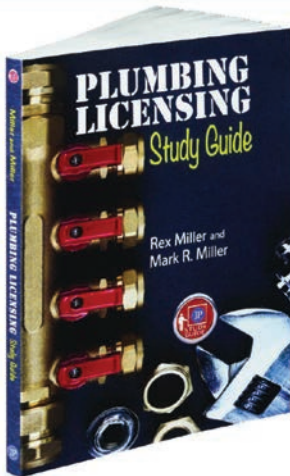
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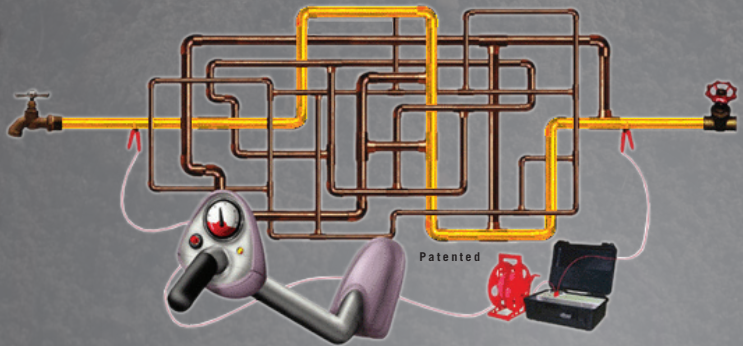
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**Leak detection personnel...** The Pulsar 2000 is a must have locator. Now you can quickly identify the pipe location, thereby reducing the search area of the leak.

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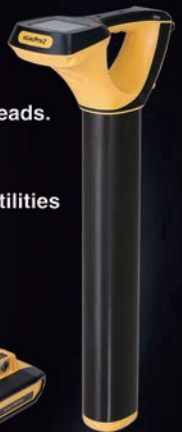
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www.centralwinnelson.com  
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www.allancoleman.com  
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Sammamish, WA  
219-440-1404  
sales@picotesolutions.com  
www.picotesolutions.com  
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**Root Control - Mechanical**

**Allan J. Coleman Co.**

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info@allancoleman.com  
www.allancoleman.com  
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**Central Oklahoma Winnelson**

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krjones@winnelson.com  
www.centralwinnelson.com  
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**Enz USA Inc.**

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www.enzusainc.com  
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**Infrastructure Repair Systems, Inc.**

St. Petersburg, FL  
877-327-4216 • Fax: 877-327-4118  
irsi@irsi.net  
www.irsi.net

**NozzTeq Inc.**

Clearwater, FL  
866-620-5915 • 727-223-4979 • Fax: 603-413-6744  
info@nozzteq.com  
www.nozzteq.com

**Nu Flow Technologies**

Oshawa, ON  
Canada  
800-834-9597 • 905-433-5510  
info@nuflowtechnologies.com  
www.nuflowtechnologies.com

**Picote Solutions**

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www.picotesolutions.com  
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**Pipe Lining Supply**

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www.pipeliningsupply.com  
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**PrimeLine Products, Inc.**

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877-409-7888 • 407-772-8131 • Fax: 407-786-8131  
sales@primelineproducts.com  
www.primelineproducts.com  
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www.RIDGID.com  
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www.powermate.info

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## Septic System Components

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www.arcan.com

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### Bionetix International

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info@bionetix.ca  
www.bionetix-international.com

### Hoot Systems, LLC

Lake Charles, LA  
888-878-4668 • 337-474-2804 • Fax: 337-477-7904  
questions@hootsystems.com  
www.hootsystems.com

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800-667-9326 • 419-668-4471 • Fax: 419-663-5440  
email@norweco.com  
www.norweco.com

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### Presby Environmental, Inc.

Presby Environmental Inc. (PEI)  
Whitefield, NH  
800-473-5298  
info@presbyeco.com  
www.presbyeco.com

## Service Company

### ServiceMaster Restore

Memphis, TN  
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www.hino.com

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hackneyplumbing@vthackney.com  
www.hackneyservice.com

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## Shoring Equipment

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www.shoring.com

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## Showers

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www.bionetix-international.com

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Perrysville, OH  
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## Sinks

### Bionetix International

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Canada  
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info@bionetix.ca  
www.bionetix-international.com

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### Mansfield Plumbing Products

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## Software - Business

### FASTEST, Inc.

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sales@fastest-inc.com  
www.fastest-inc.com

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### Kickserv, a ReachLocal Product

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888-316-4541 • 415-877-1935  
sales@kickserv.com  
www.kickserv.com

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### McCormick Systems, Inc.

Chandler, AZ  
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msi@mccormicksys.com  
www.mccormicksys.com

## Software - Inspection/ Mapping



### CUES, Inc.

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salesinfo@cuesinc.com  
www.cuesinc.com

### Ratech Electronics, Ltd.

Concord, ON  
Canada  
800-461-9200 • 905-660-7072 • Fax: 905-660-1519  
sales@ratech-electronics.com  
www.ratech-electronics.com

### Source One Environmental

Davison, MI  
810-412-4740  
www.s1eonline.com

## VIVAX

## METROTECH

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www.vxmt.com  
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### Outdoor Shower Co.

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## Tanks - Storage

### A. O. Smith Water Heaters

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info@bionetix.ca  
www.bionetix-international.com

### Bradford White Water Heaters

Ambler, PA  
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www.bradfordwhite.com  
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www.centralwinnelson.com  
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### Hoot Systems, LLC

Lake Charles, LA  
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questions@hootsystems.com  
www.hootsystems.com

## Tanks - Wastewater

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info@bionetix.ca  
www.bionetix-international.com

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www.hootsystems.com

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## Tools - Power

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### Milwaukee Tool

Brookfield, WI  
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www.milwaukeetool.com



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Canada  
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### Western Drain Supply

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## Trailer Parts and Accessories

### VT Hackney/Hackney

Washington, NC  
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hackneyplumbing@vthackney.com  
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## Trailers

### Flow-Liner Systems, Ltd.

Zanesville, OH  
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info@flow-liner.com  
www.flow-liner.com

### Infrastructure Repair Systems, Inc.

St. Petersburg, FL  
877-327-4216 • Fax: 877-327-4118  
irsi@irsi.net  
www.irsi.net

### VT Hackney/Hackney

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www.irsi.net

## Truck Bodies

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## Truck Parts/Accessories

### Hino Trucks

Novi, MI  
248-699-9334 • Fax: 248-699-9310  
marketing@hino.com  
www.hino.com

### VT Hackney/Hackney

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www.hackneyservice.com

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## Trucks - Heavy Duty

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### VT Hackney/Hackney

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www.hackneyservice.com

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## Trucks - Light Duty

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hackneyplumbing@vthackney.com  
www.hackneyservice.com

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marketing@hino.com  
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### VT Hackney/Hackney

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hackneyplumbing@vthackney.com  
www.hackneyservice.com

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## Tubing

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info@flow-liner.com  
www.flow-liner.com

### REHAU, Building Solutions Division

Leesburg, VA  
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rehau.mailbox@rehau.com  
www.na.rehau.com

### Viega

Broomfield, CO  
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insidesales@viega.us  
www.viega.us

## Unions

### Brasscraft Mfg. Co.

Novi, MI  
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www.brasscraft.com

## Valves

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### Giant Industries

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## Valves - Actuators/Controls

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info@AquaMotionHVAC.com  
www.aquamotionhvac.com

### FloLogic

Raleigh, NC  
877-356-5644 • 919-878-1808 • Fax: 919-878-8199  
info@floglogic.com  
www.floglogic.com

### Flows.com

Roselle, NJ  
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www.flows.com

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Pineville, NC  
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sales@ipexamerica.com  
www.ipexna.com

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Dubuque, IA  
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sales@suttner.com  
www.suttner.com

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Pineville, NC  
800-463-9572  
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www.ipexna.com

## Valves - Backflow Prevention/Check/Float

### IPEX USA LLC

Pineville, NC  
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sales@ipexamerica.com  
www.ipexna.com

**Suttner America Company**

Dubuque, IA  
800-831-0660 • 563-556-3212  
sales@suttner.com  
www.suttner.com

**Wilo USA**

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info@wilo-usa.com  
www.wilo-usa.com  
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zcotechnical@zoeller.com  
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**Valves - Ball****Flows.com**

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www.flows.com  
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info@johnquest.com  
www.igprolock.com  
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**Viega**

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insidesales@viega.us  
www.viega.us

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**Valves - Pressure Regulating****Flows.com**

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www.flows.com  
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Pineville, NC  
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www.ipexna.com

**Suttner America Company**

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800-831-0660 • 563-556-3212  
sales@suttner.com  
www.suttner.com

**Valves - Water and Gas****Brasscraft Mfg. Co.**

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customerservice@brasscraftmq.com  
www.brasscraft.com

**Fisher Mfg. Co.**

Tulare, CA  
800-421-6162 • 559-685-5200 • Fax: 800-832-8238  
info1@fisher-mfg.com  
www.fisher-mfg.com

**Flows.com**

Roselle, NJ  
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www.flows.com  
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**IPEX USA LLC**

Pineville, NC  
800-463-9572  
sales@ipexamerica.com  
www.ipexna.com

**Suttner America Company**

Dubuque, IA  
800-831-0660 • 563-556-3212  
sales@suttner.com  
www.suttner.com

**Vent Pipe Filters****Simple Solutions Distributing**

West Milford, NJ  
800-667-8465 • 973-846-7817 • Fax: 973-858-0219  
sales@industrialodorcontrol.com  
www.industrialodorcontrol.com  
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**Water Conditioners****A. O. Smith Water Heaters**

Ashland City, TN  
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www.hotwater.com  
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**Central Oklahoma Winnelson**

Oklahoma City, OK  
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krjones@winnelson.com  
www.centralwinnelson.com  
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**SuppliesDepot.com**

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sales@suppliesdepot.com  
www.suppliesdepot.com

**Welders****RIDGID**

Elyria, OH  
800-474-3443 • Fax: 440-329-4862  
RIDGIDinfo@emerson.com  
www.RIDGID.com  
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**Welding Supplies****RIDGID**

Elyria, OH  
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www.RIDGID.com  
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# Plumber

www.plumbermag.com/directory

# Kitchen and Bath

By Craig Mandli

## Bathtubs

### MTI Baths Alissa 231

The **Alissa 231** bathtub from **MTI Baths** will retrofit in a 66-inch alcove. It measures a compact 64 5/8 inches long by 33 1/2 inches wide by 21 5/8 inches tall, yet provides spaciousness with its single-wall SculptureStone construction. With the same clean and simple lines that are proportioned as the larger 72-inch freestanding oval bathtub, it offers an integral pedestal and integrated slotted overflow. Offered in white or biscuit, matte or gloss finish, it can be ordered as either a soaking tub or therapeutic air bath. It is constructed from one-piece SculptureStone material, which is 100 percent solid, nonporous, and stain-, mold- and mildew-resistant, making cleaning and maintenance easy. **800-783-8827; www.mtibaths.com.**



### Victoria + Albert Trivento

The **Trivento** bateau bath from **Victoria + Albert** offers a fine rim and a deep, double-ended bathing well. It measures a comfortable 22 7/8 inches high by 27 7/8 inches wide and 65 inches long, and it works with the Kit 40 intelli-waste bath drain. It is crafted from ENGLISHCAST composition — a naturally white material rich in volcanic limestone that is warm to the touch and hand finished to create a glossy finish that is durable and easy to clean. It is available in seven external finishes, including gloss white, gloss black, matte white, matte black, anthracite, stone gray and light gray. **800-421-7189; www.vandabaths.com.**



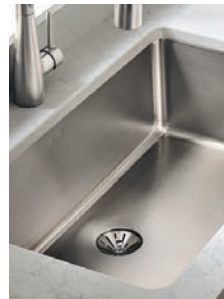
## Drains

### DECOLAV drains



**DECOLAV** drains allow for simplified installation and easy removal for cleaning and maintenance. They are made of 100 percent solid brass with a 4-inch thread to secure lavatories in place better than the typical 3-inch thread. The screwable dome and cap make it easy for cleaning and removing unwanted clogs. Their drainage channels offer complete sitting-water removal. The raised umbrella minimizes vapor lock and air bubbles that slow down water flow. **866-332-6528; www.decolav.com.**

### Elkay Perfect Drain



The **Perfect Drain** from **Elkay** offers simple installation, with no special tools, zero caulk, and zero putty required. The edgeless design eliminates the gap around the drain, reducing food buildup and giving debris only one place to go: down the drain. The result is a cleaner, more hygienic sink with a stylish, modern look. Sinks featuring Perfect Drain are designed and approved for compatible disposers manufactured by InSinkErator utilizing the Quick Lock mounting configuration. Perfect Drain is available on popular sink materials, including stainless steel and quartz, with applications for residential, commercial, and health care. Select from kitchen, bar, or laundry sinks in undermount, top-mount, or farmhouse installation styles. Sinks with Perfect Drain are shipped complete with all drain parts included, saving time and money of having to purchase drain parts separately. **630-574-8484; www.elkay.com.**

## Infinity Drain Site Sizable Linear Drain

The **Site Sizable Linear Drain** from **Infinity Drain** provides flexibility in the field. It is available as a complete kit ranging from 36 to 96 inches long, and it can be cut down to the exact length of the wall-to-wall dimension in the field. The outlet can also be placed anywhere along the channel run. A standard flow rate of 9 gpm and high flow rate versions up to 21 gpm are available. The system is available with either a PVC channel or stainless steel channel to satisfy local codes. Multiple style options include a tile insert frame, finish choices, and installation types depending on waterproofing technique. **516-767-6786; www.infinitydrain.com.**



## California Faucets Ultra-Thin Showerheads

**Ultra-Thin Showerheads** from **California Faucets** measure 5/16 inch thick but still deliver a robust, rainlike drenching spray for refreshing showering indulgence. They are available in square and round styles and in 6-, 8-, 10-, or 12-inch sizes. Each fitting features 80 to 121 self-cleaning rubber jets with a maximum flow rate of 1.5 to 2.5 gpm, depending on the model. They are constructed of solid brass and are available in a selection of more than 30 decorative finishes. Each has a 1/2-inch swivel inlet and can be mounted on the wall or ceiling. **800-822-8855; www.californiafaucets.com.**



## Faucets

### American Standard Patience Collection

The **Patience Collection** of bath and shower faucets from **American Standard** is an ideal choice for customers who desire a vintage and classically inspired bathroom. Created with trade professionals in mind, the pressure balance shower set offers TRIMendous universal valve technology that allows trim to be changed after installation without ripping out tile. Lavatory faucets offer a WaterSense-certified flow rate of 1.2 gpm, while the multifunction showerhead uses only 1.8 gpm, which is 40 percent less water than conventional showerheads. **800-442-1902; www.americanstandard-us.com.**



### Delta Faucet HydroRain Two-in-One Shower Head

Designed to deliver a luxurious, full-coverage shower experience, the **Delta Faucet HydroRain Two-in-One Shower Head** with H2Okinetic Technology gives users the option to use the raincan shower, the fixed showerhead, or both showers simultaneously. The accompanying H2Okinetic Technology allows a tailored shower experience, lending complete control of coverage, warmth and intensity through unique water patterns. With five available spray settings and four finishes, this showerhead offers a customizable addition to the home. It can be easily installed in minutes. Additionally, Touch-Clean soft, rubber spray holes ensure convenient removal of calcium and lime buildup with the touch of a finger. **800-345-3358; www.deltafaucet.com.**

### BLANCO PANERA

The fingerprint- and scratch-resistant **PANERA** from **BLANCO** is a European-style pullout faucet fully crafted of stainless steel inside and out. It offers clean lines and a unique cylindrical spout. Its sharp, modern features combine with comfortable ergonomics to create a faucet handle offering the ability to control space constraints with enduring style. Its stainless steel finish is crafted to withstand the appearance of scratches and fingerprints, ensuring a long-lasting, clean and lustrous aesthetic. **888-668-6201; www.blancoamerica.com.**



### Franke Kitchen Systems Pescara Semi-Pro

**Pescara Semi-Pro** faucets from **Franke Kitchen Systems** offer a level of functionality and performance that maximizes usability for the home chef or kitchen connoisseur. They are available in satin nickel and polished chrome, with a rear-docking spray head and dual-functioning hose. Water flows effortlessly from the spout when the spray head is in its magnetic docking station. When the spray head is removed from the dock and toggle switch is engaged, it transforms into a spray hose that can easily reach into every corner of the sink. Once finished, set the hose back into the dock, and the water reverts to its

original full flow path. This feature doubles the spray reach and minimizes the hose length, saving space without sacrificing usability. **800-626-5771; www.franke.us/ks.**

### Sonoma Forge Sans Hands

With no visible sensors, **Sans Hands** faucets from **Sonoma Forge** incorporate an electromagnetic proximity sensor, allowing users to skip the frustration of frantic hand waving. The components include a spout, a low-voltage current from an electrical source (either battery or plug-in) and an electronic “brain” supplying an electromagnetic field to the spout. When a user approaches the faucet, the electromagnetic field is interrupted, which opens and closes the valve. They are available using the spouts from the versatile WherEver series, the rugged CiXX collection, and the modern Strap line. They come in wall- and deck-mount configurations and are available in a wide array of finishes, including special order. A suite of coordinating bath accessories — including decorative hardware, towel bars, tissue holders, mirror mounts, and more — complete the industrial look. **800-330-5553; www.sonomaforge.com.**



### T&S Brass & Bronze Works EC-3105

The EC-3105 from **T&S Brass & Bronze Works** is designed to accommodate 4-inch center-to-center, wall-mount installations, which allows users to retrofit with efficient, hygienic sensor faucets without altering existing hole configurations. It includes a water-resistant control module with internal flow control switches, and customizable auto timeout and shut-off delay. An optional auto-flush feature flows water for 30 seconds after every 12 inactive hours. It has plug-in AC transformer or battery-power options, with a 2.2 gpm vandal-resistant aerator and a mechanical temperature mixing valve with integral check valves and a polished, chrome-plated brass body. Options include a hydrogenerator; thermostatic temperature control mixing valve; and available water-saving, laminar and nonaerated outlet devices. ChekPoint sensor faucets can decrease the spread of germs and boost sustainability, reducing water use by up to 1 gallon per hand-wash. **800-476-4103; www.tsbrass.com.**



## Grease Interceptors

### ASHLAND PolyTraps 4800 Series

The polyethylene **4800 Series** grease interceptor from **ASHLAND PolyTraps** is an option when corrosion resistance is needed. The grease interceptor utilizes a hydromechanical process to prevent grease, fats and oil from entering sewage lines. It comes standard with an external flow control to ensure the waste flow doesn't surpass gallons per minute recommendations. Units are tested and certified to PDI-G101 standards, and are able to withstand continuous usage with temperatures up to 212 degrees F. Units have a smooth, nonstick surface for complete cleaning. Designed for flush-with-floor or on-the-floor installation, units are offered in a wide range of sizes from 4 gpm with a 2.3-gallon holding capacity, to 350 gpm with a 560-gallon holding capacity. **800-541-8004; www.ashlandpolytraps.com.**



### IPEX USA Endura XL

The **Endura XL** (75 and 100 gpm) from **IPEX USA** is a hydromechanical grease interceptor engineered with an easy-open baffle, three plumbed outlets and internal flow control. It is corrosion-resistant, with EZ-Open cover latches and removable baffles. Two options provide a stand-alone installation as part of a new/existing plumbing system, or as a basket accessory that can be installed directly into the full height interceptor, saving significant footprint and offering a quick solution to kitchen drain challenges caused by solids accumulation. **800-463-9572; www.enduragreasemanagement.com.**



## Hand Tool

### RIDGID EZ Change Faucet Tool

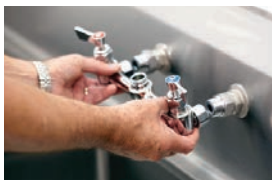
Alleviate under-sink plumbing frustrations with the **RIDGID EZ Change Faucet Tool**, a multipurpose tool for installation and removal of faucets and sink strainers. Used to fasten and remove tab mounting nuts and supply line nuts, the tool has a short body for easy access in tight spaces and includes a shut-off valve wrench to assist with stubborn valves. The tool has a cubed insert that is compatible with a variety of common nut sizes and is ideal for most common two-, three-, four- and six-tab mounting nuts. In addition, it has a retainer for three or four slot strainer baskets and a 5/8-inch deep welled socket that is ideal for single-hole mountings. **800-769-7743; www.ridgid.com.**



## Plumbing Fixtures

### Fisher EZ-Install Adapters

**Fisher** faucets are available with **EZ-Install Adapters**, a kit that means there's no need to remove the sink from the wall to install a replacement. They can save both time and money. Simply thread the adapters into the existing fittings and attach a new, upgraded faucet onto the adapter. Faucets with the EZ Install kit include adapters that fit every brand of faucet. Choose from a wide choice of styles, including pre-rinse units, each designed for the rigors of commercial food service use. **800-421-6162; www.fisher-mfg.com.**



### GROHE Grotherm SmartControl

The **Grotherm SmartControl** shower trim from **GROHE** delivers expert water temperature and flow rate control through push-and-turn buttons, offering the option of having up to three shower outlets running through a single, low-profile wall plate. An optional flow reducer provides CALGreen compliance. Powering the trim



behind the wall is the **Rapido SmartBox**, which offers features that make installation simple and easy. Water supply inlets are positioned at the bottom of the valve, eliminating the need for additional adapters and simplifying installation. The valve also adds no additional depth to the wall trim with its slim design, maximizing room in the shower. The behind-the-wall version is available in a variety of options that include square and round designs, as well as chrome, brushed nickel, or white finishes. This control system provides an ideal solution for any bathroom ambience and installation setting. **800-444-7643; www.groheamerica.com.**

### KWC America BLUEBOX Thermostatic Mixer



The **KWC America BLUEBOX Thermostatic Mixer** works out of sight to deliver maximum functionality, durability and efficiency for the lifetime of

installed **KWC America** faucets. It provides flexibility even in the face of uneven surfaces and evolving installation plans, with intelligent mounting systems for secure attachment to any surface, variable installation depths to account for a change in wall thickness and rotational symmetry to accommodate any change of location through 180-degree turns. It is an ideal solution for concealed installations, from rough assembly to the functional units and the final assembly set. **888-592-3287; www.kwc.com.**

### LAUFEN Bathrooms Kartell

**Kartell** fixtures from **LAUFEN Bathrooms** are made of fine fireclay, a very hygienic and strong ceramic material. The built-in slim washstand offers a slender, elegant border, with a discreet squared design. The washbasin with vanity unit combination is enhanced by assorted finishes, including modern hues such as matte white, gravel gray, and slate gray, and it is available in the widths of 20, 24, 32 and 40 inches. It offers a prepacked solution that combines ceramic items and versatile furniture pieces reflecting a commitment to make optimal use of space in the bathroom. **866-696-2493; www.us.laufen.com.**



Continued ▶

### Lavelle Industries - Korky Brand StrongARM Handle & Lever

Designed to fit the majority of toilets, the **Lavelle Industries - Korky Brand StrongARM Handle & Lever** easily adjusts to fit all tank positions, including front, side, angle and down. Optimized for use with both 2- and 3-inch flappers and canister-style flush valves, the engineer grade material performs, as well as brass and aluminum levers. Reinforced in common stress areas, the lever is adjustable to eliminate the need to bend for fitment. Easy to install, it fits most popular brands, including American Standard, Kohler, TOTO USA. The line comes in a variety of finishes and styles to match or upgrade any bathroom decor. **800-528-3553; www.korky.com.**



### Mr. Steam AirTempo

The **AirTempo** from **Mr. Steam** is a wireless steam shower control that offers users functionality and the convenience of a remote control while also saving installation time and labor. Powered by replaceable, long-lasting lithium batteries, the unit communicates wirelessly, eliminating the time, hassle and expense of running a cable from the control to the generator. It can be surface-mounted to almost any steam room wall, even on a glass wall. This type of mounting is not an option with a conventional wired control because such an installation would require making a hole in the glass to route the cable. Available in black or white, it comes standard with a polished chrome finish on the trim. A wide range of additional designer finishes, including polished nickel, brushed nickel, polished brass, brushed bronze, oil rubbed bronze and even custom-plating options are available. **800-767-8326; www.mrsteam.com.**



### Saniflo - part of SFA Group Sanicom 1

With its resistance to high water temperatures and its ability to directly connect to high-efficiency washing machines, the 1 hp



**Sanicom 1** simplex drain pump from **Saniflo - part of SFA Group** is designed to pump drainage away from demanding commercial applications. It handles up to 194 degree F water, making it ideal for commercial kitchen applications where dishwashers must operate at exceptionally high temperatures to meet health and sanitation standards. **800-571-8191; www.saniflo.com.**

### Sloan Flushmate Handle Replacement Kits

**Handle Replacement Kits** for the Flushmate 503 and 504 Series from **Sloan Flushmate** are designed for a universal fit regard-



less of the tank model. These kits, AP300503 for 503 Series and AP400504 for 504 Series, replace the OEM rod and handle linkage, for a left- or right-hand tank, simplifying selection and installation. A chrome metal handle and non-corrosive plastic parts provide durability, reliable, and smooth operation. The handle is available in optional special finishes. **800-580-7141; www.flushmate.com.**

## Power Tool

### Milwaukee Electric Tool M18

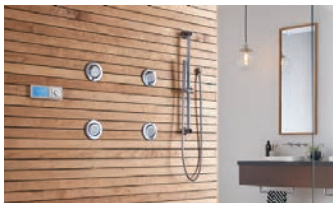
The M18 short throw press tool with PEX crimp jaws from **Milwaukee Electric Tool** is a press tool optimized for residential installations. The lightweight, inline design of the tool enables the installer to press with just one hand. And, with a 3-second cycle time and the ability to press 400 1-inch connections on a single charge, this tool allows residential installers to do their job faster and easier, without paying for more force than is needed. **800-729-3878; www.milwaukeetool.com.**



## Shower

### Moen U by Moen

**U by Moen** from Moen is a cloud-based, app-driven digital shower that offers Wi-Fi mobile connectivity and personalization. This digital shower also provides users with multiple ways to create an ideal showering experience with the push of a button or the sound of their voice. Users can control shower length, temperature, and outlets, and they have the ability to pause and stop remotely. The digital valve's compact design makes install easier, and with a 30-foot data cable between the valve and controller, the location of the valve can be put wherever is most convenient for the plumber and homeowner. The valve also has an optional battery backup to provide peace of mind. Users know if the power goes out while they are in the shower, the system will not shut off. **800-289-6636; www.moenpro.com.**



## Steam Bath Generator

### Amerrec Steam and Sauna AK Series

**AK Series** steam generators from Amerrec Steam and Sauna are designed for home use, transforming a shower or bathing room into a sauna. The generator uses full power to quickly heat up the steam room to its preset temperature, then cuts power by a third or two-thirds of its heating elements. The result is a more consistent flow of soft steam and more stable temperature — ideal conditions for relaxing and recharging. They install in an attic, vanity, or closet and use the home's current water supply while pulling electricity from the panel. They use only the current shower space, providing the health benefits of steam. **800-331-0349; www.amerrec.com.**



## Sink

### Bradley Express ELX-Series

The **Express ELX-Series** from Bradley is a contemporary, cost-effective alternative to china sinks and laminate countertops. Its single-bowl, multiuser design is easy to specify, install, clean, and maintain, and it offers personal hand-washing space for up to three users. Its streamlined and contoured styling elevates the look and functionality of commercial washrooms. Made of Terreon Solid Surface material, the washbasin offers durability and is easy to repair. The bowl's seamless construction eliminates mold and delamination, offering a more hygienic washroom solution. It cuts down on installation time and costs and requires few connections and parts. It incorporates a mounting plate for faster installation, and requires only a single drain and supply rough-in for new construction, or for an easily installed retrofit. **800-272-3539; www.bradleycorp.com.**



## Toilets/Urinals

### DXV Wyatt VorMax toilet

The two-piece, high-efficiency **Wyatt VorMax** toilet from DXV highlights a sculptural, confident stance that is well-suited for upscale hospitality settings. Designed to complement the existing Wyatt collection of luxury bathroom fixtures, this high-efficiency toilet is an ideal choice for a variety of applications. It leverages the VorMax flushing system, which has been independently verified to clean the bowl effectively. It uses only 1.28 gallons of water to powerfully scour every square inch of the bowl, even the hard-to-reach spots under the rim. This WaterSense-certified, high-efficiency toilet is offered in canvas white, with the trip lever available in polished chrome, brushed nickel or polished nickel. The choice of right or left-hand configurations provides ADA-compliance. **800-227-2734; www.d xv.com.**



Continued ►



**Mansfield Plumbing Products Vanquish**

The **Vanquish** from **Mansfield Plumbing Products** offers side-mount seat hinges, eliminating hard-to-clean corners and crevices and providing an easy-to-wipe deck surface. This toilet has also been designed with two times the rinsing power of the company's previous units. It uses the same

number of gallons per flush as other low-flow toilets, yet directs double the amount of water to rinsing the bowl. Finished with a PuraClean glazed surface, it is smooth, making it possible to wipe down quickly and shed stains easily. It is also resistant to bacteria growth. It comes with a slow-close seat and has an elongated front, SmartHeight bowl, and a Fluidmaster Pilot anti-siphon fill valve. **877-850-3060; www.mansfieldplumbing.com.**

**Waterless Baja #2104**

The space-efficient **Baja #2104** urinal from **Waterless** installs like a regular urinal to a standard 2-inch waste line and is furnished with mounting hardware and two EcoTrap cartridges.

Low-cost cartridges and efficient use of BlueSeal sealing liquid assure return on investment typically less than two years. **800-244-6364; www.waterless.com.**



**Zoeller Pump Qwik Jon Ultima**

Simple enough for residential, yet robust enough for commercial applications, the **Qwik Jon Ultima** from **Zoeller Pump** is a solution for all sewage removal needs when gravity flow is a problem. Its grinder pump tank can be installed freestanding or behind a wall,

with no breaking or buildup of floors necessary. It is ideal for bathrooms, basements, cabins, tool sheds or vacation homes. The rear-flush toilet is a comfort height, is ADA-compliant and offers an elongated bowl. The model 202 comes complete with rear-flush toilet and grinder pump tank, while the rear-flush toilet is sold separately with the model 203. **800-928-7867; www.zoellerpumps.com.**



**June 7-9**

**Illinois Plumbing Heating Cooling Contractors Association Convention**, French Lick Resort, French Lick, Indiana. Visit [www.ilphcc.com](http://www.ilphcc.com).

**June 11-14**

**American Water Works Association (AWWA) 2018 Annual Conference & Exposition (ACE)**, Mandalay Bay Convention Center, Resort and Casino, Las Vegas. Visit [www.awwa.org](http://www.awwa.org).

**July 19-21**

**Florida PHCC Conference**, Hyatt Regency Sarasota, Florida. Visit [www.faphcc.org](http://www.faphcc.org).

**July 24-27**

**AEC 2018 Spectrum Conference**, Denver Marriott West, Denver. Visit [www.phccweb.org](http://www.phccweb.org).

**July 26**

**Mechanical Contractors Association of America (MCAA) Summer Conference**, Grand Traverse Resort – Pavilion, Acme, Michigan. Visit [www.mcaa.org](http://www.mcaa.org).

**Sept. 13-14**

**Indiana PHCC Convention**, French Lick Resort, French Lick, Indiana. Visit [www.iaphcc.com/convention](http://www.iaphcc.com/convention).

**Sept. 28-Oct. 3**

**American Society of Plumbing Engineers (ASPE) Convention & Expo 2018**, Georgia World Congress Center, Atlanta. Visit [www.aspe.org](http://www.aspe.org).

**Oct. 10-12**

**PHCC Connect 2018**, Albuquerque Convention Center, Albuquerque, New Mexico. Visit [www.phccweb.org](http://www.phccweb.org).

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## Product Spotlight

### Remove tough tub clogs

By Craig Mandli

**T**ub, shower and sink drain blockages can be rough jobs if you don't have the right equipment. The ideal drain cleaner needs to be small and lightweight enough to fit into tight areas while also providing the power needed to break through stubborn clogs. The RIDGID PowerClear drain cleaning machine is designed for plumbers who face those clogs on a regular basis.

The compact and versatile machine eliminates clogs from lines 3/4 to 1 1/2 inches in diameter while avoiding unpleasant and time-consuming messes. According to Larry Feskanich, RIDGID's global marketing manager, it's the compact unit's cleanliness that's the big attraction for plumbers. "With the PowerClear, drain cleaning doesn't have to be messy anymore," he says.

The PowerClear features Autofeed technology to keep users' hands clean and free from touching the cable while advancing and retrieving it in the line. A guide hose also helps to keep the work area clean, making it the ideal machine for residential or commercial use. Weighing only 12 pounds, the lightweight design of the unit makes it easy



to handle while still being powerful enough to clear tough blockages. Its 120-volt motor operates at 450 rpm, feeding cable at a rate of 18 feet per minute to a maximum of 25 feet, and its clear cover allows users to view how much cable is remaining. The heavy-duty inner core cable is also purpose-built for long life, increased strength and kink resistance. An easy-pull drain plug extends cable life by draining excess water from the machine after each use to help avoid corrosion.

"It's been designed with not only the professional in mind, but also the at-home user who wants a lightweight, yet powerful, drain cleaning machine to eliminate common blockages found in tubs, showers and sinks," Feskanich says.

A FOR/OFF/REV switch controls drum and cable rotation, and a pneumatic foot switch provides ON/OFF control of the motor. A GFCI is built into the line cord. It has a clear front housing to allow monitoring of cable. While the PowerClear drain cleaner is ideal for tub, shower, and sink clogs, it is not recommended for use with toilets. 800-769-7743; [www.ridgid.com](http://www.ridgid.com).

### John Guest USA Stackable Tees

Versatile Stackable Tees from John Guest USA allow for multiple combinations and configurations. With these fittings, a manifold can be built quickly and in any direction needed. The body is manufactured from high-quality engineered plastic, making it UV-resistant outdoors. The tees are suitable for use with copper, PEX or chlorinated polyvinyl chloride pipe and require no tools to make secure, leak-proof connections. 973-808-5600; [www.jgprolock.com](http://www.jgprolock.com).



### Isuzu Commercial Truck of America new model lineup and NRR Crew Cab

The Isuzu Commercial Truck of America 2018-19 model line includes the introduction of a Crew Cab model in the Class 5 NRR series. Other highlights of the new models include support features that help reduce operating costs, improve performance, manage risk and help



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protect the investment. Upfit applications accommodate vocational bodies up to 30 feet with the standard cab and up to 16 feet with the Crew Cab models. GVWRs range from 12,000 to 26,950 pounds. Cab/chassis combinations offer standard three-seat cabs or crew cabs with seating for a seven-person crew. **866-441-9638; www.isuzucv.com.**



## Eemax AccuMix II tankless water heaters

The AccuMix II line of tankless water heaters from Eemax is ideal for public hand-washing applications or other low-flow hand-washing uses where precise temperature control is required. The water heaters also save on energy and water with a low-flow activation of 0.3 gpm. Available in sizes ranging from 3.5 to 11.5 kW, all models feature 3/8-inch plumbing connections and are factory set at 105 degrees F to comply with UPC 407.3 plumbing codes for public hand-washing. An integrated ASSE 1070-approved mixing valve, along with inlet and outlet thermistors, allow the heaters to quickly adapt to variations in flow and temperature. **800-543-6163; www.eemax.com.**

## General Pipe Cleaners Gen-Eye USB video inspection systems

The Gen-Eye USB video inspection system from General Pipe Cleaners records videos and photos on USB flash drives. The Command Module features a USB port to store video or still images up to 128 GB total capacity; a 10.5-inch LCD color monitor for crisp, clear pictures; a full-size, waterproof keyboard for on-screen titling, footage counter, date and time stamp, and voice-over microphone. All are safely contained in a heavy-duty Pelican case that weighs 12 pounds. Three models are offered: the Gen-Eye USB; the USB-W with Wi-Fi inside to record inspections on your smartphone or tablet; and the USB-P premium inspection system that includes all the features of the USB, plus a sunlight-readable screen and a four-hour battery for remote operation, as well as the Wi-Fi transmitter. **800-245-6200; www.drainbrain.com/geneye.**



*Send us your plumbing product news. Email new plumbing product news, photos, and videos to [editor@plumbermag.com](mailto:editor@plumbermag.com).*

## Professional Pipe Services and Perma-Liner Industries partner

Professional Pipe Services, or Pro Pipe, announced its partnership with Perma-Liner Industries to provide main and lateral connection lining services nationwide. Inner-Seal by Perma-Liner Industries is a trenchless CIPP technology that is used in collections systems throughout North America to repair the connection from the mainline while simultaneously renewing the lateral. With more than 50,000 successful installations, the technology has proven to be an effective, nondisruptive and long-lasting lateral rehabilitation solution.

## Goettl Air Conditioning earns 2018 Industry Leaders of Arizona Award

Goettl Air Conditioning, founded in 1939, earned a 2018 Industry Leaders of Arizona Award from *AZ Business Magazine*. The company won the award in the Commercial and Residential Services category.

## AquaMotion adds Rich Gruber to sales team

AquaMotion announced the addition of Rich Gruber to the company's sales team. He is the new national sales manager and will be in charge of a network of 20 representatives, OEM sales and wholesale customers.

## Uponor names Chad Meyer as senior director

Uponor North America appointed Chad Meyer to the newly created position of senior director, Intelligent Water. He will lead the commercialization of the new Phyn Plus smart water assistant and shut-off, which made its debut in early January at the Consumer Electronics Show in Las Vegas.



## Draincables Direct names Neil Mason new director of sales

Draincables Direct welcomed Neil Mason as its new direct sales manager. In the industry for more than 30 years, he started out as a journeyman plumber and later moved into sales. For the past 18 years, he has been in sales for RIDGID, most recently as the company's Great Lakes regional manager. Mason will be managing territory sales representatives for Draincables Direct in more than 10 locations throughout the U.S. 



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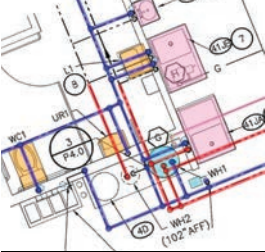


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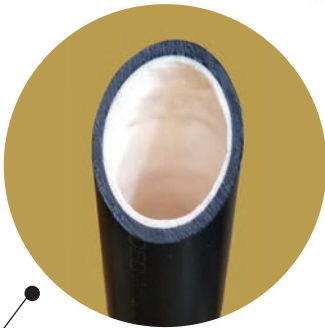
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