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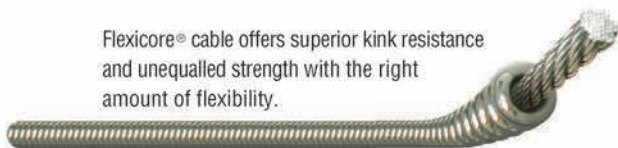
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On the ROAD

Push-on Fittings Propel More Productivity

Fittings that connect without solder, glue or special tools amp up efficiency and profit margins for Georgia plumbing firm.

- By Ken Wysocky



On the Cover

Cody Heineman, a water heater technician with George Morlan Plumbing Supply in Portland, Oregon, moves a water heater into place at an install job in Hillsboro, a suburb west of Portland. The company primarily installs toilets and water heaters in a 50-mile radius of Portland. **Photography by Ethan Roche**

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Cory Dellenbach

Knowing What to Say

Bashing can turn potential customers away; instead highlight your company's strengths

I've talked about being professional in this column many times. There are many ways to come across as professional: dressing nice, coming prepared with the right tools, and being on time for the job.

There is one other way we haven't touched on a lot: knowing what to say and what not to say. I recently ran into this scenario when I had a plumbing, heating and cooling company at my house giving me a quote on a project I was looking at.

I, as a homeowner, want to see that your company has done the job we are looking to do — and done it successfully.

This was a company I ran into after attending a home show and I just thought it would be good to see what the cost would be for this project. It started off great with the technician walking around the house, checking out the boiler and taking measurements.

After that, however, is when it turned sour. Instead of talking about how they work, what their technicians are certified in and why we should select them, we were getting the all-out bashing of their competitors.

My wife and I were told how horrible this company's competitors were. How the competitor's technicians were just salespeople, had to use YouTube to know how to repair fixtures and weren't qualified at all.

It went on like this for a while despite us asking about work this company has handled that would help us decide if we wanted to select them. No one likes to hear you just complain about your competitors.

If you are talking to a potential customer, here are some things you could highlight instead of bashing the competition:

Your Technicians

Tell that customer about your technicians and what certifications they have. If you have technicians who can do both plumbing and heating or cooling work, say that. If you have three master plumbers on staff, mention that.

Your Successful Jobs

Have some case studies ready to talk to the customer about, especially if those jobs are similar to the one the homeowner has. I, as a homeowner, want to see that your company has done the job we are looking to do — and done it successfully.

Your Specialties


If your company is like George Morlan Plumbing Supply, which is featured in this issue, you could easily talk about your company's specialties. George Morlan Plumbing Supply specializes in water heater installations. It's what the company is known for.

These are just a few of the things you could talk with potential customers about. Other ideas are what they get for the price they are paying — warranties, repair plans, etc.

It really isn't that hard not to bash the competition. Sell your business on the goods and services you provide.

WHAT DO YOU SAY?

What do you talk about with your potential customers? How do you sell your company? Send me an email at editor@plumbermag.com or call me at 715-350-8436. I'd love to hear your insights.

Enjoy this issue! 



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— To Boost Employee Engagement, Consider Career Stage Before Age

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BUILDING THE WORKFORCE

Army Veteran Finds New Career Path in Plumbing

Employee recruitment is something that many companies struggle with, but John Gibson is proof that there are strong candidates out there who could easily develop a passion for plumbing if you can figure out how to reach them. Read about John's journey to the plumbing trade and think about how it could translate to your own recruitment efforts. ▶ plumbermag.com/featured



EMPLOYEE BUY-IN

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You may have some crewmembers who constantly question your established policies, but that doesn't mean that it's impossible to get them to fully believe in the company culture. Read more about tactics you can use in this online exclusive. ▶ plumbermag.com/featured

FLEET MANAGEMENT

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Almost four decades into business, the Bill Howe Family of Companies in San Diego continues to look for ways to improve. One of the most recent implementations is software for its 160-vehicle fleet that monitors driver behavior and produces vehicle service alerts. In this online exclusive, learn more about the benefits the company has received through the software.

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◀ Alex Kramien, president of George Morlan Plumbing Supply, at one of the company's stores in Tigard, Oregon. Each of the stores has many fixtures and other plumbing supplies for customers and other plumbers to purchase.

WATER HEATER KING STILL REIGNS

An emphasis on water heaters keeps Portland plumbing firm thriving for 92 years — and counting

By Ken Wysocky |

Photography by Ethan Rocke



George Morlan Plumbing Supply, Portland, Oregon

OWNER	Rick Kramien
FOUNDED	1927
EMPLOYEES	100
SERVICES	Primarily installing toilets and water heaters
SERVICE AREA	50-mile radius around Portland
WEBSITE	www.georgemorlan.com

George Morlan Plumbing Supply is anything but a conventional plumbing company. After all, there aren't many plumbing firms that focus primarily on water heater sales and installations, own seven retail stores that sell plumbing fixtures and repair parts, and can attribute their growth to a career in the circus and a catchy radio/TV jingle.

But as odd as that combination might seem, it's hard to argue with the results, which have withstood the test of time: This year marks the company's 92nd year in business.

"A lot of people try to put us in a box," says Alex Kramien, 33, president of the Portland, Oregon-based company founded by the late George Morlan, his great-stepgrandfather, in 1927. "But I don't know of too many other companies structured the way we're set up. We install thousands of water heaters a year, but we also sell them, along with plumbing parts, to contractors. And we're a contractor, too. That's why it's hard to put us in a box."

BECOMING THE KING

The emphasis on water heaters occurred organically, not by design, albeit aided by some serendipitous news coverage. When Morlan first moved to Portland to open his plumbing firm, electric water heaters were just hitting the market. And Morlan became one of the first contractors in the Northwest to install them.

In the 1940s, someone at a local water-heater manufacturing company

dubbed Morlan the "water heater king." The nickname stuck and remains a big part of the company's marketing/branding efforts even today, as evidenced by the company's logo: A smiling, animated water heater wearing a golden crown. In fact, "The water heater king!" is a registered federal trademark.

"The name and the branding stuck, so we just ran with it," Kramien says. "According to research from our advertising agency, our brand is so strong that people actually will Google 'George Morlan Plumbing' more than they Google 'plumbing.' We're told that among regional Oregon brands, the only company with higher name recognition than ours is a tire dealer."



▼ Cody Heineman installs the new water heater (Reliance) at a residence in Hillsboro, Oregon. The company specializes in water heater installs and toilet installations.

“We're told that among regional Oregon brands, the only company with higher name recognition than ours is a tire dealer.”

Alex Kramien

“We were one of the first in the industry to run TV ads,” he adds. “That was in the 1980s. It was unheard of at the time to talk about toilets and showers on TV. We even had a TV show on Sundays for a while, sort of like a home improvement show where we handled plumbing questions from viewers.”

WATER HEATERS FRONT AND CENTER

The company used to do more than just water heater installations, but switched primarily to water heaters in the 1980s. Why? The company had opened its second retail plumbing showroom in Tigard, just southwest of Portland, and the company was concerned it might alienate potential contractor customers by competing against them for repair work.

“We essentially got to a certain point where we were competing with customers that we relied on to buy our products,” Kramien explains, noting that about 20% of the retail stores’ customers are plumbers. “Why would you want to buy from a competitor? Since we basically owned the market for water heaters, we had the luxury of sticking with them.

“By sheer volume, we’re able to leverage the price of water heaters from manufacturers,” he continues. “And along with that, we added more showrooms. So if we can pick up margin on the products (water heaters and repair parts/fixtures) and keep the guys busy installing 30 to 40 heaters a day, we can make a living doing it.”

The company now has seven locations — two in Portland and one each in Tigard, Bend, Lincoln City, Salem and Beaverton.

Perks for the employees

A weeklong, all-expenses-paid trip to Hawaii. Spot bonuses, or “spiffs.” Tickets to sporting events and concerts. Signing bonuses. Use of a company-owned, two-bedroom condominium on the Oregon coast for a weekend. Competitive pay that often is higher than union-prescribed hourly rates.

These are the major perks George Morlan Plumbing Supply uses to attract and retain plumbing technicians — and to try and sidestep the labor shortages afflicting so many contractors nationwide.

“If we recruit someone from out of town, we might even pay up to \$2,000 in moving costs as a kind of signing bonus,” says Alex Kramien, president of the Portland-based company. “We’ve also sent people to Hawaii for a ‘Work Week in Paradise’ for selling the most water heaters in a day. Or sometimes we give away a pair of Portland Trail Blazers tickets to someone who comes into work while on call and installs six water heaters.

“We do everything we can to let our employees know their hard work is very much appreciated.”

Big-ticket expenses such as paying signing bonuses and/or moving costs are done on a case-by-case basis. “It’s not a blanket, one-size-fits-all system,” Kramien says. But higher pay is uniform across the board. The union-shop company pays \$44.84 per hour plus benefits for journeyman technicians and \$27 to \$29 an hour plus benefits for technicians who get licensed to install residential water heaters, the company’s bread-and-butter service. That’s well above the union rate of \$20 an hour for water

heater installers, he says.

“There are so few technicians for a lot of work, so we have to pay guys more to keep them on board,” he explains. “They get 40 hours of work a week, get paid at a commercial rate for residential jobs and work for a stable, 90-year-old company — it all helps attract and retain people.”

A popular perk, perhaps awarded for the least number of job callbacks during a particular week, for example, is a weekend stay at the company-owned condo in Newport, where lodgers can go crabbing right off a dock. In other instances, technicians get invited to go trapshooting at the Portland Gun Club for an evening, Kramien says.

“And the first time they hit 20 out of 25 (clay pigeons), we give them their own shotgun,” Kramien says, noting that one of the company’s former owners, Gary Morlan, the son of company founder George Morlan, was an avid trapshooter.

The great perks are more effective than raiding competitors for employees because some of those competitors might be customers of the company’s seven retail showrooms that sell fixtures and repair parts. “Burning bridges in this industry is not good,” Kramien notes.

The company started offering the perks during the last several years as the economy boomed and the labor pool subsequently shrank. “It allows us to pick employees from a better group of talent and then retain them,” Kramien says. “We know we’re going to struggle if we don’t use every asset we own to attract and retain talent.”

► Cody Heineman collects tools and materials from the back of his work van prior to starting a job in Hillsboro, Oregon.



TO SEE GEORGE MORLAN PLUMBING SUPPLY IN ACTION, check out a video on the company at www.plumbermag.com.



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▶ Cody Heineman removes the old water heater at a residence.

Aren't contractors still a little irked by buying water heaters from a company that competes against them for installations? Not really, Kramien says, thanks largely to the company's overwhelming name recognition and market presence.

"Other plumbers don't look at water heaters as the holy grail, like we do," he says. "And we've been doing this since 1927, so we've moved past any animosity (from other contractors) about the fact that we mostly install water heaters. There are always new competitors popping up, but it's so ingrained in the public's mind that we're the water heater king that it (animosity) is a moot point when it comes to contractors buying water heaters from us."

ONE-DAY INSTALLATION

To even further differentiate from water heater competitors, the company promises one-day service for installations. "It can be more expensive on our end sometimes, but if we get out to the customer on the same day, then the chances of our competitors taking installs from us dramatically decreases," Kramien notes. "We gain market share and/or keep current customers and increase the chance of repeat business for water heater replacements, plus we'll likely get the customer to one of our showrooms if they plan on remodeling and building in the future."

Moreover, the company doesn't charge extra for service on Sundays. "We know Sunday is the one day that a lot of people have off, and water heaters don't fail at a set time — it can happen anytime," he notes.

"So we don't charge more for Sunday work. Plus, if we do installations on Sundays, then we don't compete with other companies for those installations on Mondays."

When installing commercial water heaters, the company is trying to streamline operations and improve efficiency by dedicating one employee to just delivering new units and picking up old ones. To provide this service, the company recently bought a 2018 Ford E-450 with a 28-foot box body made by Morgan.

What else cemented the company's reputation as the region's premier water heater installer? Kramien credits

“Other plumbers don't look at water heaters as the holy grail, like we do. And we've been doing this since 1927, so we've moved past any animosity (from other contractors) about the fact that we mostly install water heaters.”

Alex Kramien

Continued ▶

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◀ Cody Heineman cleans up after installing a water heater at a job site in Hillsboro, Oregon. The company's Ford Transit 250s make hauling supplies to and from job sites easy with sliding side doors and fully opening rear doors.

the work ethic of his family predecessors in the business: George Morlan; his stepgrandfather, Gary Morlan; and his father, Rick Kramien. "It wasn't unusual for Gary or my dad to install 10 water heaters a day," he says. "They figured if the Morlan name was going to be so upfront, they had to take care of customers. That has a lasting effect that builds up over time.

"If people call us, it's very likely we're the first company they've called," he adds. "So living up to that reputation is key."

The company's earworm jingle, created in 1983 by a family friend and musician, Dave Lutz, also helped spread the word. "Once a jingle catches on, it really catches on," Alex Kramien says. "It really builds value."

The jingle is so familiar to Portland residents that a few years ago on a local radio show where people answer questions to win prizes, the disc jockey was totally shocked when a caller couldn't sing it. "It turns out the woman had just moved here, which is why she didn't know it," Alex explains.

DEEP FAMILY ROOTS

The late George Morlan moved to Portland from Arkansas in 1927. A plumber by trade, he opened a business that by the mid-1930s included a small parts counter and plumbing showroom. "They used to repair faucets for customers right there at the counter," Alex notes.

Spurred by the development of an electric water heater by the Fowler Co., a pioneer in the industry based in Portland, George quickly became immersed in both selling and installing the new appliances.

“Installing things we sell out of our stores is a niche we can fill right away.”

Alex Kramien

After George retired in 1965, his son, Gary, became the next owner. The circus/show business influence soon came into play when he married Leone Kramien (Alex's grandmother), who used to be married to a magician who also owned a small circus. As such, Leone picked up sales and marketing skills over the years that she later applied to the Morlan retail operations.

"The company had built a good reputation, but my grandmother felt it was missing out on a lot of sales potential with so many fixtures sitting in boxes and collecting dust," Alex says. "She brought in the sales and marketing expertise to get things going."

Retail sales really took off in the 1970s, spurred by a do-it-yourself boom among homeowners. The company was one of the first in the area to encourage this DIY movement, showing customers how to install their purchases. As decorative plumbing options became more popular in the 1980s and '90s, retail sales played an even bigger role in the company's growth, Alex says.

As the company grew, so did its fleet of vehicles. Today the company runs 11 service vehicles: five Ford Transit 250s with rack-and-storage systems from Ranger Design, three Ford service vans, one 2005 Mercedes-Benz Sprinter 3500 and two small Ford Transits. Technicians generally use DeWALT power hand tools.

The company also has started to emphasize the installation of FloodStop leak-detection units made by Aqua Managers. “That business has grown several hundred percent in the last few years,” Alex says, noting that more and more insurance companies want customers to use the technology to avoid costly home flooding. “It used to be something optional to sell, but now it’s either required or it’s an easy sell. We just add another \$300 to the water heater installation. ... We’re already there anyway and it doesn’t take much time, so that makes it more profitable right there.”

POSSIBLE DIVERSIFICATION AHEAD

Looking to the future, Alex foresees the company doing more than just water heater installations, which now generate about 90% of the service revenue. For example, the company is slowly moving into toilet installations, he says.

What about angering plumbers who buy supplies from the company? That’s less of an issue these days because demand from customers usually outstrips contractor availability. “Many customers can’t even get a contractor to

return their calls, so we’ve started installing toilets and other items — basically anything we can do in a day or less,” Alex says.

“We don’t want to do plumbing installations or remodeling projects, but we’ll install a new sink, toilet seat, shower door or faucet aerator, for example,” he continues. “Installing things we sell out of our stores is a niche we can fill right away.

“Some people know us only for our water heaters and our showrooms,” he adds. “But adding service and installation departments at all of our stores enhances the portfolio of things we offer to customers. That’s the future for our company.”

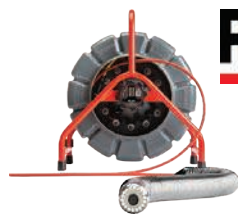
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Do Desperate Times Call for Desperate Measures in Providing Health Insurance?

Plumbers may be able to adapt concepts from the self-insurance model used by many larger companies to offer employees much-needed coverage

By Neil Feldman

As small and midsize employers continue to struggle to manage ever-increasing health insurance costs, business owners are well advised to re-evaluate their plan designs. Since 2005, the average family's premium has increased over 60%, and the upward trend will likely continue. Employers' options are shifting more costs to workers, bearing the increasing costs themselves, or a mix of the two.

Faced with this challenge, midsized and smaller companies are increasingly looking to implement a partially or fully self-funded health plan. In a traditional medical plan insurance contract, the employer pays predetermined rates (premiums) to the insurance carrier, and in exchange, the insurance carrier takes on all claims risk for one year. In a self-insured arrangement, the employer, as plan sponsor, hires a company to administer the plan, but the administrator draws on the employer's general assets to pay the doctors and hospitals.

"Under a self-funded arrangement, there is more risk to the employer of a member having a large claim," says Karen Regini, vice president at Gorman Insurance Agency, a Connecticut-based brokerage firm. To mitigate this risk, the employer typically purchases stop-loss insurance, she explains. "It's essential to be protected in the event a policy holder has a serious, long-term health issue."

STOP-LOSS PROTECTIONS

There are two major types of stop-loss insurance: specific (or individual) and aggregate. Under the former, once a single member's claims reach a predetermined annual amount (for example, \$50,000 or \$100,000), the stop-loss carrier reimburses the employer for the rest of the member's claims costs. Under aggregate stop-loss policies, the employer is reimbursed for the amount of claims (excluding any that are reimbursed under the specific

"While self-funding is not necessarily a good fit for every company, it's smart to consider it and evaluate the risks versus the rewards in implementing a health plan that works well for both employer and employee."

Joe Nicoletti

policy) that exceed a predetermined amount for the year.

Determining which type of stop-loss coverage and what that amount should be is best left to the professionals, Regini says. "There are a lot of considerations that must be looked at including overall health of the policy holders, claims history, cost of the stop-loss policies and appetite for risk of the business."

Self-funding is not a new idea. In fact, 94% of employers with 5,000 or more workers do it, according to 2017 research by the Kaiser Family Foundation. Among those with 200 to 999 workers, 56% self-fund. It's far less common where there are fewer than 200 workers, with 17% of such employers self-funding, but that's up from 12% in 2008, and it continues to rise.

Why are more employers choosing to self-fund? According to Joe Nicoletti, senior manager at New York-based Meridian Benefits Consulting, more small businesses are drawn to the concept of designing and controlling their own health plans. "When you design the plan," Nicoletti says, "it enables the business to do things like

charging smokers considerably more than nonsmokers, implementing wellness programs with incentives for healthy lifestyle decisions and providing strong incentives for plan members to utilize walk-in health clinics instead of ERs for nonemergency matters.”

GREATER TRANSPARENCY

Another benefit of self-funding, Nicoletti points out, are reduced taxes and fees. States typically tax insurance premiums, he says, but when you self-insure, the majority of those premiums are removed. Moreover, the Affordable Care Act introduced new taxes on insurance carriers, who pass along increased expense to employers. While self-funded plans are subject to some ACA taxes, the tab is less than with an insured plan. Finally, self-insuring removes some carrier risk charges.

There is also increased cost transparency with self-funding. “When receiving a significant health plan increase on a renewal,” Nicoletti notes, “employers often wonder whether it truly is a fair renewal. When you self-insure, you see very clearly where your dollars are spent.”

Given these advantages, why don’t all employers self-insure?

There are several reasons it doesn’t always work, and at the top of the list are certain state-imposed limitations. Some states regulate or disallow sales of stop-loss insurance to smaller groups. For example, a New York state law prohibits the sale of stop-loss insurances to groups of 100 workers or fewer. “If a smaller employer cannot protect itself with stop-loss insurance, self-insurance is just too risky,” Regini says.

Even with the protection of stop-loss insurance, claims still fluctuate, and the fluctuations are more pronounced with smaller groups. A small handful of hospitalizations, or even just one, can impact claims totals, and for some small businesses, the risk is simply too much to stomach.

Lack of claims data can be a challenge. “It’s difficult to assess the viability of self-funding if you cannot access historical claims from your insurance carrier or if the data set is too small to make credible predictions,” Regini says. “Those are common challenges for smaller employers.”

When a company self-insures, it must become much more involved in the health plan, particularly regarding banking arrangements, compliance requirements and managing plan design, and thus the administrative burden becomes greater.

REVIEW CLAIMS HISTORY

If a business determines it wants to explore self-funding, the usual starting point is to evaluate the claims history. In reviewing claims for the last few years, attention needs to be on whether there have been large claims (say, more than \$50,000 or \$100,000). “You need to model it out and see what your costs would have been if you had hired a third-party administrator and paid for stop-loss during those years,” Regini advises. She notes that a rule of thumb is that companies can expect to have a high claims year every five years, but it’s advisable to track savings over time.

Every organization’s appetite for risk is different, and this needs to be assessed as well. Health benefits professionals note that if a business lacks strong cash flow or sometimes struggles to make payroll or pay vendors on time, self-funding is probably not a wise option. Regini tells her clients that if they envision being worried about an impending large claim throughout the year, then it’s probably not worth the angst.

As small or midsize companies continue to grapple with health care costs and regulatory requirements, best practices used by larger companies are worth considering. “While self-funding is not necessarily a good fit for every company,” Nicoletti says, “it’s smart to consider it and evaluate the risks versus the rewards in implementing a health plan that works well for both employer and employee.” ■



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Push-on Fittings Propel More Productivity

Fittings that connect without solder, glue or special tools amp up efficiency and profit margins for Georgia plumbing firm *By Ken Wysocky*

After nearly 35 years as the owner of Universal Plumbing, Larry Jones has learned that staying ahead of the curve on technological advancements is critical to business success. As an example, he points to Shark Bite Universal brass push-to-connect fittings, which enable his technicians to install fittings in mere seconds — no solder, glue or special tools required.

“We try to stay ahead of the curve — house the latest technology in the industry in order to help our customers,” says Jones, who established the company in 1985.

Because the Shark Bite fittings don’t need to be soldered, clamped, crimped or glued, technicians at the Augusta, Georgia-based company can routinely perform residential and commercial service and repair jobs anywhere from

60% to 70% faster, says Jones, who employs 19 people, including 14 technicians.

“You just push the pipe into the fitting and you’re finished,” Jones explains. “You just have to make sure you cut the pipe straight. The fittings don’t work well with an angled cut because then the pipe doesn’t bottom out (seat completely against an O-ring) inside the fitting.”

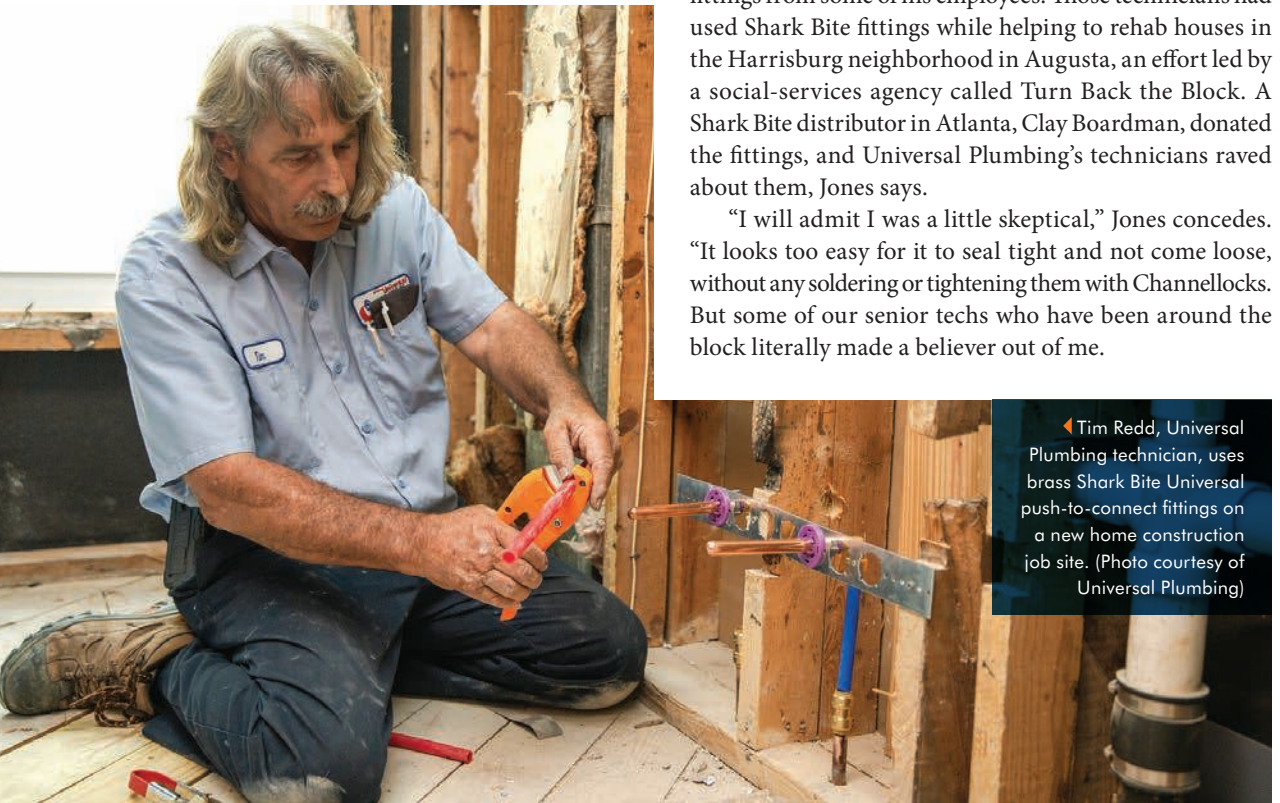
GETTING SOLD

Jones first heard about the Shark Bite lead-free brass fittings from some of his employees. Those technicians had used Shark Bite fittings while helping to rehab houses in the Harrisburg neighborhood in Augusta, an effort led by a social-services agency called Turn Back the Block. A Shark Bite distributor in Atlanta, Clay Boardman, donated the fittings, and Universal Plumbing’s technicians raved about them, Jones says.

“I will admit I was a little skeptical,” Jones concedes. “It looks too easy for it to seal tight and not come loose, without any soldering or tightening them with Channellocks. But some of our senior techs who have been around the block literally made a believer out of me.”

“I’ve seen these fitting do things that just make me say, ‘Wow.’”

Larry Jones



◀ Tim Redd, Universal Plumbing technician, uses brass Shark Bite Universal push-to-connect fittings on a new home construction job site. (Photo courtesy of Universal Plumbing)

“It took a lot of talking to even get me to look at it,” he continues. “Just cut the pipe and pop on a fitting? It didn’t seem possible. But after I saw the guys use them, I was sold. Now we’ve plumbed whole houses with Shark Bite fittings.

“Our guys have them on all our trucks,” he adds. “We’re totally sold on the technology.” (The company owns eight service vehicles: six Nissan NV cargo vans, an Isuzu truck with a 16-foot-long box body and a Ford E-350 utility box van.)

WORKS WITH MOST PIPE TYPES

The brass Shark Bite fittings work with PEX, hard drawn copper (types K, L and M), CPVC, HDPE or PE-RT pipe in any combination. The Shark Bite Universal fittings shouldn’t be confused with the Shark Bite EvoPEX fittings, which can be used only with EvoPEX PEX pipe. When a pipe is inserted into the fittings, stainless steel teeth bite down for a tight grip. At the same time, an O-ring compresses to create a watertight seal.

The pipe must be cut square, deburred and free of debris before installation. If necessary, the fitting can be removed with a special disconnect clip or tong available from Shark Bite. The fittings carry a 25-year warranty against manufacturer’s defects and are certified to 200 psi and 200 degree F water temperatures. They can be used inside concealed walls, but Shark Bite urges plumbers to consult local plumbing codes for specific applications.

Universal Plumbing technicians use the Shark Bite fittings for repairs or installation work involving 1/2-, 3/4- and 1-inch-diameter pipes. They’re not only faster to install than conventional fittings, they are also easier to use in tight spaces where soldering or crimping/clamping is difficult.

In addition, technicians can use them even if there’s still water in pipes — a huge timesaver. And Jones says that in the four years his company has been using the Shark Bite fittings, he’s never had one fail. “If the pipe isn’t cut straight or not pushed in all the way, it might drip a little water,” he says. “But we’ve never heard of one blowing off a pipe.”

PRODUCTIVITY BOOSTERS

In other instances, such as a repair that involves replacing a section of copper pipe, the building’s water cutoff valve might not seal completely, allowing water to keep flowing. That’s where company technicians use a Shark Bite fitting as an isolation valve.


“They just push it on and there’s no water coming through anymore,” he explains. “They work like that even if a line is operating under full pressure. I’ve seen these fitting do things that just make me say, ‘Wow.’”



COMPANY	Universal Plumbing, Augusta, Georgia
OWNER	Larry Jones
TECHNOLOGY	Brass Universal push-to-connect fittings from Shark Bite
FUNCTION	Connects pipes and fittings without soldering, gluing or crimping
FEATURES	Works with PEX, hard drawn copper (types K, L and M), CPVC, HDPE or PE-RT pipe in any combination; stainless steel gripping teeth and O-ring combine for a watertight seal; fittings removable with a special disconnect clip or tong; 25-year warranty against manufacturer’s defects; certified to 200 psi and 200 degree F water temperatures
COST	Visit www.sharkbite.com or call 877-700-4242
WEBSITE	www.universalplumbinginc.com
SHARK BITE WEBSITE	www.sharkbite.com

On remodeling projects, the Shark Bite fittings also provide an easy way for technicians to transition a building’s older copper pipes to PEX or PVC pipes, he says.

Speed and convenience does come with a price, however. Jones says the Shark Bite fittings are anywhere from 50% to 75% more expensive than conventional fittings. “But the timesavings on jobs more than makes up for that,” he notes. Furthermore, using the fittings reduces expenses incurred from accidents like solder drippings on a carpet or other surfaces, for example, or damage from a torch while soldering.

Overall, Jones says he heartily recommends the Shark Bite fittings, pointing out that by finishing jobs faster, technicians can finish more jobs per week than they could before they started using Shark Bite fittings. And that translates into higher profitability. “Any plumber who does repairs or new installations needs to know about this product,” he says. “I think this technology is here to stay.” 

All About Location

There are many options to consider when it's time for you to pick a spot to start or grow your company

By Joan Koehne

Selecting the best spot to open a plumbing operation requires careful consideration. Gary Kes, owner of Benjamin Franklin, The Punctual Plumber, in Northfield, Minnesota, has changed locations several times over his 30-year career.

Kes founded Kes Equipment in 1985, working from a single van to provide water treatment services to dairy farmers. Fast-forward to 2007 when he became a Benjamin Franklin franchisee and residential plumber.

From one van, he upgraded to a truck, then to a building across the street from his home. About 10 years into the business, he purchased a meat market in a commercial district of Northfield and remodeled it to suit his needs.

Over the years, he's gained valuable insight into what makes a good location for a plumbing business. First, start small. Plumbing startups can greatly benefit from low overhead, Kes says.

"Sometimes you're starting out in your garage or your truck,

whatever it takes to get your client base up," Kes says. "In the beginning, it's not that easy. You have to knock on a lot of doors, talk to a lot of people."

TIME TO GROW

Once a plumber begins to hire employees (for example, a receptionist to answer calls), it may be time to find a facility of some sort. Leasing space may be the best option, to keep costs down.

When Kes leased his first location, he chose a 40-by-60-foot building across the street from his home. While it was a better option than managing the business from his truck,

Continued ▶

"Sometimes you're starting out in your garage or your truck, whatever it takes to get your client base up. In the beginning, it's not that easy."

Gary Kes



▲ The staff of Benjamin Franklin, The Punctual Plumber, of Northfield, Minnesota, gather in front of their office location with signage. They are (from left) Tom Olsen, master plumber; Jesse Pick, warehouse manager; Katie Kes-Pick, customer service rep; Gary Kes, master plumber and co-owner; Pauline Kes, co-owner/office manager; Caleb Stockdale, plumber apprentice; and Jesse LeBoeuf, water treatment specialist. (Photography by Brad Stauffer)

the new location had its drawbacks. Operating a plumbing business in a predominantly residential area wasn't ideal.

When searching for a better location, Kes looked for a facility where trucks could go in and out without problems. Semis delivered equipment regularly, so it was important to have space for trucks to enter, back up, unload and merge into traffic. He also wanted a convenient place for employees to park. Lastly, he wanted the exposure of a busy street. That way, customers could find his showroom easily.

"We just tell people 'We're on a state highway on the north side of town.'" Kes says. "They say, 'Oh yeah, I go past your place all the time.'"

Prominent signage draws attention to Benjamin Franklin, The Punctual Plumber. Trucks and vans are outfitted with the company logo and parked out front. The vehicles serve as highly visible moving billboards, capturing the attention of passing traffic.

“The sooner a person can put it in the budget to buy a piece of property, the better. You can sit on that asset until you're ready to retire.”

Gary Kes

ON THE WEB

Exposure on a busy street yields different results than exposure on a busy internet, but both are important, Kes says. "Google loves storefronts," he says. "When people are Googling you, even Google Plus will not recognize a business unless it has a storefront or building, not just a residential location."

Once plumbers have a physical location, they should register this location with Google. "It's really crucial to have that, especially today with people looking for reviews," Kes says. "It pops up a lot better if you have a storefront."

FINANCING OPTIONS

Kes recommends investing in a physical location as soon as possible.

"The sooner a person can put it in the budget to buy a piece of property, the better. You can sit on that asset until you're ready to retire," Kes says. "It helps as part of your portfolio and your retirement plan. You can sell it or rent it out to the next owners or sell it outright."

Small Business Administration loans and other financing options, such as a bank, are also available. "Have a good working relationship with a local bank," Kes says. "That always helps."

THE LOOK OF IT

When building or remodeling a facility, plumbers should carefully consider the design. Begin with a well-marked entrance into the company's showroom where a receptionist or customer service representative greets customers. Beyond the showroom is space for back-office personnel and a lunchroom. Equipment and inventory rooms are next in line, with a truck bay at the far end of the building.

Safety, convenience and aesthetics are three important design considerations.

"If we ever built a new building, I would build it so we can drive our trucks in one door and straight out another one, without having to back in," Kes says. Parking trucks indoors is another goal, especially during the cold winter months. "It's nicer to get into a truck that's nice and warm in the morning and everything is ready to go. You don't have to worry about everything being frozen."

KNOWING YOUR NICHE

Another factor to consider when choosing a location is customer base. A plumber in a small town has a limited customer base to serve, but he or she may benefit from having less competition than in a larger city.

"You've got to find your niche to know what's going to work the best for you and your business," Kes says.

Plumbers who do service work need a location that grants them 24-hour access to customers. New plumbers can build their business more quickly by offering around-the-clock service.

"Especially starting out, they're going to need to be that person to build their business," Kes says. "It's easier to get that customer when the customer has a dire need."



Editor's Note

This is a series of business stories focused on helping plumbers start their own company. Throughout the year, we'll offer different tips geared toward those looking at starting their own operation. If you have any suggestions, email us at editor@plumbermag.com.



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Anthony Pacilla

Learning From Germany

Efficiency, pride and engineering practices can be improved upon by those in the plumbing industry *By Anthony Pacilla*

A few years ago while I was Christmas shopping, I ran across an antique store. I figured I would wander in and see if they had any exotic plumbing antiques.

I stumbled upon a World War II straight razor. It was a “Dubl Duck Satinedge-Fried. Wilh. Engles — Solingen — Germany.” The box read: “This razor is in perfect condition and should be handled with care. It has been thoroughly inspected. Broken or misused razors will positively not be replaced.”

Clearly, I noted the difference between our contemporary 30-day, money-back return and satisfaction guarantee and the German’s “it’s perfect; don’t even think about sending it back” attitude. It made me think about the mystique of German efficiency and pride and their way of engineering.

Our industry is made profitable by the slimmest of margins, and therefore efficiency is the difference most times between a profitable windfall year and a bad year.

A few months prior, I tested a backflow for a German who was in the states but was living here temporarily while working as a computer engineer for a major drug firm.

He explained his last job was in a manufacturing plant in Germany and how they “engineered out” the noise and dangers of the manufacturing equipment so employees were so safe they could walk around the facility without

wearing any personal protective equipment. He told me it was efficient, quiet as could be, and safe as you can get, and how their workers were working less than 40 hours per week but outproducing every competitor globally by 50%.

After a lengthy discussion about how they do things, I really felt refreshed with a new outlook on how an efficient company should be managed.

IT STARTS WITH ATTITUDE

The Germans don’t have some supersecret technology that makes them more efficient than the rest of the world, and maybe for sake of argument they are less efficient than the rest of the world; but you and I don’t believe that for a second. Admit it, when you think of German engineering, you think of exceptionally intelligent, highly strict, procedural machines pumping out efficiency with a larger-than-life attitude toward excellence.

They beam a culture of punctual and synchronized experts who breathe productivity, structure and speed. They seemingly bring order to disorder and cold, direct logic with an emotionless approach to execution of tasks. But if they don’t have advanced technology, or better people, then what makes them better? Details.

They are obsessed with details like contingency plans, deadlines, benchmarks, cleanliness, efficiency, extremely high standards, top-notch quality, timelines, documentation and statistics. They make sure everything is spotless in their facility including the highest-efficiency lightbulbs with motion switches, their plumbing fixtures are the high-efficiency units, waste is proudly kept to near zero, fire exit strategies are memorized and tested, power outage situations are practiced, inspections of great detail are conducted on equipment down to the smallest detail, and it was mentioned to me that his company even changed its carpeting because it showed that it had less drag on

walking and could save employees a few hours of strain per year.

So I ask you: If you showed up to work in that kind of facility tomorrow, wouldn't you instantly become an efficient machine? Of course you would! You'd have no choice.

Mentally you can't get better than perfect — and that is what that facility and mentality comes across as. Their attitude, presentation and expectation demands efficiency. If you were to show up in a sloppy uniform, you would be embarrassed to even walk into the office. Have you noticed we haven't even touched on the nuts and bolts of specifically how things are done differently? It is a mindset and a standard that they set by their presentation.

TRAINING

Germans harp on training. They will provide the highest training imaginable to their workers.

They have opened massive communication portals between high schools, colleges and vocational schools and have complete access and transparency to actual companies with set apprenticeship programs. They have in essence streamlined educational facilities with colleges, vocational schools and private companies to give students a wide variety of options to consider, as well as a direct path to get there.

This is a far cry from the college or the "you're on your own" driven society of America's culture.

CONSIDER CHANGING YOUR ATMOSPHERE

We are inherently a dingy, dirty and tough industry. We do not work in a fixed-position factory where conditions remain a constant, but that shouldn't prohibit us from creating a culture of efficiency. Our industry is made profitable by the slimmest of margins, and therefore efficiency is the difference most times between a profitable windfall year and a bad year.

Can you reach out to local high schools and vocational schools and work with them to streamline a recruitment strategy? Can you start upgrading your facility one thing at a time to create the efficiency environment? Can you start putting procedures in writing and have procedural meetings and quality checks once a week or month at random?


And even though it may sound ridiculous, have you noticed that when you repeat this story to someone else,

one of the things that will stick in your head is the carpet drag example? That's because even though it may sound ridiculous to us Americans, that is the difference between us and them — they have taken pride in the details and they embrace the culture it breeds and demands. **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

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Create a Traveling Billboard

With the rise of high-tech materials, personalized marketing is easier than ever *By Jared Raney*

Radio, TV, phone book, Facebook, billboards — the options for advertising your company can be overwhelming, but have you considered using the mediums you already own? Like the vehicles and equipment your company relies on every day.

“Vinyl graphics and advertising on your vehicle is probably your best investment compared to newspaper ads, periodicals and things like that where you’re getting charged every single time you put that advertisement out there,” says Rodney Roeda, director of sign and vehicle production with ROEDA. “If you have vehicle graphics on all your trucks and everything, you basically have a traveling billboard you only pay for once.”

Not only is it a cost-effective method for promoting your company, it also gives you a launching platform to build your logo and brand.

CREATING AN IMAGE

Another advantage of using your work equipment as advertising space is that consumers will naturally associate your brand with your work. Instead of seeing a plumbing company on a random interstate billboard or hearing about it while driving to work, they see it in their neighborhoods and communities.

“Vinyl graphics and advertising on your vehicle is probably your best investment compared to newspaper ads, periodicals and things like that where you’re getting charged every single time you put that advertisement out there.”

Rodney Roeda

▶ The Campbell Plumbing & Drain Cleaning trucks clearly display everything a customer needs to know to get hold of the company. They’re bold and noticeable. (Photo courtesy of Campbell Plumbing & Drain Cleaning)





▲ The Marvel Sewer and Drain vehicles have superhero characters on the side of the van. The characters are the owners and their children in cartoon form.

Campbell Plumbing & Drain Cleaning has seen evidence of that firsthand. The company’s trucks have the logo on each side. The logo is a simple red-white-and-blue theme with a caricature of a plumber and a simple message.

“A neighbor will see us, call and say, ‘Hey, you’re at my neighbor’s house, do you have time to come over?’” says Scott Haymer, vice president of Campbell Plumbing. “People see us at the gas station and say, ‘Oh, I’ve been looking for a plumber.’ It’s just recognizable: You park on the side of the road and they see you’re a plumbing company.”

Campbell Plumbing’s vehicles are hand-painted by a local graphic artist. “Ours is very basic; you can read our stuff when the truck rides by at 35, 40 miles per hour,” Haymer says.

POWER OF A LOGO

You might be inclined to think that having a logo constantly on the move might make it less memorable, but those who invest in making their brand stand out often find the opposite effect.

Marvel Sewer and Drain has a unique logo that has created a lot of buzz in its area of Fridley, Minnesota.

“One of the coolest moments for us: We were on a personal trip and someone recognized our name,” says Ben Smith, owner of Marvel Sewer and Drain. “She said, ‘You’re the guy with the superheroes on your truck!’”

Marvel Sewer and Drain’s logo is truly unique — cartoon versions of the Smith family, children included, as superheroes. “I’ve got two wrapped vans,” Smith says. “Right there, that person remembered me from looking at my van one time. If you know much about advertising, that’s pretty epic.”

Smith even says that while at lining jobs, he’s sold additional liners to people who have come up to talk about the logo. It also creates added accountability for his drivers when any bystander can immediately see what company they’re with.

“We’ve been stopped before on the side of the road for people to take pictures. People love it — they think it’s super cool. It’s eye-catching; we get remembered for it,” Smith says. “When my guy pulls up to the job, they see the big wrapped truck and know this is somebody from my company.”

BUILD OFF YOUR LOGO

Having a cool logo is just the start — a way to build an association in the customer’s mind — but creating a brand requires more than a clever logo: You’ve got to get it out there.

“We’re pretty proud of our logo; we put it everywhere we can. It took me a long time to recognize that I was a brand. I just thought I was ‘The Plumber,’” Haymer says. “The logo is on our shirts, and we all wear matching shirts; we have built something. We’re not Under Armour or Nike by any means, but we are a brand, and people see us.”

Once you have a presence, you can steadily build it into a brand through small steps.

“You don’t have to push it hard, this whole branding thing, and put billboards up of your logo, but just start. You can start branding now and not do it at the high level,” Smith says. “You start now — that way you have an image you’re building.”

Marvel Sewer and Drain’s branding initiative began as a simple outreach to customers’ children — Smith had a graphic designer print superhero versions of his kids

on coloring sheets to be handed out at jobs and events. One thing led to another, and now Marvel Sewer and Drain incorporates their superhero motif into bid sheets, invoices, emails and coffee mugs. Smith even expanded the cartoon family to include versions of his technicians for their personalized business cards.

GRAPHICS ARE VERSATILE

Campbell Plumbing has its logo on stickers, which they can then affix to garbage disposals, sump pumps and water heaters.

“The sticker is by far our best way of advertising,” Haymer says. “When you just took a shower and you have no hot water and you walk downstairs, you’re like ‘Oh, there’s a big orange sticker that has somebody to call.’”

With modern technology and printing techniques, there are really no applications beyond the limits of available materials. Jacob Roeda, director of screen print production for ROEDA, says his company specializes in custom products and can give the customer almost anything they are looking for.

“If we are in a situation where a certain customer needs a large heat range — to apply to a surface that is high-heat or really low-temp — there are certain materials that are more resistant or more durable, so depending on what the customer is looking for, we always try to cater to that need,” Roeda says. “If somebody is looking for product for steel pipes, water surfaces, constant use, outdoor use, we can find that correct product.”

ROEDA also has a stable of graphic designers, and they offer artwork services at any level, whether a company has an existing brand that needs tweaking or is starting from scratch.

“Our job is to sell our customer’s product. We’re trying to create designs and artwork that sell a particular customer’s product,” Roeda says. “We want to respect what our customers are looking for, but sometimes we’ll make our recommendations, too. Different options can give a different feel or vibe for that logo design. So we like to let them know there are different things they can consider to sell their product and get brand recognition.”

MAKE IT PERSONAL

In a market saturated by a variety of advertising, it may not be print, digital or radio advertising that makes the most splash. For some contractors, the most prime advertising real estate may already be in the shop: Vehicle and equipment decals provide long-term impact for a solitary upfront investment.



▲ A Campbell Plumbing & Drain Cleaning crew member drives the Campbell Plumbing go-kart truck in a parade. It’s a popular attraction in local parades and festivals. (Photo courtesy of Campbell Plumbing & Drain Cleaning)

Driving the van

The limits of graphic advertising are only your imagination, as Campbell Plumbing & Drain Cleaning demonstrates with its fun miniature service van. Built off a simple go-kart frame, they painted it to look just like the real vans.

“That gets a lot of attention,” says Scott Haymer, vice president. “We put it in parades, and people really like it.”

It’s a perfect example of how a little ingenuity can go a long way — a simply, low-cost, yet entertaining advertisement that can roll through parades and other events where the service vans can’t and drawing a connection for consumers the next time they see Campbell Plumbing’s big vans on the road.

“It’s endless; there are so many possibilities,” Smith says. “And it’s so enjoyable on my side. I feel like I have an identity now: I’m not just some guy showing up to fix this sewer. Just be you. Let it come through as you — find something you enjoy and do it.”

As far as deciding what logo to best represent your company, it’s all about building a connection. If you feel attached to your brand, so will your customers.

“Don’t stand behind some image that isn’t you,” Smith says. “So many of us, especially at my level, are so in tune with our own business; I’m bleeding through my marketing. Don’t have something you’re not going to enjoy. I love pushing my superheroes; I love showing my superheroes. Nobody remembers Marvel Sewer and Drain; they remember my superheroes.” **P**

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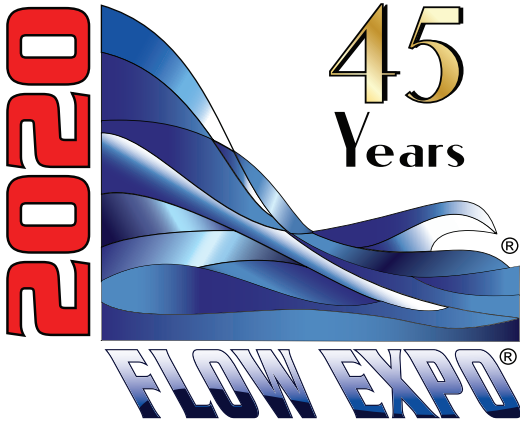


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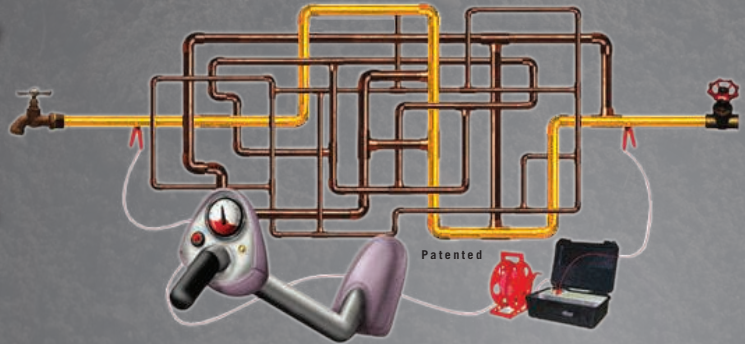


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www.ipexna.com

Precision Plumbing Products, JL Industries

Portland, OR
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sales@pppinc.net
www.pppinc.net

Ad on page 87

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sales@suttner.com
www.suttner.com

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krjones@winnelson.com
www.centralwinnelson.com

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Ad on page 86

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info-valve@asco.com
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lead-free-solutions

Ad on page 47

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info@phccglaa.org
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Kitchen and Bath

By Craig Mandli

Bath Tubs

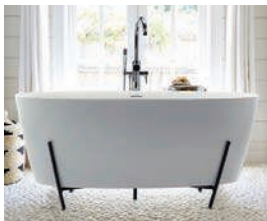
BainUltra VIBE

The VIBE contemporary bathtub from BainUltra has an ergonomic design engineered to fit the smaller bathrooms common in urban living spaces without impacting the quality or comfort of the bathing experience. Its clean lines and minimalist style combine with artfully sloped walls. Hydro-Thermo Massage can ease muscle pain and increase circulation, while Illuzio chromatherapy uses colorful lighting to soothe, energize and balance. The free-standing version measures 58 by 28 by 21 inches and is offered in a glossy white, UltraVelour matte or a black-and-white finish. It is also available as a drop-in with undermount option, measuring 60 by 30 by 19 inches or an alcove model that is 60 by 30 by 19 inches. All are crafted of durable acrylic that comes in a glossy white finish. **800-463-2187; www.bainultra.com.**



MTI Baths Elena Model 220 with cradle

MTI Baths has developed a cradle for one of its Boutique Collection tubs, the Elena Model 220. Shown with a flat rim and MTI Baths' stormgray exterior glossy finish, the Elena is nestled in a cradle whose lines mimic the ends of the tub. The cradle is handcrafted in tubular steel and powder coated in a matte black finish, with custom powder-coated colors also available. The simplicity of the cradle design does not detract from the presentation and presence of the free-standing tub. Initially available for the Elena, the cradle is also offered for select Boutique Collection models. The Elena tub is crafted from SculptureStone material that is 100% solid and 75% organic. **800-783-8827; www.mtibaths.com.**



Drain

California Faucets ZeroDrain

The ZeroDrain pop-down drain from California Faucets is easier to install and clean than standard pop-up bathroom sink drains. With standard drains, cleaning requires awkwardly climbing under the sink to detach the stopper every time the drain clogs or the mechanism misaligns. And when a standard drain becomes full of gunk and buildup, the inevitable clogs often require service. This drain's simple design — just two components — means homeowners can easily clean the drain themselves by pulling out the stopper, rinsing and reinserting. It works with a one-finger touch: Just press and go. Since it eliminates the rod-and-clip mechanism of the pop-up drain, it's a timesaver since there's no fiddling with the lift rod. It is available in over 30 hand-applied finishes. **800-822-8855; www.calfaucets.com.**



Faucets

American Standard Town Square S Collection

The Town Square S Collection from American Standard offers a comprehensive selection of bathroom sinks and shower faucets in various configurations. These WaterSense-certified bathroom sink faucets use a water-conserving 1.2 gpm, providing 45% more water savings over standard 2.2 gpm models. Designed to reduce installation while improving the user experience, the monoblock faucet model incorporates an easy-to-use pop-up drain with fewer parts than a standard drain. All faucet styles are available in a choice of four attractive, long-lasting finishes: polished chrome, polished nickel, brushed nickel and legacy bronze. **800-442-1902; www.americanstandard-us.com.**



Delta Faucet VoiceIQ

To address an emergent need for thoughtfully connected home technology, **VoiceIQ** from **Delta Faucet** leverages Amazon Alexa- and Google Assistant-enabled devices to create a smart kitchen faucet that thinks on command, providing dependable, hands-free operation for a revolutionized kitchen space. The technology pairs with existing faucets to dispense the exact amount of water needed, easily warm water and turn the faucet on and off all with a simple voice command. Consumers can command the faucet to dispense a metered amount of water in various quantities for precise measurement and, additionally, customize commands to make everyday tasks easier, like filling a coffee pot, a child's sippy cup or a dog bowl. This technology comes as a preassembled feature on select Trinsic pull-down models, and a retrofittable module will be available to upgrade existing kitchen faucets with Touch2O Technology. **800-345-3358; www.deltafaucet.com.**



Moen M-Power

Moen's M-Power sensor-operated lavatory faucets offer increased water savings, less routine maintenance and all-around cleanliness without sacrificing performance. The improved sensor operation offers a field-enabled sentinel flow option to flush standing water in the supply lines and eliminate water-harboring *Legionella*. The hands-free feature helps decrease the spread of bacteria while providing an ease of use. The extended eight-year battery life using standard AA batteries reduces the need for maintenance over the long run. The sensor faucets can also be programmed with a metering flow time to fit any market, from a minimum of 10 seconds. The faucets have a modern design with coordinating hands-free soap dispensers. **877-663-6776; www.moen.com.**

Plumbing Fixtures



GROHE Atrio

The **Atrio** bath faucet collection from **GROHE** offers a slimmer, more streamlined shape for homeowners who crave a more simplistic look and feel. Providing design flexibility, the faucet collection offers a choice of cross or lever handles, a variety of configurations and a complete selection of accessories. The collection is available in StarLight Chrome and Brushed Nickel Infinity Finish. The Environmental Protection Agency WaterSense-certified lavatory faucets in this collection feature a water-efficient flow rate of 1.2 gpm and are compliant with California Energy Commission regulations. **800-444-7643; www.grohe.com.**

Isenberg Bath TVH.2693 and TVH.2715

TVH.2693 and **TVH.2715** single- and dual-output thermostatic valves from **Isenberg Bath** are oriented horizontally and can be used in showers or tub applications. They have integrated off positions, which enable the user to turn the water flow off and control the volume of water on each output from a trickle to a maximum of 8 gpm at 60 psi, packing a large amount of functionality into a small two-handle valve. The valve comes with matching trims for Isenberg Bath's collections, enabling the user to match the shower and tub to the basin area. The valve is cast in solid brass with 3/4-inch NPT connections. **972-510-5916; www.isenbergfaucets.com.**



Lenova Sinks K410

The **K410** kitchen faucet from **Lenova Sinks** is available in a matte black finish. It is crafted from 304 stainless steel, with no lead content for maximum durability and long-lasting beauty. The company incorporates physical vapor deposition processing into its manufacturing system to create a matte finish that is durable and easy to maintain. The pull-down faucet has a two-function sprayer and a 360-degree swivel spout. It has a gently rounded silhouette, with dramatic arches and side levers. It includes top-quality ceramic cartridges for drip-free performance. **877-733-1098; www.lenovasinks.com.**



John Guest USA Speedfit Angle Stop Valve

The **John Guest USA Speedfit Angle Stop Valve** provides an extra line off of an existing stop, giving the user independent water flow control and the ability to upgrade or repair accessories without shutting off the main water supply. The valve utilizes push-fit technology — allowing quick connection without the need for tools — and is offered in white polypropylene with food-grade EPDM O-rings. The valve connects between the valve and riser to the main water supply line for applications in reverse osmosis, filtration systems, automatic coffee brewers and ice makers. The conversion adaptor can be

Continued ►

threaded to either side of the valve to make configurations of 1/2-by-1/2-inch NPS or 3/8-by-3/8-inch compression. The valves are intended for use with potable water systems and are not to be used in heating systems or with compressed air, explosive gases, petroleum spirits and other fuels. **800-945-4872; www.johnguest.com.**

Saniflo - part of SFA Group - Saniaccess2

The **Saniaccess2** above-floor macerating plumbing system from **Saniflo - part of SFA Group** - handles sink and toilet fixtures in powder room applications. It quickly reduces waste to slurry with steel blades operating at 3,600 rpm. It comes with two access panels that allow for easy internal service. One opening allows an installer to access the electrical components and the level sensor mechanism. The other panel provides access to the basket area around the macerating blades for easy removal of large objects that may be accidentally flushed. **800-571-8191; www.saniflo.com.**



StreamLabs Control

The **StreamLabs Control** valve stays one step ahead of leaks, providing homeowners with 24/7 leak protection and automatic shut-off functionality. The device can be opened and closed remotely using the StreamLabs app, with automatic shut off in the event of a leak. It uses ultrasonic technology and advanced sensors to measure water flow rate, water pressure, water temperature, air temperature and relative humidity, providing real-time notifications, valve status alerts and freeze warnings. It also uses data analytics to provide water use history, conduct pressure decay testing and deliver user-configurable abnormal usage and leak alerts. In addition to Nest and Alexa integration options, it offers home and away modes, as well as Smart Alerts that automatically detect unique water usage patterns and introduce appropriate leak setting parameters. Just one unit can help protect an entire home from water damage, giving homeowners complete control of their water from anywhere. **770-863-4083; www.streamlabswater.com.**



T&S Brass & Bronze Works EC-HYDROGEN-LF

The **EC-HYDROGEN-LF** low-flow hydrogenerator from **T&S Brass & Bronze Works** cleanly and sustainably powers sensor faucets with flow rates between 0.5 and 1.0 gpm. A self-sustaining power solution, hydrogenerators employ an internal turbine to harness the flow of water, generating and storing power to operate sensor faucets and eliminating the need for hardwire or batteries. By providing their own clean, renewable power source, these easy-to-install devices reduce maintenance, improve reliability and increase sustainability. It enables facilities to further conserve water and energy and can help meet low-flow LEED requirements. It requires only 10 activations per day with a minimum of both 0.5 gpm and 20 psi to maintain charge and provides up to 10 years of battery life. **800-476-4103; www.tsbrass.com.**

Shower

AD Waters Fiora Quadro Easy

The **Fiora Quadro Easy**, distributed by **AD Waters**, is a shower tray with a drain located 9 inches from the edge, making it an easy bathtub replacement solution, as the drain does not have to be modified. The easy-to-install series can be installed above or flush to the floor for a more discreet look and/or for an ADA-compliant design. Extremely adaptable to virtually any space, the shower base can be cut on site to fit within an odd size setting or to work around an existing structural element. **888-239-9336; www.fiora.us.**



Sinks

Novanni Stainless Oliveri Spectra

Oliveri Spectra stainless steel sinks, distributed by **Novanni Stainless**, are a line of colored stainless steel sinks available in either copper or gun metal. The colored steel of these units is created through an environmentally



friendly process that applies a colored coating to the 1.2 mm steel. The models have rear wastes for maximum space in the cupboards below, Softtone for heat retention, sound proofing to help reduce the noises from everyday use, as well as 5 mm corners that are softly squared and easy to clean. **800-661-1795; www.novanni.com.**

Ruvati USA Verona series

Verona series workstation sinks from **Ruvati USA** combine a traditional apron-front design and the contemporary gleam of stainless steel with a commercial-grade brushed finish. Its generous proportions easily accommodate oversized pots and pans, while an integrated rack allows built-in accessories to slide quickly into place as needed. Smart features include a deep stainless steel colander for draining pasta or rinsing produce and an adjustable roll-up rack that is ideal for drying dishes. A cutting board of African mahogany fits snugly over the sink basin to provide for prep work while keeping countertops clean and clutter-free. A stainless steel rinse grid and drainer basket assemble are also included. They are constructed using 16-gauge stainless steel that will never rust or stain. The sink comes in single- or and double-bowl configurations with sizes ranging from 24 to 36 inches. **855-478-8284; www.ruvati.com.**



Zurn Industries Sundara hand-washing system

The **Sundara** hand-washing system from **Zurn Industries** combines seamless countertops, basins, faucets and soap dispensers for a modern concept that elevates the commercial restroom experience. The versatile system can be installed with a traditional behind-the-wall carrier, with optional waste line sleeve, in new construction applications or a hanger system for retrofit applications. Designed to be scratch- and stain-resistant, the durable solid surface is easy to clean and maintain. It is available in five countertop designs in single, double or triple basins in seven colors and four finish options to add style and performance to the commercial restroom. **855-663-0876; www.zurn.com.**



Steam Bath Generators

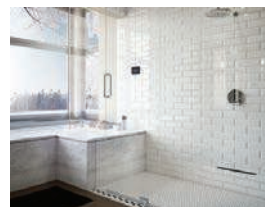
Amerec Steam and Sauna AK Series

AK Series steam generators from **Amerec 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 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.amerec.com.**



Mr. Steam iButler steam shower

The **iButler** steam shower package from **Mr. Steam** offers advanced control, with a sleek and slimline iSteam3 that mounts nearly flush on the wall of the shower and provides total control over every detail of the steaming experience. The package includes the iSteam3 steam shower control, linear steamhead, the AutoFlush automatic self-cleaning system that prolongs steam generator life, a condensation pan that protects the generator and keeps it off the floor, and the SteamLinx mobile app that allows the owner to start the steam shower from a mobile device. **800-767-8326; www.mrsteam.com.**





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Toilets/Urinals

Mansfield Plumbing Products Vanquish

The **Vanquish** from **Mansfield Plumbing Products** includes durable side-mount seat hinges, an ultrasmooth PuraClean glazed surface and twice the rinsing power, making cleaning the toilet easy. It is a recent recipient of the GOOD DESIGN Award, and placement of Top 20 Products of 2018 with both Supply House Times and Plumbing & Mechanical. It includes a durable, slow-close seat with side-mounted hinges that are cycle-tested for 10 years' trouble-free use. It comes with MagnaFlush high-performance flushing technology with a 3-inch rigid flapper flush valve, Fluidmaster Pilot anti-siphon fill valve, decorative metal trip lever, SmartFasten two-bolt connection, PuraClean glaze, a fully glazed trapway and a 12-inch rough-in. 877-850-3060; www.mansfieldplumbing.com.



Waterless Baja Waterless No-Flush

The **Baja Waterless No-Flush** urinal from **Waterless** is a direct replacement for flushed urinals. The urinal works completely without water, adheres to plumbing standards and codes, looks like a regular urinal and is installed like a regular urinal to a standard 2-inch drainline via a gasket and flange. Cleaning is reduced, as no water is present to leave deposits. Odors are completely eliminated due to the BlueSeal odor-sealing liquid. It offers simple installation and full access to the drainline without having to remove the urinal when needed. 800-244-6364; www.waterless.com.



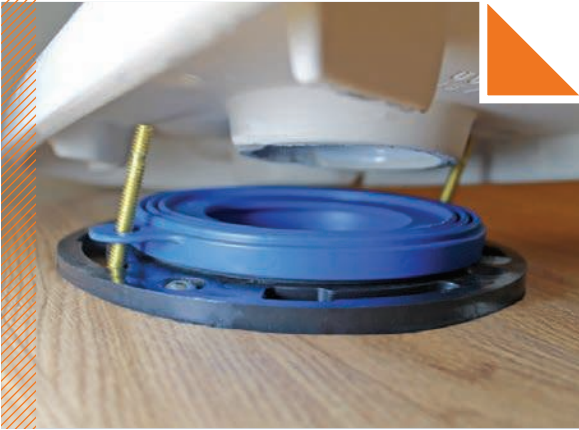
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Kitchen and Bath

By Craig Mandli

Plumbing contractor decides on alternative toilet gasket



Problem: Infinity Plumbing Designs, a plumbing contractor serving Southern California's major homebuilders, was in search of a better way to seal toilets to the floor. They asked plumbing wholesale distributor Todd Pipe & Supply if there is a better way since traditional wax gaskets are messy to install and reposition, plus they don't work well on uneven floors.

Solution: After speaking with Keyline Sales, one of Fluidmaster's representative agencies, Todd Pipe & Supply learned about **Better Than Wax**. Infinity Plumbing Designs field-tested the Fluidmaster wax-free solution, measuring it against traditional wax. They installed several toilets on a construction site with the new wax-free seal and actually removed the bolts that secure the toilet to the floor. They flushed the toilets and rocked them back and forth to try and make them leak — they didn't.


Result: The test was such a success that Infinity Plumbing Designs has made the Fluidmaster Better Than Wax its product of choice. 949-728-2000; www.fluidmaster.com.

Flexible shaft cable helps company clear restaurant floor drain



Problem: In March 2019, Saia Plumbing & Heating received a call from a concerned restaurant owner in the Washington, D.C., area about an overflowing floor drain in his kitchen area. The client says that over the weekend two other plumbing companies tried unblocking the drain but were not successful in passing their roter cables past the blockage. Upon reaching in the kitchen area, Saia Plumbing & Heating noticed the floor drain overflowing with greasy water and tried passing a small pipe cleaner through a 3-inch clean-out but were not able to break through the hard grease blockage at about 15 feet.

Solution: They were able to use a 5/16-inch flexible shaft cable from **Drain Rehab Solutions**, using a DeWALT battery drill and a Renssi double chain knocker to pierce through the hard block to about 40 feet, where the flexible cable at this point was not able to be pushed any farther. Although the flexible shaft cable went through the 3-inch hard grease blockage and permitted them to unblock the drain on the first 40 feet in less than 20 minutes, it was too soft once it got into the 4-inch drain. They then went back with a 7/8-inch cable and cleared up the rest of the 90-foot-long drain until reaching the main drain of the building.

Result: "The flexible shaft roter cable and the chain knocker did a much faster and better job cleaning the whole 3-inch pipe straight to the cast iron versus traditional roter cables," says Marty Saia, owner of Saia Plumbing & Heating. "I would definitely recommend at least a 3/8-inch flexible shaft cable next time to clean 3- to 4-inch drains, as the 5/16-inch is little soft and is more efficient in the 1 1/2- to 2-inch drains." The customer was impressed with the company's ability to get the tough job and gave them a service contract to do a complete drain cleaning of all the restaurant's drains and to replace any plumbing deemed necessary. 514-379-3544; www.drainrehabolutions.com. 

Product Spotlight

Italian company hopes to tap US market with efficient grinder

By Craig Mandli

Pedrollo has long been known as one of Europe's leading suppliers of electric water pumps for both residential and municipal applications. Only within the last few years has the Italian company been diligently marketing its pump selections in the U.S. According to Paul Ihnatiuk, the company's newest selection — the Tritus submersible grinder — will give them a foothold in the states.

"I believe the Tritus is a great fit in the U.S. plumbing industry because it is designed to compete with bigger, more expensive pumps," he says. "It is designed using European principles, which include efficiency and low energy consumption. Those principles have become very important to U.S. consumers."

The new pumps include a cathaphoretic coating for cast iron components, double mechanical seals in the built-in oil chamber and a stainless steel casted handle. Each submersible grinder pump is also equipped with a top-grade grinder in the suction inlet made of AISI 440C high tempered stainless steel, made to finely grind solid parts and fibers inside both drainage and sewage water. They also contain a pressure channel into the sewage system, which uses small sections of pipe and prevents clogging



risks. These features allow the Tritus series to offer high-hydraulic performance in the head, which makes the pumps suitable for both the domestic and residential markets.

"This is a technology that has been used in municipal applications in Europe for years, so you know if you're utilizing it in a municipal setting, it's going to stand up to any harsh environment," Ihnatiuk says. "We're excited to be able to offer this grinder pump option to the U.S. market."

The Tritus series of submersible grinder pumps are available in a single phase as a TRm 0.75 and TRm 1.1, offering heads to 76 feet and 32 gpm, and three-phase TR 1.1, TR 1.5 and TR 2.2, offering heads as high as 95 feet and 58 gpm. The single-phase version of the pump contains a preset float switch for automatic operation, an external control box with manual overload reset and two capacitors for torque point and running. The capacitors also ensure an efficient startup. According to Ihnatiuk, contractors using the Tritus in Europe have seen a strong market.

"Plumbers are excited by its efficiency and the low energy consumption," he says. "We believe it's primed for an impact in the U.S." 847-354-4302; www.pedrollo.com/en.

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HammerHead Trenchless WT212-3D wet-out table

The WT212-3D wet-out table from HammerHead Trenchless features a three-drive roller system and no-shim gap control that combine to deliver accurate and uniform resin saturation for CIPP installations. The three-drive design powers rollers to reduce liner wrinkling; and a quick-locking gap mechanism allows users to calibrate gaps between 0.19 and 0.59 inches to eliminate thickness variation in resin. Other features include a safety e-stop that halts movement and also releases roller pressure for easier removal of anything between the rollers. A self-centering belt eliminates in-field adjustment and reduces wear and tear. **800-331-6653; www.hammerheadtrenchless.com.**



RIDGID FlexShaft drain cleaning machine

The FlexShaft drain cleaning machine from RIDGID delivers wall-to-wall cleaning in 1 1/4- to 4-inch residential and commercial pipes up to 70 feet. The lightweight and fully contained machine is used in conjunction with a full suite of specialized accessories designed for clearing grease, sludge, small tree roots and soft blockages with less mess and enhanced speed. The FlexShaft utilizes powerhouse chain knockers that expand to the size of the pipe to quickly clear the entire circumference. The chain knockers are connected to a flexible, nylon-sheathed cable that is housed in a fully enclosed drum and powered by a cordless drill attached to the drive shaft. The machines allow for inspection cameras to remain in the pipe throughout the entire drain cleaning process to increase efficiency. **800-769-7743; www.ridgid.com.**

Perma-Liner Industries Manhole Edge Protector

The Manhole Edge Protector from Perma-Liner Industries is made with a highly visible safety orange that helps identify the site and the open manhole, eliminating potential hazards. The 360-degree edge protection also eliminates the top-edge roller and top-wide tiger tail that can allow the cable to slip off the roller. The interior 3.5-inch flange holds back debris and any loose infrastructure from falling into the manhole. It is made with ABS 3/16 plastic, which is durable and withstands temperatures



from 40 degrees below zero to 180 degrees F. The Manhole Edge Protector leaves the manhole completely open, providing accessibility and visibility while also protecting the camera and jetter lines. **866-336-2568; www.perma-liner.com.**

Electric Eel eCAM Ace 2 SL self-leveling camera inspection system

The Electric Eel eCAM Ace 2 SL self-leveling camera inspection system is housed with stainless steel 1.68 inches in diameter. The self-leveling color camera allows for a clear, right-side-up view of the pipeline. The system can inspect 3- to 10-inch pipelines for maintenance or troubleshooting issues. Features include a 120-volt AC power supply or optional rechargeable battery pack, sapphire lens with 20-LED light ring and high-resolution CCD element. It also has a flexible camera spring designed to navigate 3-inch P-traps, an auto-iris that adjusts lighting automatically, an impact-resistant polycarbonate light ring cover and a 5.4-inch LCD monitor with AR film for optimal viewing in sunlight. The system has a protective acrylic, anti-glare monitor shield, a video output jack for recording option, and a rugged and portable powder-coated steel frame. **800-833-1212; www.electriceel.com.**

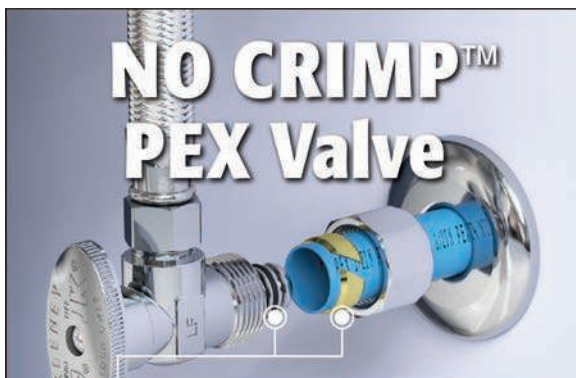


LeakSmart (Waxman Products) flood detection system

LeakSmart (Waxman Products) is a smart leak, flood and burst pipe detection system that can detect leaks, turn off a home's water main and alert a homeowner via text in under five seconds. The system includes two valve control options: a cut-in option that has more choices for pipe sizes, plus it can be installed both indoors and out, and a snap-on version, which can be installed without tools and cutting of water pipes. The Hub 3.0 with battery backup will continue to protect the home even if the power or Wi-Fi is down. **855-532-5768; www.leaksmart.com.**




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Ranger Design Max Rack 2.0



The Max Rack 2.0 from Ranger Design is designed for carrying extension ladders and stepladders for high-roof cargo vans. The loading and unloading process is a smooth, single-stage operation that drops the ladder down to the right height. The single-stage drop removes the need to stand below the ladder while it lowers. Bidirectional dampers in the rack's mechanism ensure a smooth operation both to raise the ladder and to lower it. A reduced profile diminishes chances of catching any low-hanging objects such as drive-through signs or tree branches. The rack is made from military-grade aluminum to remove the chance for rust or corrosion. **800-565-5321; www.rangerdesign.com.**

Weil-McLain high-efficiency gas boilers

Weil-McLain's line of high-efficiency gas boilers includes the Evergreen, Ultra Series 4, GV90+ cast iron boiler and AquaBalance Series 2. All operate with natural or propane gas and feature the latest hydronic heating technology for heating comfort and energy-saving performance. The Evergreen stainless steel condensing residential boiler features an AFUE rating of 95% and is available in six sizes, ranging from 70 to 399 mBh input. The Ultra Series 4 boiler features a heat exchanger with a nanotechnology coating that protects the unit from buildup in the heat exchanger. The GV90+ high-efficiency cast iron boiler offers an AFUE rating of 91% and is available in four sizes. The AquaBalance Series 2 unit features an energy efficiency of 95% and combines high-efficiency space heating with the convenience of on-demand domestic hot water. **855-248-1777; www.weil-mclain.com.**



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CALENDAR

June 9-12

American Water Works Association (AWWA) Annual Conference & Exposition (ACE), Colorado Convention Center, Denver. Visit events.awwa.org

June 9-12

Safety 2019 Professional Development Conference & Exposition, Ernest N. Morial Convention Center, New Orleans. Visit www.safety.assp.org

Sept. 11-13

World Plumbing Conference, Melbourne Convention Centre, South Wharf, Australia. Visit www.worldplumbingconference.com

Oct. 2-4

Plumbing Heating Cooling Contractors Connect 2019, The Westin Indianapolis, Indianapolis. Visit www.phccweb.org

Oct. 16-18

Service World Expo, Paris Las Vegas Hotel & Casino, Las Vegas. Visit www.serviceworldexpo.com

Oct. 24-27

American Society of Plumbing Engineers (ASPE) Technical Symposium, Wyndham Grand Pittsburgh Downtown, Pittsburgh. Visit www.aspe.org 

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Caleffi North America names new training and education manager

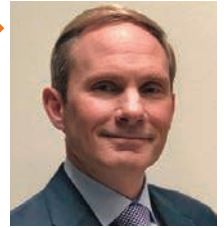
Caleffi North America announced the promotion of Cody Mack to training and education manager. In this role, Mack — working with Caleffi U.S. and Canadian manufacturers' representative networks — will conduct product and application training for contractors, designers and other influencers. Prior to Mack's five years at Caleffi, he installed and serviced HVAC and plumbing systems throughout southern Wisconsin.



Cody Mack

Uponor appoints vice president, legal and business affairs

John Schleiter was appointed vice president, legal and business affairs, North America, for Uponor North America. As the North American organization's chief in-house counsel and key member of the senior management team, he will direct the management of legal affairs for the organization and provide strategic leadership on business matters to promote and protect the interests of the company, its customers and the industry. 



John Schleiter

Avanti International celebrates 40-year anniversary

Avanti International is celebrating 40 years. Founded in 1978, Avanti began with only one product, AV-100 Chemical Grout, used primarily to seal leaking sewer lines. Over the decade that followed, the company added its first urethane product and held its first grout school training program. In the late 1980s through the 1990s, Avanti continued to expand its product line, adding the first hybrid acrylic product, AV-118 Duriflex. Throughout the years, Avanti has maintained its commitment to providing education with grout school programs serving the municipal, industrial and geotechnical sectors.

GSSI announces new sales professional for western Canada

Geophysical Survey Systems Inc. (GSSI) announced the hiring of Adam Mercer as application specialist, responsible for British Columbia, Alberta and Saskatchewan. He holds a master's degree in geophysics and has nearly a decade of experience in the mining and oil and gas sectors. He also has expertise with a variety of geophysical equipment and acquisition and processing software, and he has been a project leader and supervisor in both field and office settings.

Rinnai America announces partnership with Folds of Honor

Rinnai America announced a partnership with Folds of Honor, a nonprofit organization founded by Maj. Dan Rooney, a fighter pilot with the Air Force Reserves, that will fund trade school scholarships for the families and children of fallen or disabled military service members. For every Rinnai tankless water heater sold in 2019, Rinnai will make a contribution to Folds of Honor to fund trade school scholarships. Rinnai has guaranteed a commitment to fund 50 scholarships for a total of \$250,000 and is providing its trade and distribution partners, as well as employees, the opportunity to participate by funding additional scholarships.

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