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Plumber Profile

Career Builder

Kansas plumber helps build a technician pipeline — and creates a robust company culture.

- By Ken Wysocky



On the Cover

Pat Grogan, owner of Pat the Plumber, Plumbing, Heating and Air Conditioning, stands at his company shop in Topeka, Kansas. Grogan founded the company in 2005 and now has 16 employees and services a 20-mile radius around Topeka. (Photography by Denny Medley)

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Cory Dellenbach

Leading the Charge

If there is a need for a local training program, why not talk to schools or have your company start something?

B

y now most children — from kindergarten to college — are back in the classroom and learning everything they can for their futures.

In elementary school it's all about coloring, learning letters, numbers, how to write and doing basic math. In middle school it's a little more involved with homework and in high school it's time to get serious, get good grades and decide what you want to do after your senior year.

As I've mentioned in columns in the past, this is where you — a plumbing contractor — can be valuable. You are the one that can drive those youth who are still exploring into the plumbing industry.

FINDING A WAY

I've talked quite a bit about being a voice for the industry and drawing potential employees to plumbing by going to area high schools and talking to the students. I heard from some of our readers who were already doing this and were seeing some successes.

What happens though if you have a young adult leaving high school and wants to explore plumbing, but your local community college or university doesn't have a program to assist them in that career move? It can be frustrating.

Pat Grogan — owner of the Pat the Plumber, Plumbing, Heating and Air Conditioning in Topeka, Kansas — was feeling those frustrations. Like many others in the industry, he was finding it difficult to land qualified help for his company.

The local community college, Washburn Tech, had trade programs, but none devoted to just the plumbing industry. Grogan decided to do something about that and reached out to officials at the school.

This fall will mark the first classes going through Washburn Tech's new plumbing program and Grogan, whose

company is profiled in this issue, is excited for those first students already signed up for the program.

Grogan didn't let the fact that the community college didn't have a program stop him. He talked to the people he needed to there and he pushed until that program was started. He even donated some funds to help it get rolling. That's dedication to the industry.

TAKE IT UPON YOURSELF

If your local community college or university doesn't have a program, don't be afraid to reach out to the president or board of that school about the subject. They may not realize there is a need for such a program until you talk to them.


If it comes down to that school needing instructors, why not offer yourself or someone on your team as a possibility? That could be what is holding back the school from starting a plumbing program and you have a team of qualified instructors.

What happens though if you've already approached them and there is no interest in starting a program yet? Don't be afraid to start something on your own.

You could open a training program of your own for those who are interested in plumbing but have no experience. It's more work for you and your team training someone with no experience, but it could have big payoffs — like them staying at your company long-term and them learning the way you like things done.

HOW DO YOU DO IT?

How do you handle training new employees at your company? I'd love to hear about techniques that have worked for you and your company. Email me at editor@plumbermag.com or call me at 715-350-8436.

Enjoy this issue! 



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ON THE JOB

A Guide to Plumbing Pipe Supports

Whether securing to or supporting a pipe below the wall, ceiling or floor, supports such as hangers, clamps, brackets, and hooks are essential to complete a job. This online exclusive covers some guidelines to keep in mind. ▲ plumbermag.com/featured



JOINING PIPE

The Benefits of Push-to-Connect Transition Fittings

When installing or repairing a plumbing system, you may arrive at job sites that have a preferred pipe material. But that doesn't necessarily mean you'll avoid dealing with other pipe types during the project. When you find that you need to connect to a different pipe, push-to-connect transition fittings are a good choice. This online exclusive explains why. ▲ plumbermag.com/featured



EASY WORK

The Age of Ergonomic Tool Design

Not long ago a tool's impact on its user was not given much thought. The expectation was that the trade professional would adapt to the tool, not the other way around. Today, that reality has shifted. In this online exclusive, Don Embree, industrial design manager for RIDGID, goes through the benefits of manufacturers being more focused on ergonomic tool design.

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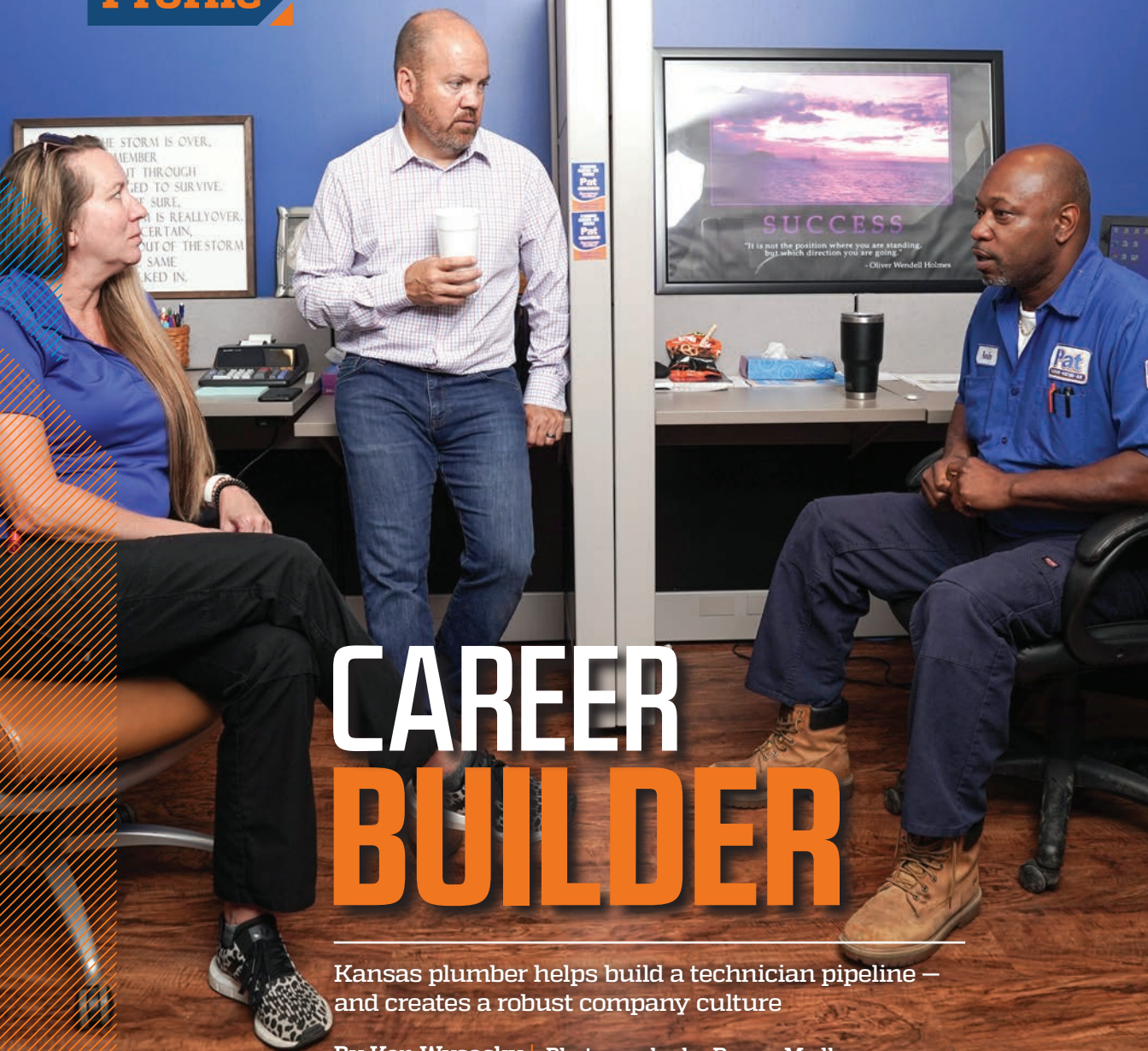
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CAREER BUILDER

Kansas plumber helps build a technician pipeline —
and creates a robust company culture

By Ken Wysocky | Photography by Denny Medley



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It's easy for plumbers to complain about the national shortage of qualified technicians, a byproduct of retiring Baby Boomers and younger people that have shunned the professional trades for decades.

Doing something about it, on the other hand, is a lot harder. But that hasn't stopped Pat Grogan from making a stand in Topeka, Kansas.

About a year ago, Grogan — the owner of Pat the Plumber, Plumbing, Heating and Air Conditioning — reached a tipping point in terms of frustration with the labor shortage. So he decided to become part of the solution and contacted officials at a local technical school, the Washburn Institute of Technology, a branch of Washburn University.

"We were getting qualified HVAC technicians from other programs in town," says Grogan, 50, who established his company in 2005. "But there weren't any

programs for plumbing. So I reached out to Alan Beam (director of instruction) and Mike Strohschein (now the school's dean and an associate dean at the time) and they thought starting a program was a good idea."

The end result: Ten high school juniors and seniors have already enrolled in the program, which kicks into gear this fall. Students will attend classes for half a day during the school year, following a curriculum developed with input from Grogan.

"And we haven't really even advertised it yet, so we might get more students," Grogan says.

Grogan also put his money where his mouth is, donating \$25,000 to kick-start the program. And Explore the Trades, a program that builds awareness of career opportunities in the plumbing, HVAC and electrical trades, matched that with an in-kind donation of \$25,000. (The program is part of the Nexstar Network.)

♦ Owner Pat Grogan (center) talks with residential sales reps Julie Tomcreek and Andre Banks in the sales area at Pat the Plumber Plumbing, Heating and Air Conditioning in Topeka, Kasas.

▼ Owner Patrick Grogan poses with his team (left to right) Cody Janek, Dalton Sparling, Seth Smallback, Trey Schwilling, Gary Crawford, Clayton Bevitt, Wyatt Miller, Daniel Black, Scott Fletcher, Jon Rakestraw, Rachel Watson, Julie Tomcczek, Jason Stowe and Andre Banks.

“We want high schoolers to want to be plumbers when they grow up. Unfortunately, there are too many negative stereotypes. But once they see it’s an honorable profession that can provide a great life for them and their families, the sky’s the limit.”

Pat Grogan



► Plumbing lead installer Clayton Bevitt prepares to load up his service truck.



“Washburn Tech has been awesome,” he says. “Mike and his team are go-getters. They’ve jumped over hurdles and run through walls to make this happen.”

Grogan estimates he and his team have devoted about 100 hours of time to help develop the program, no small commitment. But he says it was time well spent.

“People know we have an issue,” he says. “And if we don’t do something about it, it’s not going to change.

“We want high schoolers to want to be plumbers when they grow up,” he continues. “Unfortunately, there are too many negative stereotypes. But once they see it’s an honorable profession that can provide a great life for them and their families, the sky’s the limit.

“We need to change the stereotypes,” Grogan adds. “High schoolers need to see plumbers as guys that wear uniforms with nice button-down shirts, can carry on a

great conversation with customers and earn a great salary — more than six figures in some cases.”

SUCCESS STORY

Grogan would make a good role model. When he started out, the company had just one employee — himself — and a truck. Now the business employs 16 people

Inventory Management App Helps Company Live Up to Parts Guarantee

Pat Plumbing, Heating and Air Conditioning in Topeka, Kansas, offers customers a unique guarantee: If technicians don’t have the necessary part on their trucks, customers won’t pay for the time needed to visit a supply house.

“It’s not fair for customers to pay for that time,” says owner Pat Grogan.

To help ensure the guarantee doesn’t come into play, Grogan invested in Stock 360, a web-based inventory-management platform developed by MarginPoint in conjunction with national wholesale-parts distributor Winsupply.

For a small upfront fee, Grogan says the program has improved the company’s efficiency, productivity and customer service.

“Keeping track of vehicles’ inventory was a big pain point,” he says. “We needed to ensure we were keeping our trucks stocked with the parts technicians need, when they need them.”

The company started using the system in 2017.

Before, technicians waded through more than a dozen

pages of spreadsheets to mark off which parts they used. Then they’d hand in the spreadsheets to an office employee, who compiled an order and faxed it to a supplier.

“It was a pretty effective and repeatable system,” Grogan notes. “But then paper copies and fax machines went by the wayside. So now our technicians do it all through an app on their cellphones.”

Here’s how it works: When technicians pull a part, they scan a barcode located on either a parts bag or a parts bin. Or they can scan a QR code from a Winsupply catalog or search for the part within the app, then select it, he explains.

The system automatically destocks the parts from trucks’ inventory and tells Winsupply to add them to a weekly replenishment order that’s delivered to the company, Grogan says.

It took technicians a few months to get used to using the new system, he says.

“There’s always a learning curve when you use new technology,” he notes. “The system had a few inherent sticking points that we worked through. Some people

“We care deeply about our customers and develop lifelong relationships.”

Pat Grogan

(including 10 technicians), runs about a dozen service vehicles and is on track to generate \$4 million in sales revenue in 2022.

Grogan’s journey began when he dropped out of high school and joined the U.S. Army at age 17. He then worked in construction for a while and became a full-time plumber in 1995, when he was 23 years old.

His entry into the field was influenced by working during summers for his father, Charles Grogan, who was a plumber in Binghamton, New York.

Grogan worked for a couple of plumbing companies for about 15 years and even became a junior partner at one of the firms.

“But deep down inside, I wanted to do my own thing,” he recalls.

So he left the last company in April 2005 and established Pat the Plumber, a name he trademarked, the following month.

are more comfortable with changes than others, so sometimes you have to sit down with them and find out what scares them, then take it from there.

“You also have to monitor the system,” he adds. “You can’t just say, ‘Use it,’ and then walk away from it. You have to keep checking with the technicians and the supplier to make sure parts keep getting recorded in the system.”

As a bonus benefit, Grogan points out that if technicians don’t have a part available, they can check the inventory of colleagues’ trucks. If another truck has the required part and is closer than a parts supplier, it can save a technician an unnecessary trip.

That functional also comes in handy if a technician is working after normal business hours and a supplier is closed, he says.

“Of course, the inventory has to be accurate,” he says. “And if it’s an after-hours situation, they have to be sure the other technician is available to let them into the other truck.”



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“That’s what people called me,” he says, explaining the genesis of the name. “Plus it had nice alliteration, which is good for brand recognition.”

Grogan changed the name of the company in 2015 to reflect the addition of HVAC services.

As the company grew, so did its inventory of machines and equipment. For service vehicles, technicians rely on Ford Transits, some equipped with Hackney box bodies, and an Isuzu NPR-HD, also equipped with a Hackney box body.

The company also has invested in three RIDGID SeeSnake Mini pipeline-inspection cameras, a RIDGID NaviTrack Scout pipe locator, a RIDGID SeekTech locator, Spartan 100 and 300 drain machines, RIDGID K-50 sectional drain machines, Super-Vee hand-held drain machines built by General Pipe Cleaners and an Undertaker pipe bursting system from Spartan Tool.

Technicians use power tools made by RIDGID and Milwaukee Tool.

EMPLOYEES DRIVE GROWTH

When asked about the most important factor in the company’s success, Grogan answers without any hesitation.

“Our people — hands down,” he says. “They work so incredibly hard and they’ve bent over backward for me and our customers. This is all built because of them. They treat every customer as if it’s their last one. They know every single relationship is important, whether it’s a fellow employee, a customer or a vendor.

“We care deeply about our customers and develop lifelong relationships,” he adds. “Do we screw up sometimes? Yes, we’re not perfect — it’s not all rainbows and unicorns. But we make it right and fix it.”

To attract and retain employees, the company offers medical, dental and vision insurance and pays half of the annual premiums; paid maternity and paternity leave; life insurance; a Savings Incentive Match Plan for Employees IRA, with a dollar-for-dollar match up to 3% of salaries; and paid vacations and holidays. Employees



▲ Several technicians prepare to load up service trucks for the morning’s jobs.

even get a paid day off on their birthdays.

To find quality employees, the company pays referral bonuses to employees who recruit workers who get hired and stick with the company for a set period of time; that includes a \$5,000 bonus for finding a qualified licensed technician, Grogan says.

CULTURE IS CRITICAL

Grogan says he also strives to build a company culture that makes employees want to stay.

“Culture trumps process any day,” he says. “You can have the best plans and processes in place, but if you don’t develop the best culture, it doesn’t matter.

“We all want something better and want to be challenged in our lives. So I feel like I owe it to our employees to give them opportunities to move up.”

Pat Grogan

“With the best people and the best culture, you can move mountains together,” he continues. “They’ll help you develop those processes and deliver them, too.”

As an example, Grogan notes that employee input has been critical to revamping the company’s customer-service

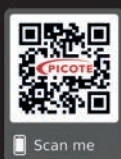
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processes — figuring out what works and what doesn't work. The company also has a culture development team that meets weekly to discuss ways to improve the company culture.

Grogan also brought in a facilitator to develop programs to help employees grow personally and professionally and take ownership of their careers.

Intertwined with all this is a continual emphasis on five core values: fanatical attention to consistency and detail; compassion for the families the company serves, both internally and externally; employees striving to be the best version of themselves personally and professionally through a commitment to continuous self-improvement; and a sense of urgency — moving fast with precision, Grogan says.

GOING FOR GROWTH


Looking ahead, Grogan has an ambitious goal in mind: become one of the largest plumbing and HVAC companies in Northeast Kansas.

"I used to be afraid to grow because it can cause chaos and you can lose control over quality and customer service," he says. "Then your online reviews go down.

"But once I got rid of those fears, I learned you get better as you grow," Grogan continues. "Plus there's more security because you have redundancy. If someone leaves and you have 20 employees, for instance, it doesn't impact

you as much as if you had just a few employees."

Furthermore, more growth provides more avenues for employees to grow their careers, which is key to retaining quality workers.

"We're all growth-oriented here," he says. "We all want something better and want to be challenged in our lives. So I feel like I owe it to our employees to give them opportunities to move up." 

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Jeff Haden

Getting the Greetings Right

Response rate varies depending on how you start and stop correspondence with customers, suppliers and others

By Jeff Haden

Billionaire entrepreneur Richard Branson sent me an email a few years back. I had published an article about the time he gave me half his sandwich — and more important, the power of kindness and courtesy — and he thanked me for the kind words.

Branson started the email with “Hi.” He closed it with “Thanks.” And whether intentional or not, he had done what research says is the best way to start and end an email.

Like most entrepreneurs, whenever you send a business email, you hope for a response. Luckily, it’s not all up to chance. To up your odds of getting that reply, let’s see what research says is the best way to start, and close, your emails.

BEST FOOT FORWARD

An analysis of more than 300,000 email threads conducted by Boomerang shows some email greetings perform better in terms of response rate than others (meaning recipients actually responded to the initial email). The top five, ranked with response rate, were “Hey” (64%), “Hello” (63.6%), “Hi” (62.7%), “Greetings” (57.2%) and “Dear” (56.5%). The average response rate for all emails in their data set was 47.5%.

“Hey” might sound too casual. But, possibly to the chagrin of your third-grade teacher, “Hey” is more effective than “Dear.” And it sparks a better tone. “Dear” sounds more like a spam email opening than the start of a message between potential employees, customers, suppliers or whoever else you want involved with your business.

Research agrees: Formality tends to be higher when the people involved dislike each other or have less in common, even on the broadest of levels — neither of which is likely to make the odds of a response more favorable. With that in mind, the next time you start an email:

Always include some form of greeting. Any greeting at all performed better than the overall response rate for all emails. (Once you’ve started an email thread, it’s okay to skip the greeting. But many people don’t. And that’s okay too.)

Communication in general has become much more informal (I’d say even for traditionally formal industries, like law firms). In fact, coming across as too formal can work against you.

Most of the time, use “Hi,” “Hey” or “Hello.” Unless your email is — for good reason — extremely formal in nature, then “Dear” is appropriate. But if your email is from one individual (you) to another, start your email more casually.

The goal is to be professional, but also friendly and courteous. After all, we like to do business with people we like. Make sure you establish that kind of rapport right away.

AND THE ENDER

According to the same analysis of thousands of email threads, these are the most common ways to close an email, ranked in order of popularity and with the response rate in parentheses: “Thanks” (63%), “Regards” (53.5%), “Cheers” (54.4%), “Best Regards” (52.9%), “Thanks in advance” (65.7%), “Thank you” (57.9%), “Best” (51.1%), and “Kind regards” (53.9%).

The clear winner is a version of “Thanks.” (Although “Thanks in advance” sounds a little presumptuous to me — and is a sign-off I’ve never used — it clearly works.) Even so, maybe you’re a fan of “Best.” Maybe you see “Best” as your trademark sign-off. Since the difference between “Thanks” and “Best” is only a little over 10%, what’s the big deal?

Where response rate is concerned, 10% is a major deal.

Continued ▶

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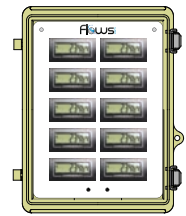
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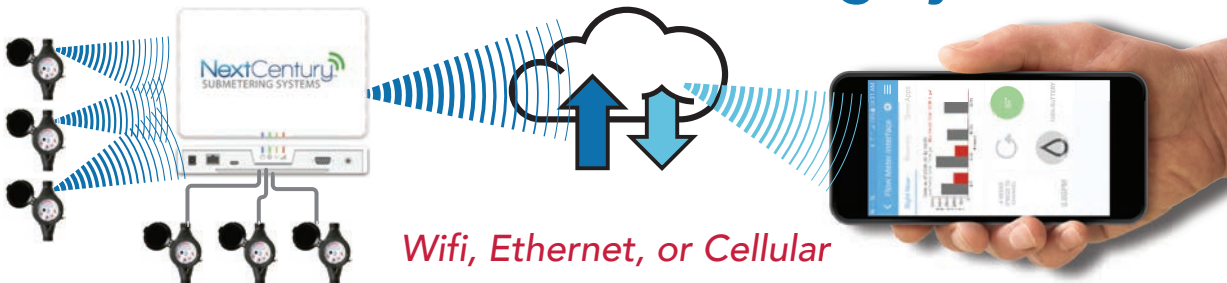


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Whether you're seeking a connection, asking for an introduction, looking for a favor, getting one out of 10 more people to respond is an advantage you shouldn't ignore.

And don't worry that "Thanks" sounds too informal. Professionalism matters where business communication is concerned, but establishing rapport is also important. Communication in general has become much more informal. (I'd say even for traditionally formal industries, like law firms.) In fact, coming across as too formal can work against you. I've sent emails that the recipients later told me they almost didn't respond to because the language sounded too formulaic and professional.

After all, people do business with real people — so use real language instead of something you would never say in real life.

IN CONCLUSION

So whenever you wrap up an email at work:

Always include a closing. Any closing performs better than the overall response rate for all emails.

Consider the context. "Thanks in advance" is the most effective closing but should be used wisely, like when your request is simple, and the person has clear next steps.

Choose a sign-off that makes sense. "Thanks" clearly works. But "Thanks" doesn't make sense if you're making an introduction. Or if you're passing on information I can act upon. Or if you're giving me a heads-up. In those cases, "Best" or "Regards" is better. Make sure your closing is appropriate not only to the request, but also to the person you're talking to.

As in most things, where effective communication is concerned, context — and knowing your audience — is everything. Even if you're Richard Branson. **R**

Jeff Haden is a contributing editor for Inc.com and a LinkedIn Influencer.

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An Alternative Solution for Handling Hard Water

Jake Johnson has produced plenty of satisfied customers by introducing them to the HALO 5 water filtration and conditioning system rather than using a traditional water softener *By Kyle Rogers*

When plumber Jake Johnson worked in Baton Rouge, Louisiana, he never had the urge to learn the ins and outs of water conditioning. There was no need, since natural spring water served the community.

But after Johnson made the move to Tampa, Florida, about five years ago, the realities of hard water finally made their way into his work. He primarily installed and serviced traditional water softeners, until he discovered an alternative option — the HALO 5 water filtration and conditioning system.

“I’ve been using it since it came to our region. It’s still somewhat of a newer thing in our area,” says Johnson, who currently works for Sample Plumbing in Tampa. “I’m finding that customers love it.”

THE DETAILS

The HALO 5 provides a five-stage filtration and conditioning process. It starts with granular activated carbon that provides the general removal of chlorine, chloramines, gases, dyes, fuels, heavy metals, human-made pollutants, disinfectants, pesticides, TTHM, sodium hypochlorite, undesirable odors and taste, and volatile organic contaminants.

“Once it’s set up, you don’t have to worry about it at all. I’ve had no callbacks on the HALO 5.”

Jake Johnson

From there, the water is filtered through high activity carbon, Filter-AG Plus (an all-natural, environmentally safe media with a large surface area and microporous structure), and high density garnet filter media (filters down

to the 10-20 micron range). In the final stage, the HALO ION 2.0 in-line water conditioner uses magnetic fields to alter the molecular structure of positively and negatively charged ions of dissolved calcium and magnesium. This keeps hard water minerals suspended instead of attacking pipes and appliances and causing limescale.

MAINTENANCE-FREE SOLUTION

Prior to introducing the HALO 5 into his work, Johnson only had experience with traditional water softeners for addressing hard water issues. During that time, he estimates he would have about a dozen water softener calls a month between installs and service. So one of the features he says he likes best about the HALO 5 is that it is maintenance-free. Once installed, he has yet to have a customer who has had any problems. Plus, it doesn’t need the salt that traditional water softeners require.

“It’s a completely self-sufficient unit. I haven’t had any flaws with it that I know of,” Johnson says. “It’s all alkaline water coming out of the faucets, every fixture. It’s just a much cleaner water. Across the board, it’s a better product in my opinion. When I’ve been back to recent installs and asked customers how they like their HALO 5, it’s nothing but great things.”

Johnson recalls one customer who was having a skin reaction from the water coming through a traditional water softener. He installed a HALO 5 for her, and problem solved.

“I’ve gone back multiple times for different reasons and each time I’ve asked how her HALO 5 is doing and she doesn’t shut up about it,” Johnson says. “She loves the taste of the water. Her skin is a lot better and all her glass shower doors don’t have that hard water stain. Faucets and shower heads don’t have that white buildup anymore.”

EDUCATING CUSTOMERS

Johnson is proactive about educating customers on the benefits of the HALO 5, though he still deals some with

traditional water softeners.

"I'll push what I think they're wanting or needing, but if they love everything about a traditional water softener, by all means I'll put it in," says Johnson. "But if they don't want to worry about the maintenance, and that is a key thing especially with the elderly generation, I'll recommend the HALO 5."

Even if he still has customers on traditional water softeners, Johnson says his work is trending more toward the HALO 5. He will perform water tests for customers to show them exactly what they're getting in different scenarios.

"It's a completely self-sufficient unit. I haven't had any flaws with it that I know of."

Jake Johnson

"First it's a test to see if their softener is working, and if it is working, how well it is working," Johnson says. "Then a complete neutral setting with the softener not active, just water running straight from the utility. Then they can see how hard that is and what chemicals are being brought in. Then you're turning on the softener again and letting that go through and pulling a test on that. You're seeing what the softener is actually producing."

"As soon as they have the info about the HALO 5, know the details, they're often within about 30 days of getting one installed."

EASY INSTALLATION

As far as the actual plumbing work goes, installation is easy, according to Johnson.

"The startup process takes a little bit longer than a traditional water softener," he says. "It takes about an hour and a half."

But that extra time required to do a few regenerations and system flushing during installation more than pays off later.

"Once it's set up, you don't have to worry about it at all," Johnson says. "I've had no callbacks on the HALO 5."



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Enviro Plumbing Inc.

Santa Monica, California

Enviro Plumbing is a family-owned service plumbing company that prides itself on the quality of their workmanship and a commitment to excellent customer service, according to owner Daniel Beattie. The company, coming up on 30 years of operation, has seven plumbers and a secretary. The company's services include drain cleaning, hydrojetting, camera inspections, water heater repair and installation, tankless water heater repair and installation, gas line repair and installation, and water filters and filtration systems. The company's vehicle fleet includes Nissan NV 2500 vans with wraps designed and installed by Desigtown USA in Culver City, California. Beattie says Desigtown did amazing work and helped them come up with the theme for their vans. Each van has a professional storage system installed by J&M Commercial Van Outfitting in Garden Grove, California. The vans have diamond-plate floors, making it easy to move equipment in and out of them. Beattie says the build quality "is much better than I expected. It's by far the most solid van interior I've ever had and it has shown to be extremely durable." Help with tool storage, the company uses pack out units from Milwaukee Tool. The company's service area is fairly secluded to West Los Angeles, including Santa Monica, Pacific Palisades, Venice Beach, Brentwood, Beverly Hills, West Hollywood, the Palms and Mar Vista area. They keep to a small service area because of the Los Angeles traffic. For more information on Enviro Plumbing, go to www.envirop plumbing.com **P**



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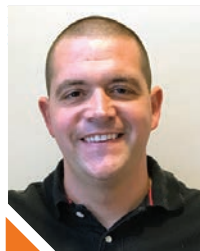
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Anthony Pacilla

Working with the Old

More prep time should be expected when it comes to installing antique plumbing fixtures

By Anthony Pacilla

Buyers are beginning to revert to older looking plumbing fixtures for their bathroom remodels. The classic small white-checked tile floor, tiled showers, fiberglass clawfoot tubs, pedestal sinks, chrome fixtures, washstands, vintage hardware and retro wallpaper.

Another trend is purchasing antique plumbing fixtures and having them installed. This can be tricky to the modern plumber since they aren't used to installing them.

This month I am going to explain how to install the most common antique water closet — the “standard” wall-hung water closet with flush ell.

These were made from the 1890s to the mid-1900s. If you are nostalgic, like the customer who purchased this item, you should install the “close to” original parts which include brass ballcocks, flush assemblies, lift rod assemblies and mermaid-style plungers, which can still be found and ordered through certain plumbing supply companies. The most important thing to remember before you get started is that most of these water closets require a 14-inch rough.

PREPPING THE BOWL

The first thing to do is get the old 2-inch closet spud out of the back of the bowl. If you can fit a spud wrench into the spud and spin the spud nut out, great. More than likely, it won't come out. If that's the case, use an oscillating saw with a carbide blade and cut the nut loose without touching the china. Then pull the rubber out with needle nose pliers and the closet spud will pop out.

Once you have the correct depth of the flush ell, make sure the flush ell is plumb, put a level on the tank and mark the holes on the wall with a pencil. Make sure that every hole has an anchor and anchor the tank to the wall.

Install the new 2-inch closet spud and tighten it using the appropriate internal spud wrench. It is important to use a smooth-tooth pipe wrench when tightening the nut, so you don't leave tool marks on the brass. Especially if you don't have spud escutcheons — which are hard to find — since the closet spuds will be visible on the finished product.

SETTING THE BOWL

There are two types of bolt configurations; the traditional two-bolt toilet flange bolts that you're already used to and the four-bolt configuration. The four-bolt configuration consists of the traditional two closet bolt holes that tighten onto the closet flange, and two additional bolt holes closer to the front of the bowl.

More than likely, you'll be bolting the bowl down to a tiled floor. Set the bowl down dry (without a wax ring) leveling and making the bowl plumb to the wall. Mark the location of the front bolts through the bolt holes and mark the floor with a pencil.

Drill the floor in preparation for closet screws with a hex chrome cap. Also make sure you purchase oval closet bolt caps. The front set of bolts won't accept modern closet bolt caps because the shoulder of the china has a very slim profile.

PREPPING THE TANK

Remove the old ballcock and flush assembly. This may require cutting the brass nut holding the flush valve to the tank as described above using an oscillating saw. Once you have the fill valve and flush assembly removed, clean the inside and outside of the tank and assemble the brass ballcock.

If you ordered the adjustable brass ballcock, make sure you have it at the right height and install the copper fill tube, set screw and float arm. Be sure not to forget the locking washer on the ballcock side of the float arm to prevent the float ball from pivoting when filling up with water.

Install the flush assembly making sure not to bend the

Continued ▶

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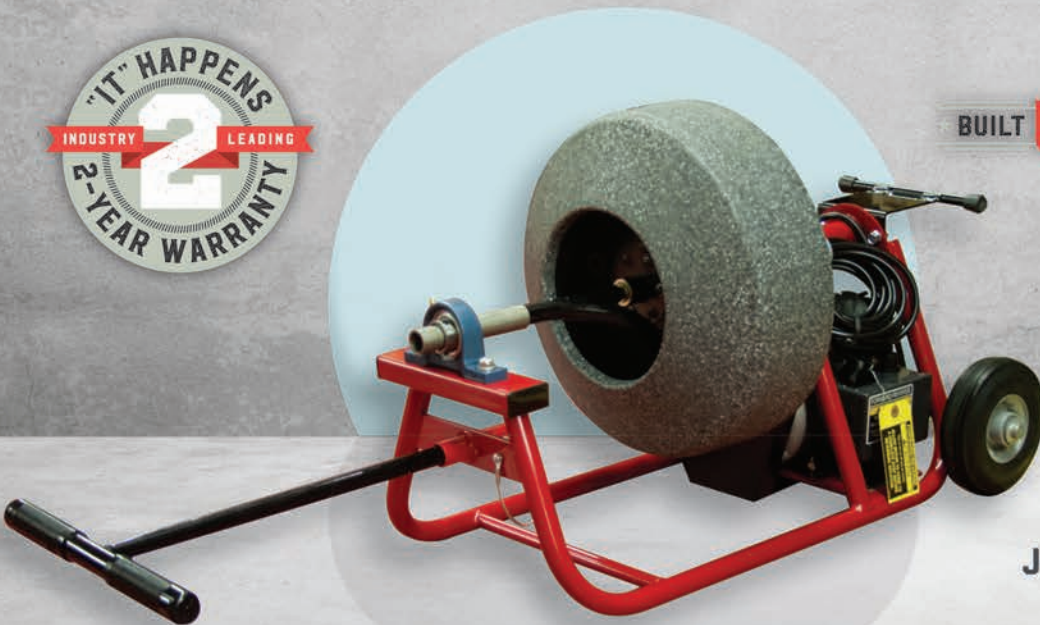
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lower float rod during the process. Install the mermaid ball, the lower lift rod, the upper lift rod, the tank handle and the guide rod. Make sure the ball pulls easily up and down naturally. Don't install the float ball yet; wait until you have the tank installed.

INSTALLING THE TANK

Once you have the tank ready to install, carry it over and sit on the bowl facing the wall holding the tank in your lap. The flush ell is the 2-inch chrome 90-degree elbow that goes between the tank and the bowl.

The easiest way to set this is to install the flush ell in the bowl first, and then gently lower the tank onto the bowl sliding it onto the top of the flush ell. Make sure you gauge how far the flush ell goes into the flush valve. You don't want to lower it too far as it will slide completely through the flush assembly and push the mermaid ball up.

Once you have the correct depth of the flush ell, make sure the flush ell is plumb, put a level on the tank and mark the holes on the wall with a pencil. Make sure that every hole has an anchor and anchor the tank to the wall. It's preferable to use stainless steel or brass lag screws that can

handle the weight of the tank plus the weight of the water. It is also heavily recommended to screw these lags into wood bracing behind the tile wall.

Once you have the tank set, secured and level screw the float ball onto the float arm and hookup and turn on the water to the tank. Bend the brass float rod to adjust the float ball to the required water level and tighten the float rod jam nut where the float rod connects to the ballcock. Now make your final adjustments to the flush ells by tightening the nuts and testing the unit.

This isn't a toilet that you flush twice, collect and leave. You'll need to flush and adjust a dozen times to ensure proper operation. **[A]**

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 groundman 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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Tracking Your Customers

Tracking where your calls are coming from can help determine how you spend advertising dollars and where you should focus

By Plumb Solutions Marketing Team

For plumbers, generating a phone call is not difficult. However, driving quality leads from the phone is another story.

According to a recent CallRail stat, 64% of marketers believe generating a quality lead is the biggest challenge facing brands. The plumbing industry is no different. With a hyper-competitive market and advertisements everywhere, it is increasingly more difficult to know where your best leads are coming from. This is where call tracking can exponentially increase your profitability.

WHY IS IT IMPORTANT?

To be successful in marketing, you must be data-driven. Companies big and small are investing in analytics to better understand what is working and what is

To be successful in marketing, you must be data-driven.

not working. Call tracking in the plumbing space is no different. According to a Marketing Evolution poll, 40% of businesses are going to increase their investment in data analytics and 64% of marketers report that understanding your data is extremely important to survive in today's marketplace.

One of the key insights to big data is understanding the consumer journey. This is where call tracking comes into play for plumbers. Call tracking gives you valuable insights on where the call comes from and what marketing campaigns deserve credit. From there, marketing managers can invest their budget into the campaigns that are driving real results — connecting call tracking with all paid forms of advertising. Furthermore, call tracking can give you insights into your sales team conversion metrics.

With real-time call recording, you can test sales scripts and monitor the representatives that are closing deals effortlessly. At the end of the day, if phone calls are producing value, you must leverage call tracking to become more efficient with ad dollars.

HOW DOES IT WORK?

The actual nuts and bolts of call tracking can vary widely depending on the software. However, most call tracking technology starts at the phone number. You will be assigned a new business number that all phone calls are wired through that connect directly to your front desk or your real business phone number.

When a prospect calls the phone number, the software is triggered, and tracking begins. On your dashboard, you will see the call recording, location, duration, source and keyword. Furthermore, you can get as granular as you would like with call source. For example, call tracking software could track if the call came from a display campaign, social media post or Google Ad. From there, you will be able to see what the prospect searches, what ad was viewed, and if they come from a remarketing audience.

For marketing managers, this level of insight can change campaign performance overnight.

THE BENEFITS

Call tracking allows you to better track your return on investment for all marketing campaigns. When you understand what is pushing the needle, you can invest with confidence. Often, marketing managers blindly spend ad dollars. This is highly problematic and can end with a loss of revenue, market share and leads. Ultimately, utilizing call tracking software gives your team the transparency needed to turn a positive rate of investment month over month.

With that said, plumbing owners and marketers want to know what decisions will win the ROI battle. First, call tracking allows you to determine peak call hours. From there, you can put your best agents on the phones and work leads quickly and effectively. This data allows you to shift sales infrastructure around away from non-productive hours towards the time of day that converts.

With accurate information at your disposal daily, you can make decisions quickly and effectively. Instead of relying on outdated spreadsheets and human error, you can easily read a call tracking dashboard and take actionable insights every week. You can take that information and support your sales and marketing in new and exciting ways.

Beyond just an analytics dashboard and reports, the actual recording brings a new layer of data for your team. Not only can you track your sales team, but you can better understand the customer journey. Specifically, listening to the call recordings can give you insights into consumer

needs, trends and marketing strategies that might have never crossed your mind.

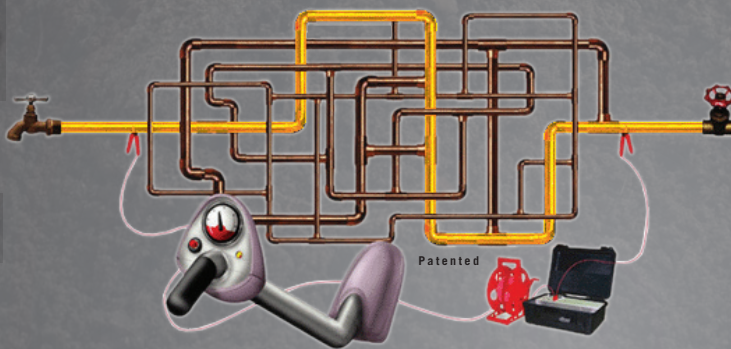
It is common for plumbers to craft new pricing and services based on the needs of the customer over the phone. This type of information goes beyond data points on a report and dives deeper into the mind of your customer. **P**

About Plumb Solutions

Plumb Solutions is a data-driven digital advertising firm that has helped plumbing businesses grow for more than a decade. We have helped our clients get more leads, more customers, more website traffic and more phone calls in a short amount of time. We do this by implementing time-tested solutions that target high-value customers. With our wide range of services, we are able to build strategies tailored to each company's business goals. Our team of marketing experts focuses on lead generation and conversions for greater ROI and sustainable growth.

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It's a jumble out there.

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DISTRIBUTORS WANTED



Asahi/America introduces new business development manager

Asahi/America has promoted Mark Gore to industrial business development manager for the eastern and central regions. He will lead Asahi/America's sales efforts of industrial and environmental single- and double-wall piping systems. Gore has been with Asahi/America for 15 years as a district sales manager in Alabama, Arkansas, Louisiana, Mississippi, Tennessee and the Florida panhandle.



Rinnai partners with Matt Risinger on Tankless Truths campaign

Rinnai announced the launch of a new Tankless Truths Campaign, focused on dispelling certain myths associated with tankless water heaters. Rinnai will leverage its industry expertise as well as its key strategic partnership with Matt Risinger, a personality on the Build Show Network and owner of Risinger Homes in Austin, Texas, to address the view of tankless not being an effective alternative to tank water heaters.

Pipe Restoration changes its website, emails

Pipe Restoration has transitioned its website from RestoreMyPipes.com to WhyRePipe.com. In addition, company emails have also changed to @WhyRePipe.com.

NIBCO promotes Dawn Bloch to VP, customer engagement

NIBCO promoted Dawn Bloch to vice president, customer engagement. In her new role, Bloch will oversee the marketing communications department in addition to continuing to manage business development and customer service. She will report to Ashley Martin, executive vice president, NIBCO. Bloch joined NIBCO in 2000 as a customer service representative and has held several positions of increasing responsibility during that time.



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Drain Cleaning

By Craig Mandli

Cable Machines



Electric Eel Model D-5

The **Model D-5** from **Electric Eel** is a continuous cable drum machine for cleaning 3- to 10-inch lines up to 100 feet. The high-density polyethylene drum and belt guard will not rust or dent and holds up to 100 feet of 3/4-inch Tri-Max cable. Three sealed, heavy-duty ball bearings support the drum and thick-wall guide tube for extended wear. It is powered by a heavy-duty, 1/2 hp, capacitor-type motor to provide more torque. It has large, 10-inch solid wheels for easy maneuvering and stabilization while in operation. It has 1 1/4-inch steel tubing framework, five-position height adjustments on the handle, a wheel brake, continuous belt skids and a loading wheel built into the handle, GFCI on a 20-foot line cord and an air-operated foot switch for easy operation. **800-833-1212; www.electriceel.com**

Gorlitz Sewer & Drain Model GO 68HD

The **Model GO 68HD** heavy-duty electric drain cleaning machine from **Gorlitz Sewer & Drain** is available in two different versions, either with an open steel reel or enclosed polyethylene drum, and it can be outfitted with an optional power feeder. Standard configuration is 150 feet of 11/16-inch hollow-core cable, which should reach most blockages with a single reel. Overall weight of this machine is 185 pounds. Adding a loading ramp and electric winch to any vehicle makes transportation quick and simple. It is designed to clean pipes from 3 to 8 inches in diameter. **877-446-7548; www.gorlitz.com**



Milwaukee Tool M18 Drum Machine

With the ability to tackle tough clogs such as grease, scale and buildup, **Milwaukee Tool's M18 Drum Machine** for 3/8- to 1/2-inch cables allows users to clear drains confidently with instant setup, all-day runtime and easier transportation. The drum machine delivers up to 40% more torque at max capacity in 1 1/2- to 4-inch drainlines and can clear up to 100 feet with 3/8-inch cable and up to 75 feet with 1/2-inch cable. With cordless convenience, users can power their machine anywhere without the hassles and trip hazards of extension cords, and can complete a full day of work on a single battery charge when paired with an M18 REDLITHIUM XC4.0 battery. The lightweight design features an enclosed drum that provides protection against the mess during transportation on and off the job, and an inner drum helps to prevent cable bind-ups. **800-729-3878; www.milwaukeetool.com**

RIDGID FlexShaft Drain Cleaning Machine Accessories

RIDGID FlexShaft Drain Cleaning Machine accessories are designed to provide wall-to-wall cleaning in 1 1/4- to 6-inch residential and commercial pipes in conjunction with any FlexShaft model. Accessories include a variety of chain knockers and brushes designed to quickly clean pipe. Chain knockers come in standard, carbide-tipped or penetrating head versions that expand to the size of the pipe, clearing the entire pipe circumference of grease, sludge, small tree roots and soft blockages with less mess and enhanced speed. Nylon and nylon/steel brushes deliver final pipe cleaning and relining preparation. FlexShaft machines allow for inspection cameras to remain in-pipe throughout the entire drain cleaning process for maximum efficiency. **800-474-3443; www.ridgid.com**





Spartan Tool Model 1065

The **Model 1065** is **Spartan Tool's** original professional-grade cable machine. It offers a 250-foot range to clean pipe from 3 to 10 inches in diameter. The Dial-A-Cable power feed allows for quick cable changes and feeds cable in and out easily, while the blockage-sensing smart motor senses the need for more power when encountering a difficult blockage. A fully enclosed drum helps keep customer's living areas clean, and the unit has a rugged design for tough jobs, according to the maker. **800-435-3866; www.spartantool.com**

Hose Reels



COXREELS 1125 Series

The **1125 Series** from **COX-REELS** is now available with two upgraded swivel options. The medium-pressure (up to 4,000 psi) and high-pressure (up to 5,000 psi) can be factory installed on the standard 1125 Series. The medium-pressure swivel is precision-machined from solid brass and features upgraded wall thickness and upgraded seals and backup rings. The high-pressure swivel is machined from high-strength steel and nickel plated for corrosion resistance. This ball bearing swivel features maximum flow and enhanced load-bearing capabilities. **800-269-7335; www.coxreels.com**



Hannay Reels 6200 Power Rewind Reel

The **6200 Power Rewind Reel** from **Hannay Reels** is designed to stand up to rigorous waterjetting and blasting applications. With heavy-duty steel construction, strong spool, sturdy frame and hydraulic motor, the reel offers hose expansion control for I.D. hose widths between 3/4- and 1-inch. Up to 500 feet of hose is supported at 3,000 psi, making it suitable for large jobs. The A-assembly roller on the front of the frame allows for proper storage and easy dispensing on truck or trailer mounts. Optional upgrades include 5,000 psi working pressure, roller assembly, direct drive hydraulic motor rewind and a hose package, allowing for a wide range of customizations to suit needs. **518-797-3791; www.hannay.com**

Grease Chemicals



Oatey Hercules Wham Drain and Waste System Cleaner

Hercules Wham Drain and Waste System Cleaner from **Oatey** is a powerful, concentrated, multi-use, chemical emulsifier that liquifies and disperses grease, soap, detergents and other organic waste responsible for system failure. The biodegradable formula is nonacid/noncaustic and an environmentally safe, biodegradable cleaner that dissolves, deodorizes and controls buildup. It is safe to use in metal or PVC plastic piping. It makes cabling a drainline easier and cleans greasy solids from tools and many types of hard surfaces. The floral-scented drain cleaner can be used regularly as a preventive treatment to keep drainlines, septic tanks, grease traps and waste systems at maximum efficiency. **800-321-9532; www.oatey.com**

Nozzle



Enz USA 37 mm Bulldog

The **37 mm Bulldog** from **Enz USA** has been redesigned for low flow jetter units. Operating as low as 5.5 gpm, this nozzle can aggressively remove tree roots, grease and hard deposits. It's suitable for accessing mainline blockages from a 2-inch toilet roof vent and wall clean-out. The small size allows it to easily maneuver pipe bends. An integrated oil-free braking system results in a low wear and tear operation, resulting in low upkeep and virtually maintenance-free operation. This nozzle can be used with both fresh and recycled water. Flow rates start at a range from 5.5 gpm, depending on the output of the jetter unit. It is available in 3/8- and 1/2-inch connecting threads. The cleaning pipe diameter range starts from 1.5- to 6-inch pipe. **877-369-8721; www.enz.com**

Portable Jetters

General Pipe Cleaners JM-2900 Jet-Set

The JM-2900 Jet-Set gas-powered water jet from General Pipe Cleaners can quickly clear grease, sand and ice in 4- to 8-inch drainlines.

It is designed to be light and maneuverable, and it is driven by a 13 hp Honda engine connected directly to a 3,000 psi, 4 gpm triplex pump. Vibra-Pulse helps the hose slide around tight bends in small lines and down long runs. A 200-foot-capacity hose reel with reel brake is mounted on a heavy-duty frame with two 10-inch flat-free foam-core tires. It has a thermal relief valve to protect the pump from heat damage, along with a backflow check valve and inlet filter. An optional spray wand is available. 800-245-6200; www.drainbrain.com



MyTana M30

MyTana's M30 provides the power and range to clean 1.5- to 6-inch lines without sacrificing maneuverability. It has a removable hose reel which, combined with the 50-foot jumper hose and reel stand, allows indoor jetting while the 390cc

Honda motor remains outside. The industrial triplex pump delivers 4.5 gpm at 3,000 psi and has thermal protection and pulsation control. Attach a rotating nozzle and take on most any blockage. The engine has electric start (EZ start bypass), automatic throttle down and auto choke to help the motor run efficiently. The reel carries 200 feet of 3/8-inch jetter hose, while 75 feet of 1/8-inch hose is available for smaller lines. All components are thoughtfully packaged on a rugged cart with balanced weight. It is easy to load, maneuver, maintain and use. 800-328-8170; www.mytana.com

Patriot Sewer Equipment & Repair 1776 Dolly Jetter Heavy Duty Edition

The 1776 Dolly Jetter Heavy Duty Edition from Patriot Sewer Equipment & Repair was designed to be very compact and easy to load and unload from a work vehicle. Equipped with a Briggs & Stratton 23 hp V-Twin engine, it weighs in at 350 pounds and generates 3,500 psi at 11 gpm. Standard features



include 300 feet of 3/8-inch red Piranha jetter hose, remote start and stop for a one-man operation, a portable 100-gallon water tank with auto fill valve that allows the worker to have the volume of water needed to clean 4- to 6-inch pipelines with ease, flat-free tires that are made of solid polyurethane foam, and an hour and battery gauge that helps keep track of the health of the battery and also helps keep up with the maintenance of the dolly jetter. 888-318-9888; www.patriot.us

Root Control Chemicals

RootX

RootX comes in 2- and 4-pound containers. A 2-pound container is designed to treat 50 feet of 4-inch sewer line and a 4-pound container is designed to treat 100 feet of 4-inch or 75 feet of 6-inch sewer line. With the funnel/applicator it is easy to apply. Simply attach the funnel and cap to the top of the jar, and shake back and forth for approximately 1 minute. Remove the cap and pour it into the toilet or cleanout and immediately follow it with the appropriate amount of water for the application. Restrict water usage for a minimum of 4 hours. Annual treatments are recommended. Septic tanks can also be treated simply by using 8 pounds per a 1,000-gallon tank. Pump the liquid down just low enough to expose the roots. Apply the RootX to the root infested area and add water to activate the foam. 800-844-4974; www.rootx.com



Root Cutters

Arthur Products Cnt-r-KUT G2 EMAX2

The Cnt-r-KUT G2 EMAX2 from Arthur Products is an interchangeable cutter nozzle to clear roots and debris. The centering devices can be modified for custom applications. They help operators tackle tough jobs, including when using drain cleaning nozzles in tight spaces in damaged sewers, and technicians can expect to achieve maximum cleaning spread in drains and other pipes. 800-322-0510; www.arthurproducts.com



Root Rat cutting nozzle

Root Rat cutting nozzles are used with jetters from 11 hp to large truck-mounted models. The cutters are made of hardened stainless steel and come with a toolbox with two interchangeable rotors — one with cables and the other with chains. The combination kit includes extra chain, cable and bearings. They need no repair or rebuilding other than bearing replacement, which can be completed in less than two minutes for under \$10 in parts. **800-288-7873; www.rootrat.net**



USB-USA Turbo 0

One of the smallest chain cutters offered by **USB-USA**, the **Turbo 0** utilizes turbine technology and 3D fluid mechanics to deliver cutting and cleaning power. Multiple chain attachments and rigid guide skids from 4 to 6 inches make the removal of roots, grease and mineral deposits easier. This cutter is constructed from hardened stainless steel, comes standard with one-piece ceramic nozzle inserts and is capable of use with recycled water. **844-285-5770; www.usb-usa.com**



Truck/Trailer Jetters

American Jetter 51T Series 2650

The **51T Series 2650** trailer jet from **American Jetter** offers 26 gpm at 5,000 psi. Dual Kohler electronic fuel-injection gasoline engines provide consistent power and create 114 hp, saving up to 20% fuel, while avoiding problems associated with carburetor engines. Low water shut-off prevents pump damage if the optional 600- to 800-gallon tanks run low. The main reel holds up to 500 feet of 1/2-inch hose, and speed control allows for precise cleaning in both directions. A long-range wireless remote option allows for water ON/OFF, engine shutdown and hose reel control. The heavy-duty square-tubing trailer offers standard electric brakes on both axles. **866-944-3569; www.americanjetter.com**



Cam Spray 3012H Compact Skid Mount Jetter

The **3012H Compact Skid Mount Jetter** from **Cam Spray** is designed to go into a high cube van or pickup bed and take up as little space as possible while still flowing 12 gpm at 3,000 psi. Features include a Honda iGX 800 fuel-injected gasoline engine with oil alert and hour meter, powering a gearbox-driven plunger pump with ceramic plungers, stainless steel valves, pressure gauge and 80-mesh water filter. The pump is protected by an unloader valve and secondary pop-off. A power pulse feature is used for navigating longer runs and elbows. The 100-gallon tank includes low water shut-off and a float valve to manage filling the tank. An industrial coated skid platform and frame offers transferability between vans, trucks and trailers, while mounting flanges and D-rings allow for the machine to be fastened or tied down. The machine measures 52 inches long by 41.5 inches wide by 50 inches tall. **800-648-5011; www.camspray.com**



HotJet USA HotJet II

The **HotJet USA HotJet II** trailer-mounted jetter is available with hydraulic hose reels and a 37 hp Vanguard fuel-injected engine. Operating with hot or cold water, it runs at 12 gpm at 4,000 psi, cleaning 2- to 12-inch lines, making it an alternative between small-output and larger-output machines. It arrives turnkey with a 330-gallon water tank, detergent tanks and full power-washing capabilities for cleaning, disinfecting and sanitizing after the job. It includes a hydraulic hose reel, heavy-duty 7,000-pound-rated tandem axle trailer (single axle also available), rear control panel with a remote control, two heavy-duty diamond-plate side toolboxes and one front toolbox. **800-624-8186; www.hotjetusa.com**





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Product
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Jetters Northwest Eagle-200 4010 Trailer Jetter

The Eagle-200 4010
Trailer Jetter from Jet-

ters Northwest offers 10 gpm and 4,000 psi performance. It is an uprated version of the previous 4009 model and is powered by a Kawasaki 31 hp fuel-injected/liquid-cooled engine in a hooded enclosure. The trailer is industrial-duty with brakes for safety and a beefy A-frame tongue allowing it to be towed when full of water. Flat-top-fenders allow for additional mounting surface and standard aluminum wheels give a sharp appearance. It comes with a super-duty triplex UDOR USA pump, 400-foot jetting hose on a 12-volt powered hose reel with adjustable reel speed, 200-gallon water tank, large 60-inch lockable tool storage bin, 100 feet of 3/4-inch water-supply hose on a second reel, adjustable pulsation control and four jetting nozzles. A wireless remote control is included on "DWR" models. More upgrades and nozzles are available. 877-901-1936; www.jettersnorthwest.com 



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Drain Cleaning


By Craig Mandli

Drainage restored in clay line using drain machine



Problem: Santa Fe Plumbing was scheduled to replace a commercial sewer line in Tulsa, Oklahoma, later in the week, but the customer asked if the company could clear the old clay tile line just enough to restore drainage until the new drainline was complete. The customer mentioned that other drain cleaning companies had failed to clear the line, and he didn't expect that plumber Tyler Lindsey would have much luck either.

Solution: Lindsey admits that the job wasn't easy, and with a less powerful drain machine he probably would have given up. However, his Duracable DM55 gave him confidence that it was worth the effort. The customer was very surprised and happy. The DM55 with the 11/16-inch cable and full blade did what others could not do.

Result: The Duracable DM55 sled-style drain machine's 3/4 HP motor was powerful enough to restore drainage in a malfunctioning clay line and allowed the commercial customer to continue to do business until a new drainline could be installed. 800-247-4081; www.duracable.com 

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Product Spotlight

Product eliminates hard water damage to tankless hot water heaters

By Craig Mandli

The dissolved calcium and magnesium in hard water can often be tough on tankless hot water systems. When hard water is heated, those minerals are released in the form of a chalk-like material that coats pipes, fixtures and fittings, creating an insulating layer that can lead to lower efficiency and system malfunction.

But tankless water heater manufacturer Noritz America fought the problem with the original Scale Shield, which aids in preventing the buildup of hard water minerals while eliminating the need for a water softener. Installed in the water heater's water supply line, Scale Shield uses a polyphosphate material to capture calcium before entering the water heater, preventing limescale from forming. The calcium is rendered harmless and is discarded down the drain. According to Noritz lead engineer Randall Oshiro, Scale Shield offers time and cost savings while reducing the footprint inside the home — all attractive benefits to homeowners.

"Installing Scale Shield is a significantly smaller cost burden than replacing your water heater's heat exchanger due to excessive scale buildup," he says. "All of these cost and time savings, without a doubt, greatly enhance the value of the homeowner's tankless water heater investment."

The original Scale Shield has recently been upgraded



to include a sediment filter that removes particulate matter from the water. This 5-micron filter sifts through the debris while introducing the polyphosphate additive to the water. In addition, two pressure gauges allow the homeowner to check pressure levels manually. As the particulate matter and debris collect within the filter, the buildup causes water-pressure loss in the house, indicating that a replacement filter is needed. To replace the filter, the homeowner simply unscrews the housing, removes the old cartridge, and replaces it with a new one.

The new Scale Shield also uses a different treatment medium than its predecessor. A bead-like material replaces the original's powdery substance, increasing the efficiency of water treatment and reducing corrosion caused by chlorides, silica and dissolved iron. According to Oshiro, homeowners will reap cost savings through lower maintenance costs and a reduced need to periodically descale their Noritz tankless water heaters — even in locales with seriously hard water.

"By reducing limescale, the new Scale Shield inevitably boosts the unit's longevity while also minimizing scale buildup in other plumbing fixtures and fittings, thus lowering cleaning and other maintenance expenses," he says. **866-766-7489; www.noritz.com**

Franklin Electric Series VI line of 4-inch submersible pumps

Franklin Electric transitioned its Water Horse 4-inch submersible pump line to a new and enhanced hydraulic design that's been re-engineered using the latest techniques available to improve fluid flow efficiencies. The Franklin Electric Series VI pumps feature an extensive use of stainless steel and engineered composite components that are ideally suited for longevity in clean water pumping applications.



Internally, each pump is driven by a stainless steel, 7/16-inch hex shaft, and is securely connected to the motor through a spline coupling for efficient power distribution. Additionally, each pump discharge head is supplied with a built-in check valve to allow for a more reliable installation. Series VI pumps will be available in eight performance ranges: 5, 8, 10, 12, 16, 18, 22 or 26 gpm with horsepower ranges from 0.5 through 5. **866-271-2859; www.franklinengineered.com**

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Wright Tool Wright Grip 2.0 wrench design

Wright Tool's Wright Grip 2.0 wrench design has more steel-to-fastener contact in high-stress areas to stiffen the jaws, increase tool strength and reduce permanent jaw spread. The new design keeps the wrench from slipping to ensure the user's safety. Wright Grip 2.0 provides more torque with less fastener damage, distributing stress evenly over a larger contact area and away from the fastener corners. The design incorporates a series of strategically placed teeth or grooves on the insides of the wrench's two jaws. These teeth allow for a better seating of the wrench on a fastener. One fastener corner locks into the groove so the fastener won't slip or twist out of the wrench under load. Precision-placed protrusions are custom engineered for each wrench size to keep it seated on the fastener, increase torque and reduce slippage. **800-321-2902; www.wrighttool.com** 

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Visit www.phccweb.org/connect

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“NUFLOW SEPARATES US FROM THE COMPETITION.”

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Since becoming a NuFlow Certified Contractor over seven years ago, Ryan Smith's plumbing company has grown dramatically.

“The change has been amazing. NuFlow separates us from the competition. We are now considered the drain service specialists in our area. A lot of our biggest jobs come from sub-contracts from other plumbing companies.”

To get started, NuFlow sent a trainer to work with his team.

“The learning process was great. The NuFlow trainer really taught us the ins and outs of the process.”

In addition to residential jobs, Ryan and his team have completed several larger projects on commercial size buildings. He has expanded his crew to keep up with the work, half plumbers and half pipe liners, and continues to grow his pipe lining business.

“We’ve grown way beyond the just one guy and a truck business like we started. We broke a million dollars in revenue last year and have more commercial size projects coming up.”



Ryan Smith,
Smith Plumbing & Kansas NuDrain
in Manhattan, KS

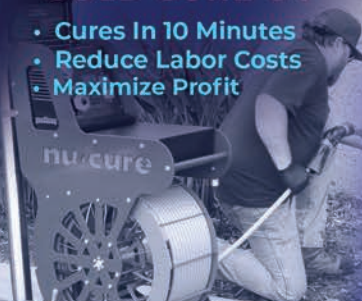
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