

Plumber

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Plumber Profile

Simplicity Sparks Success

An emphasis on efficiency spurs steady growth for New Jersey plumber.

- By Ken Wysocky



On the Cover

Lesco Plumbing, Heating & Cooling plumbers Saverio D'Angelo, left, and Steven Sabino deliver a new water heater (Bradford White) to a residential job site in Caldwell, New Jersey. Lesco Plumbing, owned by Mike Marvon, was founded in 2004 and offers residential service and repair, and heating and cooling. The company has eight employees and six service vehicles. (Photography by Steve Hockstein/HarvardStudio.com)

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Plumber

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Cory Dellenbach

Keeping It Simple

Simplifying your complicated tasks will make it easier for your company to be more profitable and your life easier

C

hinese philosopher Confucius once said: “Life is really simple, but we insist on making it complicated.”

I would imagine he was talking about life overall, but the same can be said about our work lives. What are you doing at work right now that could be simplified or made easier? Just take a few minutes and look around your office, your service vehicle, or at the project you are at right now.

I’m guessing there are a few things that could be changed to be less complicated. How about that billing program that you stress about? Could it be set up in a different way to make it easier for you and your staff? Is there a different program you could use?

Find ways to make anything complicated a little bit simpler and it will make your job and your life better.

How about all those times you or a coworker have spent way too much time looking for one tool or part in the warehouse? There’s got to be a different way to organize that stuff to find what you need faster, right?

It could be the same for the work vehicles and the organization on those, or even how you schedule your team for jobs.

AN EASY TASK

Mike Marvon, owner of Lesco Plumbing, Heating and Cooling, in New Jersey has made things simple for his company.

As you’ll read in the profile, Marvon kept his company’s service area to a manageable size, made sure plumbers were trained to take what they needed at a job instead of running back-and-forth, and he ensured job routing was being done in an efficient manner so as to not waste time and fuel.

Everything he did proves that anyone can do the same with their business without the purchase of expensive software or tools. All it takes is a little bit of planning and drive to do it.

WHAT WILL IT DO FOR YOU?

When you make things simpler for you, your team and your business, you’ll find that it could help boost profitability like it did for Marvon.

It also helped give his company a great reputation of being available when customers call, and being there in a timely manner.

Find ways to make anything complicated a little bit simpler and it will make your job and your life better. If you’ve already done this, I would love to hear your story. Email me at editor@plumbermag.com.

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“THE PROFITABILITY OF PIPE LINING HAS BEEN A HUGE PART OF OUR SUCCESS.”

Profile NuFlow Certified Contractor

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“The biggest reason why we went with Nuflow is because of the support that we got from the very beginning.”

Now entering their third year in business, the duo couldn't be happier with their choice.

“The profitability of pipe lining has been a huge part of our success. It's allowed us to invest in more equipment and hire more people.”

While adding pipe lining was a great tool to add to their portfolio, they agree that choosing the right partner was also an important factor.

“Absolutely do it, but make sure you do it with a company like NuFlow because of the support they offer. We wouldn't have landed some of the bigger jobs and wouldn't be as successful getting the projects done if it wasn't for their support. The most valuable thing about NuFlow is contacting someone directly and getting a response right away.”



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Lesco Plumbing, Heating & Cooling owner Mike Marvon stands outside one of his many service vehicles at the company shop in Caldwell, New Jersey. Marvon founded the company in 2004.

SIMPLICITY SPARKS SUCCESS

An emphasis on efficiency spurs steady growth for New Jersey plumber

By Ken Wysocky | Photography by Steve Hockstein/HarvardStudio.com



Lesco Plumbing, Heating & Cooling LLC, Caldwell, New Jersey

OWNERS	Mike Marvon, Alexandra Massler
FOUNDED	2004
EMPLOYEES	8
SERVICES	Residential plumbing service and repair, heating/cooling
SERVICE AREA	About a 4-mile radius around Caldwell
WEBSITE	www.lesco24-7.com

A

s a licensed master plumber since age 22, Mike Marvon — the owner of New Jersey-based Lesco Plumbing, Heating & Cooling — clearly is passionate about plumbing.

“It’s not at all like work to me,” he says. “It’s a total pleasure.”

But Marvon, owner of the company based in the city of Caldwell in northern New Jersey and one of the youngest people to ever pass the master plumber exam in the state, also highly prizes two other things that have driven impressive growth at his company: simplicity and efficiency.

Those two traits inform many aspects of his business, from the service area he’s staked out to the processes and protocols his technicians follow to his growth strategy.

“I’m extremely analytical and stress efficiency,” says Marvon, age 43. “I feel this is very important when you’re in business because the more you get done, the more money you make — and the more you can do and the more money you can make tomorrow.”

So far, the two-pronged emphasis has worked well. Marvon says the company now employs eight people, runs five service vehicles and makes thousands of service calls a year. About 95% of the company’s plumbing work is residential service and repair.

Providing top-notch customer service also has played a key role in the company’s growth.

“It’s really important to treat customers like kings and queens — treat each and every one like they’re the only customer we have,” Marvon says. “Our technicians are taught to always be considerate and put the customer first.

“The customer always is right.”

AN EARLY START

Initially, Marvon was interested in becoming a mechanic and actually attended vocational school to learn how to repair cars. But then at age 17, he agreed to work for a family friend, Rick Edwards, the owner of R. E. Plumbing in nearby Livingston.

▶ Lesco Plumbing, Heating & Cooling plumber Marco Moraga, left, and apprentice Michael Collito, prepare for a water heater installation project at a residential property. Lesco Plumbing, owned by Mike Marvon, was founded in 2004 and offers residential service and repair, and heating and cooling. The company has eight employees and six service vehicles.

“He was a great mentor and teacher,” Marvon says. “He allowed me to go with him on job estimates, listen to calls with customers and so forth. I saw how he handled everything and he always took time to explain things to me.

“Rick gave me insights into the industry, both the plumbing work and the business side, and I just fell in love with it,” he continues. “I found it fun and interesting and loved the challenges. So I forgot about the automotive industry and stuck with plumbing.

“It definitely was the right path,” Marvon adds. “It was something that came naturally to me.”

Marvon established Lesco Plumbing in 2004, when he was just 25 years old. Why did he name it Lesco? Primarily for branding purposes — and, of course, simplicity.

“It’s really important to treat customers like kings and queens — treat each and every one like they’re the only customer we have.”

Mike Marvon





- ◀ Lesco Plumbing plumbers Steven Sabino, left, and Saverio D'Angelo deliver a new water heater (Bradford White) to a job site in Caldwell, New Jersey.
- ▶ Plumber and HVAC technician Chris Susicke replaces cartridges in a kitchen sink installation in a home in Caldwell, New Jersey.

"I didn't want to use my last name, but I wanted a word that's simple and easy to remember and that would work good with my logo," he explains, noting the oversized and prominent "S" in the word "Lesco" on the company's service vehicles.

"I'm a big Superman fan and the big 'S' is like the 'S' on his chest," Marvon says. "It's a totally made-up name, more for branding than anything else."

STEADY GROWTH

The company enjoyed steady growth, with 10 to 15% annual revenue increases.

"It seemed like every year and a half, I had to hire another technician and put another truck on the road, just to keep up with demand from customers," he notes. "I couldn't afford to tell customers they had to wait a week for service."

It certainly wasn't easy, however. Marvon initially decided to compete in an area with several third- and fourth-generation, family-owned plumbing companies.

"They were the Goliaths and I was the David," he says.

Why go head-to-head with well-established companies? For starters, the area had more affluent customers, he notes.

"I also like a good challenge," he says.

How did he compete? By offering lower prices, which was doable because he ran a low-overhead business at the time, and providing great customer service.



"I was small and efficient," he recalls. "I really upped my game to meet the challenge.

"I also made sure we didn't overgrow — that we operated very efficiently," Marvon adds. "It never was my goal to have 50 or 60 trucks. I wanted to run a manageable-sized business that would provide me with some flexibility and freedom."

More customers required more equipment. Today the company runs six service vehicles, a mix of GMC Savana and Chevrolet cut-away vans equipped with 12-foot box bodies from Unicell Body Co.

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SMALLER IS BETTER

The simplicity/efficiency equation also informed the size of Lesco's service area.

"As I built the business, going on service calls that were farther away just didn't make sense to me," Marvon explains. "For me, it always was about being smaller and more efficient.

"We like to stay in our area, where the next call is maybe two minutes away," he continues. "That way we can total more billable hours per day — make up for in efficiency what we lack in the service area. In the end, it's not what you charge, it's what you keep — and setting our guys up for efficiency helps us keep more of what we earn."

Technicians are trained to be as efficient as possible. For example, they're not allowed to walk up to a house empty-handed. Instead, they're trained to take a carry bin with them that holds all their major tools and repair parts, even if they're only using two fittings for a repair, he says.

"Every unnecessary step taken to go back to the truck is wasted time," Marvon notes. "When our technicians replace a boiler, for example, we order all the parts we're going to need ahead of time and have them delivered in one box to the job site.

"That way there's no need to keep going back to the truck to get different things from different bins," he adds. "Every minute they're out looking around for something in a truck and not in a basement working is lost time."

The systematic approach yields productive results; Marvon says his five plumbing technicians made 2,735 service calls between mid-October 2021 and mid-October 2022.

Heating/Cooling Services Add Value for Customers — and Generate More Revenue

To Mike Marvon, the owner of Lesco Plumbing, Heating & Cooling in Caldwell, New Jersey, adding complementary services to his plumbing service and repair work was a no-brainer business move — and one that he says other plumbers should definitely consider.

"It's important to diversify because when you go into customers' homes, they have all these systems," he explains. "And if you can make that customer happy, they'll give you every opportunity to work on everything else in the house.

"So it only makes sense to add as many services as you can," Marvon adds. "And that's even more important if your competitors already do that, because customers would rather deal with one company that can do it all."

When Marvon founded the business in 2004, he only did plumbing, plus he worked on hot-water and steam heating systems. But after seven or eight years of customers consistently calling and asking if the company also did HVAC work, he took the plunge.

His best bit of advice for HVAC newbies? Hire the best technician possible to lead entry into this new market.

"You may have to pay someone more money, but you've got to have the right person to handle that kind of work," he advises. "That work is a whole different animal than plumbing. I hired the best guy I could to handle the HVAC side

because it's not my thing."

In keeping with his business philosophy of keeping operations simple and efficient, Lesco only does HVAC repairs or system replacements, not new construction or ductwork.

"It's important to keep it simple because there are so many different specialties within HVAC," he explains. "One technician might only do one thing and another will only do another thing — it gets very granular.

"So we keep it very simple and hone in on the easiest and most profitable work, which is replacing, fixing or servicing equipment."

The cost of market entry wasn't daunting, either. Marvon estimates he spent about \$1,000 for tools, equipment, materials and parts, plus the cost of another truck, insurance and a technician's salary.

The entrepreneur kept the marketing simple, too, by mailing letters to existing customers to let them know about the new services. Having an existing client base really made a difference, he notes.

Now HVAC services generate about a third of the company's annual revenue, Marvon says.

"If you already have a business, it pays to add another element to what you do best," he says.

▶ Lesco Plumbing owner Mike Marvon, right, discusses business and the schedule for the day with his sister Alexandra Massler at the company's office in Caldwell, New Jersey.

EFFICIENT JOB ROUTING

Marvon says he also works closely with the company's dispatchers to make sure they understand routes.

"That's huge," he says. "A good dispatcher can make or break efficiency. You need to schedule people in such a way that minimizes windshield time, so you have to be familiar with neighborhoods and geography."

The dispatcher tries to schedule jobs that are farther away in the middle of the day, to avoid morning and late-afternoon rush-hour traffic. Sending a technician to a farther-away job site during heavy traffic might mean driving 45 minutes to an hour.



“A good dispatcher can make or break efficiency. You need to schedule people in such a way that minimizes windshield time, so you have to be familiar with neighborhoods and geography.”

Mike Marvon

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◀ The Lesco Plumbing team, from left, Marco Monaga, plumber; Jasmine Correra, customer service coordinator; Saverio D'Angelo, plumber; Alexandra Massler, co-owner; Steven Sabino, plumber; Mike Marvon, co-owner; Chris Susicke, plumber-HVAC tech; Jessica Illuzzi, office manager; and Michael Collito, apprentice.

“It’s all about understanding those efficiencies within your community,” Marvon emphasizes. “During the course of a year, efficient dispatching is not a small thing.”

Furthermore, if a technician finishes a job early, dispatchers are trained to look at the schedule for the following day to see if there are any customers located along that technician’s route back to the shop.

“That way they might be able to squeeze in one more job on that day,” Marvon explains. “And then if a customer calls the following day, we’ve got an open spot. “It’s always easier to call a customer ahead of schedule and get there early and be a superhero than to over-schedule guys and then have to reschedule customers. That puts a hardship on customers, which we want to avoid at all cost.”

The approach works; Marvon says that 90% of the calls for service come from repeat customers or word-of-mouth referrals.

To motivate technicians to always provide great customer service, the company gives them a free spin on a “lottery wheel” whenever they get a positive online review. They might win from \$10 to \$200 in cash, Marvon says.

“We incentivize them to do a good job, not upsell jobs,” he explains. “I’m not big on commissions.”

NEW BUSINESS LAUNCH

As for what lies ahead for Lesco, say, five years down the road, Marvon sees more of the same: slow, manageable growth that keeps customer service front and center.

“The point we’re at right now is a nice sweet spot,” he says.

Retirement also beckons. Marvon says he already works part-time in order to focus on various hobbies and his family.

Because his only child, a son named Carter, is just five years old, Marvon has no succession plan to keep the business in the family.

So the entrepreneur instead envisions several key employees buying an equity position in the company and running it after he retires.

“I’d like to keep the company in the hands of the key team members that got it where it is now,” he notes.

Marvon says he would stay on board in a consultant role.

In the meantime, he also plans to devote more time to a franchise drain-cleaning business he calls Smiley Drain Cleaning, established in 2020.

“It’s going well and I plan to push that business for about seven more years until I retire,” he says. “That’s my goal, anyway.”

But one thing is for sure: Smiley Drain Cleaning will be run on the same core values of simplicity and efficiency that made Lesco a success, he says. **PI**

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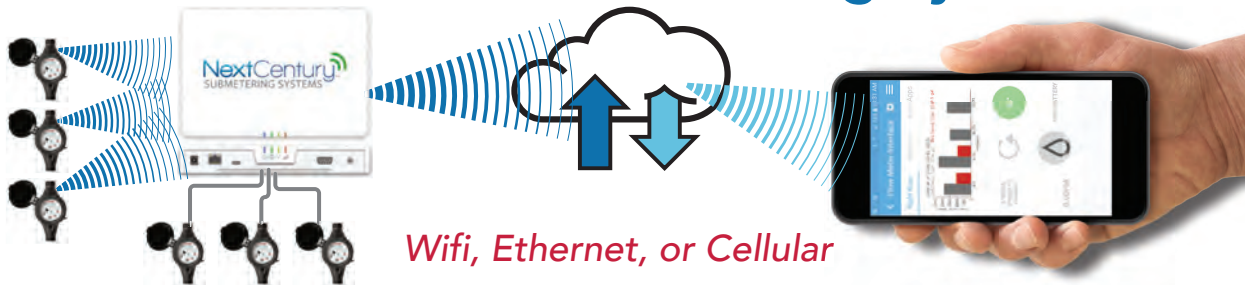


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Reviews in Real Time

This convenient app dramatically boosts contractors' internet presence by enabling customers to post on-the-spot service reviews

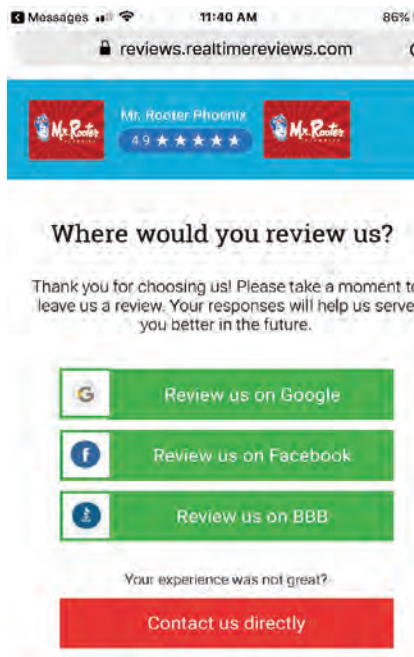
By Ken Wysocky

There's no question that online customer reviews should be an essential part of any plumber's marketing efforts. In fact, experts say that more than 90% of consumers read online reviews before making decisions about goods and services.

Which leaves only one question: How do contractors go about getting time-crunched customers to post reviews — and amassing the high volume of reviews required to move the meter in terms of online visibility in organic search rankings?

Dan Pentico, the owner of Mr. Rooter Phoenix, has an answer: Real Time Reviews, an app that, as its name succinctly implies, gives customers the opportunity to post a review in real time, before the technician even leaves a job site. That's critically important because no matter how much customers love the service they received, experts say the percentage of people who will post a review online drops to single digits after a contractor leaves a job site. Real life just intrudes too quickly, despite the customer's best intentions.

"That's the part that really piqued my interest," says Pentico, who established the franchise in 1996. The company employs 25 people, runs 18 service vehicles and serves the Phoenix metropolitan area. "It's super important to complete the review process within the transaction period. ... That's what I call the 'golden moment' — right when the technician is finishing up and collecting payment and the customer is happy. Right then is when you have a really good chance to get a good review."



▲ Using Real Time Reviews, Mr. Rooter Phoenix receives 300 to 500 online reviews per year.

The company started using Real Time Reviews in 2016, and the results speak for themselves. Pentico says his company used to fight tooth and nail to get just a dozen or so reviews posted a year.

"We used to send customers postcards, asking them to go online and post a review, and then had technicians ask customers to post reviews," he says. "But that's a difficult thing. Technicians might read a customer wrong and think they won't get a good review for whatever reason, so they won't ask for one."

But thanks to Real Time Reviews, the company now earns anywhere from 300 to 500 online reviews annually. "We didn't start to gain traction with online reviews until we started using the Real Time Reviews app. It has made a significant difference.

"Having a transparent online presence is such a big part of doing business today," he says. "It's basically the new word-of-mouth referral."

Here's how the app typically works: After completing a job, a technician asks customers if they're willing to provide an online review of the work. If they agree, the technician calls up the Real Time Reviews app on a cellphone, types in the customer's name and cellphone number, and sends the customer a text.

The resulting message thanks the customer for using the contractor and asks if he or she would recommend the company to family and friends. If they choose yes, then it asks if they want to give a review on Facebook and/or Google.



Phoenix, AZ

COMPANY Mr. Rooter Phoenix, Phoenix

TOOL Real Time Reviews app

FUNCTION Motivates customers to post online reviews

FEATURES Text-based system; allows for immediate, on-the-job-site reviews in just minutes

COST \$149 per month

WEBSITE www.mrrooter.com/phoenix

REAL TIME REVIEWS WEBSITE www.realtimereviews.com

If they click on that, it walks them through some basic steps and then publishes the review immediately. The process only takes three to five minutes.

But what if technicians don't want to get reviewed? Pentico solved that issue by removing technicians from the decision process. After a software program notifies someone on the company's dispatch team that payment has been received and the invoice has been completed, the dispatcher then sends the text to the customer.

"In the beginning, our techs had control over the process," he explains. "They could pick and choose who they'd ask for a review. But we took that away completely. This is where the world is going; total transparency is where it's at."

As a result, the app also serves as a great management tool because customers can post good and bad reviews, the latter of which can reveal service flaws. The reviews also can tell Pentico what aspects of service they like and don't like.

"We get the reviews, which is great for our online presence," he says. "But we're also taking it another step and using it to better manage our employees and create a better customer experience. If you listen closely, customers will tell you what you need to know."





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“We don't always know what's going on out there (during service calls), so this app allows customers to really drive whether guys stay employed at our company.”

Dan Pentico

“We don't always know what's going on out there (during service calls), so this app allows customers to really drive whether guys stay employed at our company.”

On the flip side, management also singles out employees for praise at weekly meetings when they receive glowing customer reviews. “The reviews essentially act as the technicians' report cards,” Pentico says.

As an additional bonus, the app can reduce fake negative reviews posted online by unscrupulous competitors. A Real Time Review can only be posted if a technician sends a customer a link via the app, and then they have to log in to platforms such as Facebook or Google to complete the process. That ensures they're legitimate reviewers, not dishonest competitors.

The franchise pays a fee of \$149 a month to use the app. And even though it's difficult to quantify exactly how it affects the business in terms of increased sales calls and revenue, Pentico thinks it's worth every penny. In fact, he says it's probably the most cost-effective tool the company uses.

“Anyone I talk to, I tell them about Real Time Reviews,” he says. “It really doesn't matter what business you're in — this app is it. Without it, I'm sure we wouldn't have the online presence we have today and our business wouldn't be growing the way it has.”



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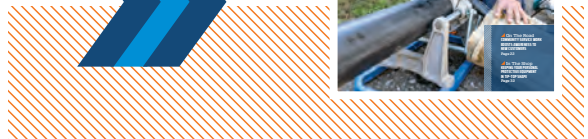


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Joan Koehne

Business Acquisition 101

Growth through acquisition can be a smart way to build your company if you're willing to do the research and carefully navigate necessary steps

By Joan Koehne

Growing your company through acquisition isn't a sudden process. Rather, business acquisition requires a highly structured and detailed series of actions.

Acquisition typically takes six months to a year from the date of going to market to closing. Before all parties sign on the dotted line, the buyer and seller must agree on all aspects of the transaction, which may require lengthy negotiations.

"The new and the old business owner need to get along to make this work. They need to be compatible," says Mike Demerath, an attorney at Hager, Dewick & Zuengler, S.C. in Green Bay, Wisconsin. "Otherwise, a smooth transition may be difficult to achieve. If there's a lot of back-and-forth and digging in heels as a part of the initial negotiation of the contract, that is a concern on the buyer's side. If things get adversarial, it's not a good sign. It may be best for both sides to move on."

Some sellers have a hard time stepping aside, and it's easier to sell when they like the buyer who's taking over, Demerath says.

"It needs to be a good relationship, not just in negotiating to reach a resolution but in the day-to-day after closing," he says.

Trust and transparency are keys to a smooth transaction, says John Kelly, principal mergers and acquisitions adviser at Kelly Business Advisors.

"Trust is what gets a transaction through the finish line," he says. "If you feel like trust is building, you are likely to get across the finish line. If trust is eroding, call it what it is and walk away. Without trust, it gets ugly."

Taking on liabilities

Most businesses sold today are asset sales versus entity sales. Buyers prefer an asset sale because they don't take on the seller's liabilities. In the purchasing agreement, buyers should establish what liabilities they're taking over, if any. Buyers can accept only the liabilities they want, such

as customer contracts, vendor agreements, orders, current jobs and leases.

"Make sure titles to assets are free and clear," Demerath says. "Check if there are any liens, and make sure they're paid at the time of closing."

Liens are only one of the details to check during a due diligence period in which the buyer gets access to the seller's business operations, facilities, equipment and financial records. Buyers shouldn't only rely on what the seller is telling them. Instead, they should validate the details themselves or through a third party like an accountant (for financial statements) and a title company (for real estate).

"Make sure what you think you're purchasing is what you do purchase," Demerath says.

Dig into the business to determine if any issues are pending like litigation or environmental hazards.

"You don't want to buy a business that is having issues that hurt its reputation," he says.

Also determine if the company is as profitable as advertised.

"Make sure you're buying a good business, a business that's making good money," Kelly says. "It's very hard to turn around a business that's not making any money unless, perhaps, you are an expert in that industry."

Equipment is another important component of a transaction. Buyers should inspect the equipment to determine its age and condition, so they know what investment might be necessary to repair or replace equipment and still sustain and grow the business.

Employee considerations

Employees are a huge element to consider in a business acquisition. Due to today's labor shortage, companies are buying businesses for the employees as much as anything else. Buyers should determine if key employees plan to remain with the company. To do so, they should structure a purchase contract with a condition allowing them to talk with key employees before closing and potentially reach an

agreement with them to stay with the organization.

“The seller may have stay agreements in place with key employees, giving buyers confidence that the key employees will remain with the company,” says Kelly.

“Part of a meeting with the key employees is to get a sense if you’re going to mesh with them,” Demerath says. “If the key employees don’t like the buyer, they might leave and compete against the business, and that can become a serious concern for the buyer.”

To prevent this scenario, buyers should draft a noncompete agreement for employees. A noncompete is especially important if the owner isn’t involved in the business much and the key employees are running operations and meeting with customers. Buyers will also want to draft a noncompete agreement for the outgoing business owner and negotiate terms for them to assist with the transition to new ownership. They may become a consultant for a period of time or stay on as an employee. Kelly recommends a tapered schedule for the transition.

“If you need the seller around, for the first 30 to 60 days, it’s all hands on deck,” he says.

However, after the first 30 days, the seller should work on transitional items and not everyday operational tasks. After the first 30 to 60 days, assuming the seller wants to

“If the key employees don’t like the buyer, they might leave and compete against the business, and that can become a serious concern for the buyer.”

Mike Demerath

transition out of the business, the seller should work up to 20 hours a week. After 90 days, the seller should work up to 10 hours a week.

“Have the seller take off one out of every four weeks to allow for the transition of roles, duties and responsibilities,” Kelly says. “Make sure the seller doesn’t feel trapped in the business after closing.”

The purchase agreement should include the seller’s compensation and work schedule — and maybe health insurance coverage, too. If the seller is staying long term, having a salary and bonus plan makes sense. If the seller is only staying for the transition, paying the seller hourly allows both the buyer and seller to avoid an awkward conversation down the road about compensation. The truth of the matter is that a seller and the seller’s family members

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working in a business typically do not stick around as long as they plan to.

Other factors

When analyzing a business to purchase, buyers should look closely at the owner's role.

"Ideally the owner isn't doing much," Kelly says.

If the seller is working a lot of hours, the buyer may need to step in to run the business or hire a manager to replace the owner. These scenarios need to be considered prior to acquisition. Facilities matter, also. Depending on the circumstances, buyers may or may not want the seller's facility. The status of real estate and property leases are important to research during the due diligence period.

Buyers should also review contracts and permits the seller has in place with government agencies, vendors and customers. Whether these are formal agreements or handshake promises, Demerath recommends asking two questions:

1. Can the buyer take over these contracts?
2. How long post-closing are the contracts locked in?

Lastly, buyers should consult with a lender to secure

financing that fits their needs and minimizes risk. They might consider seller financing, in which the buyer pays the seller monthly, or an earn-out, in which the seller receives a percentage of new business generated or based on another performance metric. These are just two of the many ways to finance a business acquisition.

"There's a million ways to structure these deals. If you get to a million, there's a million more," Kelly says.

Although every transaction looks different, the goal of a successful acquisition is to purchase a company with a strong foundation, fluent operations, the right employees, a loyal customer base and steady revenue. Entrepreneurs and business owners have an advantage when they purchase a company instead of opening a startup. They take ownership of a company that is already well-established and making a profit, whereas it takes months or years to establish a business from scratch that performs at the level of the business they are acquiring. But before buying an existing business, it pays to do research to make certain the transaction will work for all parties involved. **PI**

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Anthony Pacilla

Being Aggressive

Taking a risky approach to some aspects of your job can turn out to be beneficial to both your career and your company

By Anthony Pacilla

Whether you're a plumber in the field, or an owner/operator with 50 plumbers on your staff, you should wake up every day with an attack plan as if you're going to war and be aggressive.

But that could mean different things for a plumber in the field compared to an owner.

IN THE FIELD

Being aggressive in the field means paying attention to details, identifying opportunities, being decisive, taking the initiative, doing homework and attacking each job.

There are too many missed opportunities in the field by people who are passive, disinterested and disengaged with the job at hand — being a professional means taking yourself seriously.

Do you have an installation tomorrow? Do your homework. Take the initiative and read the installation manual. Go through some of your plumbing book collections on the subject. Ask co-workers with a lot of experience in that respective field, ask fellow plumbers online in private groups, research standard practices, know the applicable code, etc. Take notes in a notebook, and keep a binder of past jobs with lessons learned. Be fully in control and fully engaged in your daily work. By committing yourself to become the “go-to” person, you will be surprised how much opportunity comes your way.

Being aggressive can also mean turning the dial-up on a job. You are digging up a broken waterline; it's coming to the end of the day when you must decide to wrap it up for the day and tell the owner they will be without services or pushing on and trying to get it done. Be aggressive. Get a sense of urgency and quickly send a guy for parts. Stay and dig around the connections and push hard to get it knocked out.

The commercial water heater must sit somewhere in the mechanical room, but no one can decide exactly where

Being aggressive in the field means paying attention to details, identifying opportunities, being decisive, taking the initiative, doing homework, and attacking each job.

it should go because it's an odd retrofit. Make an informed decision, mark an “X” where you want it to go and start piping. Mistakes are going to happen. Things are going to be in your way. Adaptations will have to be made. It's OK. Don't confuse recklessness with aggressive action, but someone must take charge and take decisive action at some point.

There's nothing more wasteful than a talented plumber who has become complacent and is coasting through the day trying to do the minimum.

AS THE OWNER

If you are an owner, you have a lot more risk. Being aggressive and taking a considerable risk on a “bet it all on red” approach is not intelligent. On the other hand, being on autopilot will run you straight into a mountain. So, what does being aggressive look like? A good rule of thumb is this; if taking a risk could put you and your business under, you should not consider that risk. If the strategic decision has no risk, it's not a decision. Keep things simple for the stuff in between.

If you see an opportunity, take aggressive action and act. That doesn't mean going all in. It might mean making a phone call to get a price on that new tool. Getting a price can lead to finding a hole in the market where you could get an advantage, which could lead to the purchase, which

could lead to more jobs, which could lead to more interactions, and you'll run into someone worth hiring. This could mean talking to the potential new hire about what they would want to come aboard. If they say they would consider it, be aggressive and make an offer. You get the picture.

As old-fashioned as it sounds, think about showing up early every day and coming to work with a plan of attack. Be on top of things. An email that goes out before Monday morning's meeting about what you'd like to accomplish this week. You'd be surprised how quickly a culture can turn around by you being the one to take control. The counterintuitive part, however, is once you give everyone the weekly game plan, actively listen, get the team engaged in the weekly process, and adjust plans after talking with your staff. Being aggressive doesn't mean shoving the way you want it done down everyone's throats. It means setting a bold plan, making your intent for this week known, and then giving everyone the room to be heard and consider what they say.

It also means breeding a culture of action. Employees need to know that inaction is not acceptable. In the absence of orders, make things happen. After knocking out your weekly meetings, explain that taking aggressive action is

not only acceptable but also expected and will be rewarded. The best way to kick this off is to praise someone who recently made a decision, whether it was right or wrong.

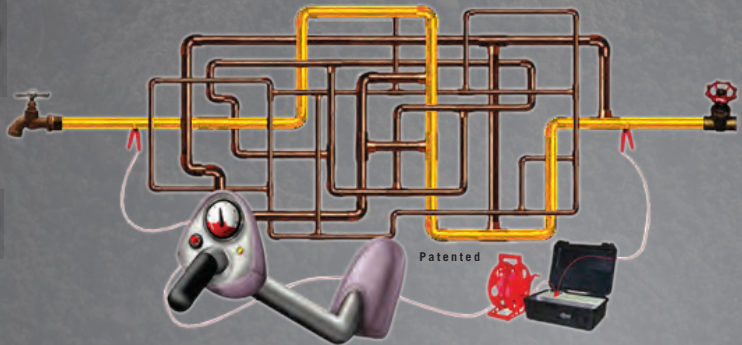
Someone in the field is faced with a situation where they took action, made a decision, and it turned out to be the wrong move. The next day in front of everyone, everyone should discuss the decision. Follow this with praise for at least making a decision and taking action. Explain to everyone that decisive action and initiative will lead to more freedom, increased responsibility and less micromanaging.

Push the schedule, push company progression, push positivity and create a culture of showing a bias for action by leading from the front. Be fully engaged, have a game plan, attack each day with purpose and keep pushing. **PA**

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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With the **Singular Combi Boiler** from **Bosch Thermotechnology**, one system satisfies heating hot water needs. Featuring 95% annual fuel utilization efficiency, it provides efficient, dependable home heating and up to 7.7 gpm of domestic hot water production. This system is compact and weighs under 80 pounds for easy installation. Depending on inlet water temperature, the 4000 model can run between two and three showers and the 5200 model can run three showers plus a dishwasher. Features like an exhaust gas outlet sensor and a standard inlet filter screen to keep out debris provide extra protection for the boiler. **800-283-3787; www.bosch.us**



Bradford White Water Heaters Brute FT Floor Standing Combination Boiler

The **Bradford White Water Heaters Brute FT Floor Standing Combination Boiler** is a residential combi boiler that simultaneously provides domestic space and water heating thanks to a design that doesn't require a diverter valve. Boasting a 10-1 turn-down and an ultra-high 95% AFUE condensing efficiency, it is an environmentally friendly solution that saves users both energy and fuel. The top-mounted piping connections make the unit an easy efficiency upgrade for almost any application, even replacing older cast iron systems. It can deliver 6 gpm of hot water in the first minute and 5.2 gpm continuous delivery at a 70°F temperature rise. It includes a stainless steel fire-tube heat exchanger; electronic PID modulating control; a large, intuitive user interface; and a built-in low loss header. **800-523-2931; www.bradfordwhite.com**



Controls

SJE Rhombus Select Start Starter Boxes

Select Start Starter Boxes from **SJE Rhombus** provide a reliable means of controlling one 208 VAC three-phase motor, one 240 VAC three-phase motor, one 480 VAC three-phase motor, or one 575 VAC three-phase motor in water, wastewater, and sewage installations. They utilize a wide-angle float switch to activate a combination motor controller to turn the motor on and off in auto mode, and have an adjustable overload that allows for easy adjustment of motor overload current. Common applications include pump chambers, sump pump basins, irrigation systems, lift stations and air compressor systems. They are UL/cUL listed. **888-342-5753; www.sjrhombus.com**



Fittings

BrassCraft Tankless Water Heater Installation Kits

BrassCraft Tankless Water Heater Installation Kits connect most tankless water heaters to gas and water supplies. Connectors are made of corrugated stainless steel that is compatible with copper pipe. They are approved for indoor and outdoor use, with a temperature rating of 40 to 180 degrees F. The service valve pressure rating is 125 psi maximum/gas connector 1/2 psi maximum. The gas connector is 100% leak tested. **877-272-7755; www.brasscraft.com**



CORRO-PROTEC Powered Anode Rod

CORRO-PROTEC Powered Anode Rods made of titanium stop corrosion, rotten egg smell and limescale buildup inside



hot water tanks. Designed to last over 20 years, they are a long-term solution that don't require any maintenance. The power supply, plugged on top of the titanium anode rod, provides small electrical current that completely stops corrosion. With that unlimited source of protection, it can double the life of the tank and prevent unwanted reactions like the sulfur smell in hot water, limescale buildup inside the water heater and air in water pipes. Since the anodes won't deteriorate over time, they are 12 inches long and easy to install in a wide range of water heaters starting from 10 gallons to 120 gallons, including a specific model for Bradford White tanks. They fit on electric, gas, solar, hybrid, indirect and geothermal water heaters. 877-466-6660; www.corroprotec.com

Supply Smart Brass PEX Fittings

Supply Smart offers a variety of Brass PEX Fittings in a choice of brands and sizes. Whether you're a Crimp PEX or Expansion PEX plumber, you are covered. The fittings provide strong connections that are anti-corrosive, resulting in



long-lasting, quality work. With the ability to withstand extreme temperatures, they are a popular choice among plumbers. 860-631-7793; www.supplysmart.com

Vista Water Group DrainDock Multi-Port Drain Adapter

Frequently used for consolidating appliance drain lines and HVAC condensate lines in both residential and commercial equipment rooms, the DrainDock Multi-Port Drain Adapter from Vista Water Group accepts multiple drain connections in one small hub – saving space, cost and time. It is certified to meet ASME A112.18.2 for plumbing waste fittings, and its 1/2-inch FNPT injection-molded ports accept up to eight drain connections in one small fitting. Made from noncorrosive Schedule 40 PVC, all models are highly resistant to corrosion and scale buildup, are 100% free from lead and toxic chemicals, and meet NSF 61 and NSF 372 standards. Simple to install vertically almost anywhere needed, it includes top and bottom hubs that easily accept standard-sized pipe, adapters or couplings. 480-462-2707; www.vistawatergroup.com



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Hydronic Heating

ADEY Quick Test Water Strip Pots

Testing the quality of hydronic system water is the first and foremost step of preventing corrosion from occurring in any hydronic systems. It is essential to understand what contaminants are in the system water, including new system water. New system water may look clear but doesn't necessarily mean that it is. **ADEY Quick Test Water Strip Pots** provide an on-site opportunity to assess, diagnose, and restore or treat any new or existing system through the use of filtration and water treatment. The quick test strips provide rapid on-site analysis of critical water quality issues, which allows for any new or existing hydronic system to be treated or restored. With immediate and accurate results, there is no waiting around for third party outcomes. **412-979-7653; international.adey.com/us**



tenance, no electricity or no battery checks are required. They sit in a drip pan under the water heater and are activated when leaking water accumulates to a predetermined level in the pan. Once activated, the industrial-duty, one-shot safety valve shuts off the water and gas supply if so equipped. A red tab pops out to indicate valve activation. **844-438-9247; www.wagsvalve.com**

Flomatic Valves 4082S6 ball check valve



The AIS-compliant **Model 4082S6** ball check valve from **Flomatic Valves** is now available in a full 316 stainless steel 8-inch design. A proven favorite in the wastewater

industry for decades, it is designed according to AWWA C508 standard lay lengths. It incorporates a self-cleaning nitrile (Buna-N) covered metal ball featuring no sharp edges or snag points — helping to prevent clogging from nondegradable sanitary products. There are no moving parts except for the Buna-N vulcanized metal ball which moves out of the flow path, resulting in reduced headloss. **800-833-2040; www.flomatic.com**

Uponor AquaPort

The **Uponor AquaPort** is a self-contained unit that converts a building's hydronic heating supply to on-demand domestic hot water. This solution eliminates centralized hot water and recirculation piping to provide numerous benefits, including energy and water savings, improved water quality, installation efficiencies, and reduced maintenance. **800-321-4739; www.uponor-usa.com**



PRIER Products P-628 Narrow Wall Commercial Hydrant

The **P-628 Narrow Wall Commercial Hydrant** from **PRIER Products** is built for interior walls and ideal for stadiums, public restrooms, indoor pools and other large recreational areas. It offers both hot and cold valves for temperature mixing. It comes with a lockable, stainless steel box that makes both vertical and horizontal installation easy (four different orientations). No special installation tools are required. It fits inside a standard 4-inch wall and includes full-sized handles that are also removable if a vandal-proof loose key operation is desired. It is field tested as required by ASSE 1052, pressure rated to 125 psi, temperature rated to 140 degrees, and has a high flow rate of 9 gpm at 25 psi differential. It is also approved by ASSE to NSF 372 (lead-free). **800-362-9055; www.prier.com**



Valves/Hydrants

Aquaguard WAGS Valve

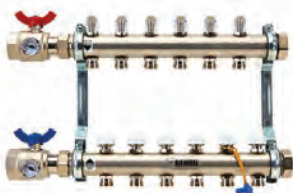
WAGS Valves from **Aquaguard** can stop a leaking water heater tank from continuously refilling and dripping, or until the tank fails catastrophically. The shut-off valve halts the incoming water supply, and on gas-fired units, shuts off the gas supply to ensure the home's safety from water heater failure. They are mechanically operated; meaning no main-




REHAU PRO-BALANCE 1 1/4-inch stainless steel manifolds

REHAU PRO-BALANCE 1 1/4-inch stainless steel manifolds

regulate fluid flow in radiant heating/cooling and snow and ice melting systems. They support system control by allowing for a visual check on flow rates and the ability to adjust circuits. The pre-assembled manifolds paired with 5/8 and 3/4-inch RAUPEX O2 barrier pipe are especially suitable for commercial snow and ice melting projects, such as health-care campuses and town centers. Whether surfaces must be cleared for an emergency medicine helipad or a ski resort retail plaza, snow and ice melting systems are intended to contribute to the safety of pedestrians and drivers. Snow and ice melting systems additionally offer quiet, automated convenience without the need for traditional snow removal methods involving plow trucks or chemicals that can lead to property damage. **800-247-9445; www.na.rehau.com**



Viega ProPress Automatic Recirculation Balancing Valve

Viega's ProPress Automatic Recirculation Balancing Valve ensures balanced domestic water recirculation by changing with varying conditions. It keeps water temperatures more uniform by adjusting flow with changes in temperature. The results are faster hot water delivery, minimized waste energy and water and less stagnation and chance of contamination. Temperature can be set once and be maintained automatically. Settings can be changed easily, if needed. It can be installed on risers or branches. Remote monitoring is possible with a temperature sensor. An optional thermometer provides visual indication of valve setting. Threaded ends allow use with ProPress or PureFlow fittings systems. It includes a bypass for thermal disinfection. **800-976-9819; www.viega.us** 

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Hydronic Heating Systems, HVAC

By Craig Mandli

Industry pro replaces home's conventional HVAC system with combi-boiler/air handler technology



Problem: After nine years, Gail Johnson's HVAC system had already required a couple of major repairs. As Noritz's national sales manager, he knew that heat exchangers tend to crack and fail after a decade of regular usage. In addition, his humidifier failed a year and a half ago. When its motor burned out in the middle of the night, the house filled with smoke and the smell of something burning. This chain of events convinced Johnson that he needed to make a preemptive change in February 2021 before the situation worsened — from the standpoint of economics and health.

Solution: Johnson wanted to move away from another furnace. He chose the **Noritz NRCB199-DV-NG Residential Condensing Gas Combination Boiler** for space heating and domestic hot water. Not only would this combi-boiler provide all the heat his family required, but his DHW flow rates would also be the same as with the EZ111 — and at a much higher efficiency level, at 95% AFUE. He also used a high-velocity LV-Z-1750 air handler to distribute space heating throughout his home. It has an ECM motor that can be adjusted from three to five tons.

Result: With the new heating system, the combi-boiler water exchanges its heat with the air blowing across the built-in coil atop the air handler on its way to being distributed through the house. "I simply do not foresee simultaneous space heating and DHW ever being an issue," Johnson says. 714-433-2905; www.noritz.com

Plumber employs quick-working descaling kit on tankless heaters



Problem: Tim Traylor, owner of T&T Plumbing and a successful plumbing-focused Instagram page, does everything from new construction and remodels to service and repair work. He actively promotes tankless water heaters to his clients because of their benefits. Additionally, Tim provides descaling services to differentiate himself from other plumbers, so he needed a solution to quickly accomplish this task.

Solution: Traylor is a loyal customer of the **Hercules Haymaker, Oatey's** tankless water heater descaler kit. Offering everything needed to remove scale and maintain optimal performance of a tankless water heater, the solution quickly dissolves inorganic deposits that restrict flow while also restoring circulation and heat-transfer efficiency. The kit includes everything needed — solution, pump, hoses and a bucket. The solution quickly and easily dissolves inorganic deposits that restrict flow to restore circulation and heat transfer efficiency.

Result: "The Haymaker lives up to its expectations and cleans heat exchangers very well. In fact, compared with the product I had used previously, I could see a significant difference in the way Haymaker cleaned the heat exchanger," Traylor says. "Depending on the water quality, a minute passes and the water begins changing color." 800-321-9532; www.oatey.com

Plumber prevents corrosive runoff from damaging plumbing with acid-neutralizing condensate pump



Problem: George DeJesus is a licensed plumber and owner of George's Drain in Morris County, New Jersey. For a recent job, the homeowner was doing various upgrades and looking to improve the hot-water circulation throughout the home. According to DeJesus, the homeowner had a 30-gallon gas water heater in the corner of the basement, which was not in a great location for proper ventilation. DeJesus talked through the options, and the homeowner decided on purchasing a new high-efficiency, condensing tankless water heater.

Solution: DeJesus installed a tankless water heater with a 95% efficiency rating and provided internal, hot-water recirculation in the home. The higher the water heater efficiency rating, the higher the acid level in the water runoff. This makes finding an effective, affordable way to neutralize the condensate before drainage absolutely critical. Since he had confidence in the quality and reliability of Saniflo products, DeJesus opted for the 2-in-1 Sanicondens Best Flat condensate pump. Condensate entering the unit automatically activates a float mechanism that, in turn, starts the motor whose spindle/shaft drives the impeller. The acidic condensate is neutralized as it encounters the neutralizer pellets in the unit's tray before being pumped safely away.

Result: "There is definite time savings when you install this product, because it's all right there," DeJesus says. "It's a one-step system." DeJesus is confident that Sanicondens Best Flat was the right choice for his customer. "Honestly, when it comes to using a neutralizer, I don't offer any other brand," he says. He adds that the unit has been working fine since its installation in August 2021, and the homeowner is very happy with having enough hot water to supply the four-person household. **800-363-5874; www.saniflo.com**

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or a door seal — **anything at all** —
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Dennis Dallos
Plumb Twisted
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 **Making**  **Waves**

Product Spotlight

Tool simplifies garbage disposal installation

By Craig Mandli

Installing a garbage disposal tends to be more tedious than difficult. The area you are working in is typically tight, and the angle you typically work at makes your back hurt just thinking about it. But there are tools to make the job easier. Invented by a master plumber, the EZ Snapper garbage disposal installation tool makes installing a garbage disposal fast and easy.

This tool prevents sink damage, keeps the flange name straight, keeps even pressure on the putty to prevent leaks, and makes installation easily and quickly done by one person by going under the sink one time and using both hands to snap on the ring and tighten the three-mount bolts. The disposal is then ready to be installed per the manufacturer's instructions.

"There is nothing like it," says EZ Snapper inventor Tony Pruitt. "What separates it from competitors is that once you go under the sink, you don't have to come out until you are finished with the install. The EZ Snapper holds the flange in place with more tension, keeping the disposal unit straight and the putty in place."

According to Pruitt, the tool is a relatively simple concept, making it easy to use and durable. It consists



of three pieces of ABS plastic and a stainless-steel bolt for durability and repeated use. The nut is recessed into a plastic heavy-duty handle for easy use on either cast iron or stainless-steel sinks. "If you go to our website, there's actually a video of me installing the sink putty, flange, three-mount bolts, and snap ring by myself in under four minutes," says Pruitt.

The development of the product was borne of necessity, Pruitt says. "Being a master plumber, I was always challenged when installing disposals by myself," he says. "For years I kept tinkering because I saw the need for a tool like this to save time and to make it easier to clip on the snap ring."

While Pruitt admits that installing disposals is possible without the EZ Snapper, he says the tool's main selling point is that it makes the job easier. "It's like installing a faucet — you can do it without a basin wrench, but having one sure makes it easier and faster," he says. "That's what the EZ Snapper does for the garbage disposal installation. When plumbers use it once, they'll never install a disposal again without it." 770-329-5888; www.ezsnappertool.com

Patterson Davit Crane at WWETT booth 4540

The Patterson Davit Crane will be in action at February's WWETT show, booth 4540. Designed for ease of use, durability and reliability, the cranes incorporate the highest quality components and finishes. The low-maintenance, easy-to-assemble design is portable so multiple locations can be serviced with a single piece of equipment, minimizing upfront investment. Additionally, the crane is designed with adequate reach to lift large loads within tight spaces, and a boom that can be



adjusted to nearly 45 degrees to allow for clearance over obstructions such as handrails. It also comes standard with a hot-dipped galvanized finish, stainless steel hardware and steel sheaves, making it ideal for wet work environments. Available in 1/2- and 1-ton capacities, Patterson Davit Cranes are made in the USA and deliver on the company's promise of keeping employees safe and positively

impacting your business's bottom line. 800-322-2018; www.pattersonmfg.com/davit-cranes



Wizelink EZGuard mobile app

Wizelink's EZGuard cloud-based secure and encrypted mobile app provides a user-friendly interface for completing tasks like form submissions, incident reports, attendance reports and location tracking. All tasks are all reported in real time using any internet-connected device. Instant information allows for immediate management data review and analysis, leading to less downtime, increased productivity and accountability. Additionally, the system helps companies achieve compliance standards by determining performance parameters for management's use. **305-772-0068; www.wizelink.com**

REHAU R-20 manifold connectors for EVERLOC+

REHAU added R-20 manifold connectors to the EVERLOC+ compression sleeve fitting line, extending its proprietary fitting technology further into radiant and hydronic applications. The new connectors are designed for use with RAUPEX cross-linked polyethylene pipes and PRO-BALANCE manifolds. Machined from solid brass with a nickel-plated swivel nut, the manifold outlets are available in 3/8-, 1/2-, 5/8- and 3/4-inch sizes. The design features reconfigured bushings for increased accessibility when using larger hydronic circuits. All EVERLOC+ R-20 fittings include an EVERLOC+ insert with a pre-installed O-ring and swivel nut in a one-piece assembly to support connection security. The R-20 fitting uses the swivel nut to connect to the manifold, then joins to the hydronic circuits using the EVERLOC+ connection technology. **800-247-9445; www.na.rehau.com**



NIBCO PressACR SAE flare adapters line extension

NIBCO introduces its line extension for PressACR to include SAE flare adapters. Available in sizes ranging from 1/4- through 3/4-inch outside diameter, SAE flare adapters are used to transition from refrigeration equipment to the pipe. The press end connection reduces installation time while the interior groove design and gray HNBR seal make them suitable for HVACR applications rated up to 700 psi. **800-234-0227; www.nibco.com**



Bell & Gossett Glycol Make-up Unit GF60

Bell & Gossett, a Xylem brand, has unveiled an updated version of its Glycol Make-up Unit GF60, a pressurized solution designed for closed hydronic heating or cooling systems. The unit is an automated 110-volt diaphragm pump with digital control. Each engineered package is designed to maintain critical minimum pressure levels to make up for losses that may occur due to leakage. It comes with everything required for easy installation. The versatile unit can handle output pressures from 7.5 to 70 psi and has a self-priming pump. And cut-in and cut-out pressure adjustments can be made easily using a digital display. The unit safely shuts off the pump if the storage tank level gets too low, and a pressure relief valve provides protection from excess pressure. **847-966-3700; www.bellgossett.com**



Rheem Professional Prestige smart electric water heater

Rheem's enhanced Professional Prestige smart electric water heater with LeakGuard and Demand Response is designed to provide homeowners with advanced electric solutions that comply with new energy regulations. To meet new energy regulations in several states, Rheem's 40-, 50- and 55-gallon demand-response-ready electric water heaters include a built-in EcoPort to allow easy connection to utility programs. Features include optimized energy usage with built-in demand response capabilities, time-of-use scheduling, energy usage tracking and advanced EcoNe® Wi-Fi technology. The water heater also includes LeakGuard, an integrated leak detection and prevention system with factory installed auto water shut-off valve, which limits leaks to no more than 20 ounces of water. **800-621-5622; www.rheem.com**



Taco flow-through expansion tank

Taco offers a new flow-through expansion tank to help reduce environmental conditions necessary for *Legionella* and bacteria to flourish. With standard tank volumes ranging from 23 to 528 gallons, the flow-through expansion tank provides precise flow channeling through a unique head design. Constructed, tested, and certified to ASME Section VIII Div. 1, the tanks minimize pressure loss, discourage short-cycling, and are retrofittable to meet ASHRAE Standard 188 on existing designs. **401-942-8000; www.tacomfort.com**



Send us your plumbing product news: Email new plumbing product news, photos, and videos to editor@plumbermag.com.

NIBCO promotes Mariza Gutierrez Galindo to Reynosa plant manager

NIBCO has promoted Mariza Gutierrez Galindo to Reynosa plant manager. She will report to Rudy Smith, senior plant manager. Gutierrez joined NIBCO in 1986 as an accounting manager. She has held several positions including finance manager, office manager, administrative manager and most recently senior administrative manager.



Bradford White introduces training trailers

Bradford White Water Heaters is taking its product and training solutions directly to professional contractors and suppliers with a new fleet of fully equipped mobile trailers. The fleet consists of 19 custom 15-foot trailers for Bradford White's network of independent manufacturer's representatives. The trailers serve as a mobile platform for an immersive interactive learning experience based on digital multimedia presentations and hands-on product demonstrations.

HammerHead opens CIPP order fulfillment center in Pennsylvania

HammerHead Trenchless announced the opening of its first U.S. Order Fulfillment Center for cured-in-place pipe consumables. The Greencastle, Pennsylvania, location will help customers from Ohio to Massachusetts and south to North Carolina receive their CIPP consumable shipments in as little as one day. The OFC also offers same-day pickup to those who prefer to collect their orders at the facility. The Greencastle OFC has been made possible through a partnership with transportation and logistics provider A. Duie Pyle.

Rite Way acquires Southern Arizona Plumbing

Tucson, Arizona-based Rite Way Heating, Cooling & Plumbing has acquired Southern Arizona Plumbing. Southern Arizona was founded in 2007 by Mike Nagal and Aaron Rice, and has become a leading residential plumbing

service provider across Pima County. As part of the transaction, Nagal, Rice and the Southern Arizona team will join the Rite Way family and operate under the Rite Way name and brand.

RectorSeal expands plumbing sales territory

RectorSeal, a wholly-owned subsidiary of CSW Industrials, announced a sales territory expansion for Mondale & Associates. Mondale will represent RectorSeal in North Dakota, South Dakota, Iowa, Minnesota and Western Missouri. Based in Eden Prairie, Minnesota, the company has been providing wholesale distributors, contractors, and engineers with products and service since 1974.



Infiltrator expands Advanced Molding Facility

Infiltrator Water Technologies announced the expansion of its Advanced Molding Facility in Winchester, Kentucky. The total investment in the Advanced Molding Facility is now over \$140 million. The facility expands Infiltrator's presence within the Winchester Industrial Park where Infiltrator has manufactured products since the early 1990s. The expanded facility features 150,000 square feet of manufacturing space plus 14,000 square feet of office space. This site also includes 400,000 square feet of outdoor distribution and storage space.

Oatey promotes Dave Biron to VP

Oatey has promoted Dave Biron to vice president, distribution and specialty manufacturing. With more than 20 years' experience in manufacturing and distribution operations management, Biron joined Oatey in 2014 as plant manager of Cherne Industries, part of the Oatey family of companies. Biron was promoted to general manager of Cherne in 2018, and in 2020 he led the company's move to new headquarters in Shakopee, Minnesota. In 2021, his role expanded to include responsibility for QuickDrain USA, a Denver-based Oatey company.



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Las Vegas Convention Center, Las Vegas.

Visit www.buildersshow.com

Jan. 31-Feb. 2

Kitchen & Bath Industry Show,

Las Vegas Convention Center, Las Vegas.

Visit www.kbis.com

Jan. 31-Feb 2

National Hardware Show,

Las Vegas Convention Center, Las Vegas.

Visit www.nationalhardwareshow.com

Feb. 1-2

Austin Build Expo,

Palmer Events Center, Austin.

Visit www.buildexpousa.com

Feb. 6-8

AHR Expo, Georgia World Congress Center, Atlanta.

Visit www.ahrexpo.com

Feb. 20-23

**Water & Wastewater Equipment
Treatment & Transport Show,**

Indiana Convention Center, Indianapolis.

Visit www.wwetshow.com

March 17

Illinois PHCC Expo North, Drury Lane Conference Center,

Oakbrook Terrace, Illinois. Visit www.ilphcc.com

March 26-30

Mechanical Contractors Association of America

Annual Convention, JW Marriott Phoenix Desert Ridge,

Phoenix. Visit www.mcaa.org/events/calendar/mcaa-2023-annual-convention/

April 2-5

Air Conditioning Contractors of America 2023

Conference & Expo, New Orleans Marriott, New Orleans.

Visit www.accaconference.com

April 12-13

Dallas Build Expo, Dallas Market Hall, Dallas.

Visit www.buildexpousa.com

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Richard Hart

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“What Do Military Jets and These Dual Check Valves Have In Common?”



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Jets defend the skies. VersaCheck® Dual Check Back-flow Preventers protect the public water supply. Both utilize detailed 3D modeling, finite element analysis and precision CNC machining to ensure only the highest quality components make the grade.

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VersaCheck has been tested rigorously and certified to exacting standards including ASSE 1024 and ASSE 1032 (for beverage applications), and meets NSF 61, NSF 372 and California Health & Safety Code 116875. That means they're truly 100% lead-free, unlike brass-body check valves.

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Military specialists and professional plumbers both rely on products designed for extreme conditions and built to exacting specifications. VersaChecks are highly resistant to wear, scale build-up and corrosion caused by poor-quality water. They can even be used with ultrapure and deionized water.

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