

# Plumber™

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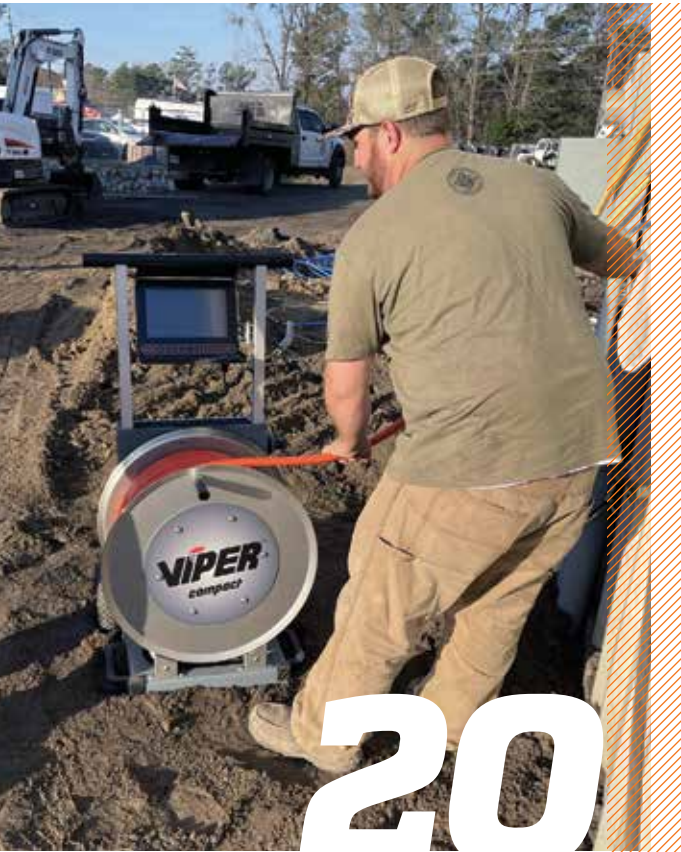
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**On the Cover**

EJ Plumbing owner EJ Jimenez Jr. uses a Quadra-Plex 2000 cable drain machine to clean out a residential sewer line near Santa Clara, California. The company was founded in 2007 by EJ Jimenez Sr. and now has 63 employees covering a 30-mile radius around Santa Clara.

(Photography by David J. Elkins)

**Coming Next Month -**  
**Flow Expo Show Issue,**  
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- ▲ Plumber Profile: Plomero en Pheonix (Phoenix, Arizona)
- ▲ Industry Insider: Kenneth Dickerson

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Published monthly by COLE Publishing, Inc.  
P.O. Box 220, Three Lakes, WI 54562

Call toll-free 800-257-7222  
Mon.- Fri., 7:30 a.m.-5 p.m. CST

Website: [www.plumbermag.com](http://www.plumbermag.com)  
Email: [info@plumbermag.com](mailto:info@plumbermag.com) | Fax: 715-350-8456

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**CONTROLLED CIRCULATION:** 22,000 per month  
This figure includes both U.S. and international distribution.

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Cory Dellenbach

## Continue Doing What You Do

Continue to help bringing in the next generation of plumbers by continuing the evolution of this industry

**I**

write for a living. I don't work on pipes and fixtures.

When it comes to plumbing, you're the professionals. I've gained a lot of knowledge from you over these years as editor of this magazine, but it's just enough for me to know not to try it at home and get myself into trouble. There is a lot of stuff I still don't know.

I often get asked what I do for a living and when I explain what COLE Publishing writes about, there is always surprise from people that there are magazines focused on the clean-water and wastewater industries.

People don't often appreciate what you do, but I think it's primarily because they don't really know what you do and what it involves.

### CONVERSATIONS WITH YOU

When I talk to these people about what I do, I try to tell them the best I can about the technology you're using, the skills you need and everything else. I tell them about how the plumbers I've talked to are probably some of the most professional individuals out there among any profession.

The more I explain, the more the light comes on for them and they start to see the significance of the plumbing industry. Your work touches everyone, whether they know it or not.

People don't often appreciate what you do, but I think it's primarily because they don't really know what you do and what it involves.

I would not be able to share that about this industry if it weren't for the conversations I've had with many of you over the phone, through email and at the trade shows I've run into you at.

One of the first things I was told when I started at *Plumber* was the importance of avoiding the plumber stereotypes and potty humor. At first I was very mindful of that, but as I've gotten to know you, I don't ever think about those things because they simply don't represent who and what you are at all.

### EVOLUTION

As the technology in the plumbing world has evolved, you have also. The level of knowledge and technical know-how you have sets you apart from the plumbers of the past, and I think that's an important message to send to both potential customers and future plumbers.

The profile in this issue talks about the evolution of a California-based company. Where they started, where they are now and where they are going in the future. Without evolution, nothing can get better.

### HEARING MORE

I feel like I've evolved in my writing about this industry thanks to attending shows and talking to you. I'm proud to serve you. It's been an education, and one for which I'm thankful. I'd like to continue hearing from you and hearing your story. Email me at [editor@plumbermag.com](mailto:editor@plumbermag.com).

Enjoy this month's issue. 📧



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## PASS GO

### California Drain Cleaner Featured in New Monopoly Version

It's fun to see contractors previously profiled in the magazine pop up in the news. One of *Plumber's* featured contractors from 2023 recently received a unique distinction — a spot on the game board for a new version of Monopoly. The San Jose version of Monopoly was recently released, highlighting several of the city's locales. For example, prime Monopoly spots like Boardwalk and Park Place have been replaced by San Jose landmarks Winchester Mystery House and Original Joe's. For the game's utility spaces, longtime San Jose business \$15 Sewer & Drain, profiled in the November 2023 issue of *Plumber*, got the nod. [▲ plumbermag.com/featured](https://plumbermag.com/featured)

## OVERHEARD ONLINE

*"Stories should reflect scenarios that customers can see themselves in. You could share an experience about helping a family during the holidays when an unexpected plumbing issue threatened to ruin their celebration. Such stories resonate because they reflect real-life situations that customers can understand and empathize with."*

— *How to Craft Stories That Resonate With Customers*

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## CHOOSE WISELY

### Selecting a Camera Reel and Monitor

Snaking a camera down a pipe to better understand what's happening inside is essential to quality work. As a result, investing in camera reels and monitors that enable you to see clearly in-pipe and communicate your findings to clients can mean the difference between a loyal or one-time customer. Kyle Schutz, a product specialist for RIDGID, covers various reel and monitor options in this online exclusive.

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# Charting a **BOLD COURSE**

From a one-man shop to 63 employees strong, California's EJ Plumbing sets sights on total-home services

By Giles Lambertson | Photography by David J. Elkins



## *EJ Plumbing, Santa Clara, California*

<b>OWNER</b>	Emanuel Jimenez
<b>FOUNDED</b>	2007
<b>EMPLOYEES</b>	63
<b>SERVICES</b>	Residential plumbing, drain cleaning, water heater repair and replacement, trenchless sewer repair, hydrojetting, gas-line repair and replacement
<b>SERVICE AREA</b>	30-mile radius around Santa Clara, California
<b>WEBSITE</b>	<a href="http://www.ejplumbing.com">www.ejplumbing.com</a>

◀ EJ Plumbing owner and founder Emanuel Jimenez stands at his company's shop in Santa Clara, California, with one of his vans behind him. Jimenez founded the company in 2007 with just himself and one van and has grown the company to 30 vans and 63 employees.

**E**J Plumbing is on the move in more ways than one.

Service technicians of the San Francisco Bay-area company constantly travel the so-called "Silicon Valley" fixing faucets, jetting clogged pipes and repairing underground lines without disturbing the turf above it. The company is a busy full-service residential plumbing house with plans to become even busier and fuller.

Emanuel Jimenez owns the company. He founded it 17 years ago, built it up and still is the majordomo of the enterprise. A year ago, Jimenez was joined in the family business by his 26-year-old son, Emanuel Jimenez Jr., who is proving to be a driving force of his own.

"My father has been bugging me to join the business since I was in high school," the younger Jimenez says with evident good feeling. "I said, 'Forget it. I'm going to do what I want to do.'" He opted to head off to school in Arizona where he was first a student at a leadership college and, upon

graduation, invited back as an instructor. When his father reached out again last year, the younger Jimenez good-naturedly told his father he probably couldn't afford him!

However, the company was approaching a crossroads and today Jimenez Jr. is back in Santa Clara as the company's business development manager. He is helping the plumbing house strengthen itself as an organization before pushing out in new directions.

### SETTING OUT ON HIS OWN

The company founder started out in the plumbing industry working for nothing. He was the oldest of three children and, at age 17, told an uncle that he would work for free if he could ride along with the uncle's Triple A Plumbing crews as they made their service calls. It was a deal! "He sort of helped pave the way for his family," the younger Jimenez says.

The teenaged Jimenez shadowed skilled plumbers, learning the trade, until he turned 18 and became a full-fledged service tech.



▶ Luis Sanchez, a plumber with EJ Plumbing in Santa Clara, California, gets ready to make a cut on a pipe during a residential repair job his crew was on.



◀ Bill Ryder, inventory solution associate, works in the vendor-managed inventory area at EJ Plumbing's headquarters in Santa Clara, California. Ryder is grabbing supplies a plumber will need for a water heater installation project.

He continued for seven years in that capacity, accumulating know-how and refining his skills. Finally, in 2006, Jimenez cashed in all his hands-on experience and started the company.

Like many entrepreneurs, launching the enterprise proved to be a fairly exhausting experience. His son says the elder Jimenez wore many hats in the beginning. "He worked by himself. He answered the phone, scheduled the jobs, did the jobs. That's how it was for a year or two until he brought somebody on."

Such demands on personal time might seem like a good reason not to go all in and start a company. Strangely enough, it was the issue of time that persuaded the company founder to quit working for someone else. That is, even though the hours would be long working for himself, he knew that, as boss, he could flex the work schedule and create more time to be with family.

"That's why he went to work for himself," says his son. "Rather than work the hours for someone else, [my dad] knew he could get a job done in a way to still have time for family. Family was important to him." It should be noted that the year after he started the company, Jimenez

Continued ▶

“We've found that we want to expand what we offer and become a full-service company, a more holistic company, a one-stop shop for our community. We want to offer our customers all the services they need for their homes.”

*Emmanuel Jimenez Jr.*

## A Growing Group

Peers help peers in the service company world. That's the story behind an organization that EJ Plumbing joined last December.

It is called Any Hour Group and is a broad partnership of service companies mostly in the western United States that support one another with training, expertise and shared resources. The group was an outgrowth of a successful electric company in Utah that expanded its service offerings.

In 2021, that company began to partner with companies of similar culture to take advantage of scale. Today, the group consists of 24 companies and is still growing. Member companies are scattered among 10 states, mostly from Colorado west but also including Minnesota and Michigan.

When it reached out to EJ Plumbing, business development manager Emanuel Jimenez Jr. readily accepted the invitation. As a partner, the Santa Clara, California, plumbing company is part owner of the group. Benefits include interaction with other managers in the industry, sharing of employee

training opportunities and consultation on business opportunities.

Any Hour Group companies have in common a business culture that is described in three core values — People First, Growth Through Success and Sharing, and Growing Profits Ethically. Jimenez says the group is “very picky who they partner with,” adding that only companies with at least \$10 million in annual revenue are considered.

The character of the organization fits hand in glove with that of EJ Plumbing, whose mission statement declares the company exists “to provide meaningful career opportunities that allow people to have a personal life in harmony with their career. The services we provide help people increase the safety and comfort of their homes. Our goal is to operate a profitable business that allows us to help as many people as possible.”

The company and Any Hour Group look like a good fit.

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RIGHT IN THERE WITH YOU.



▲ E.J. Jimenez works with a Quadra Plex 2000 cable drain machine on a residential plumbing job near Santa Clara, California. (Photography by David J. Elkins)

▼ From left, Cindy Gullen, EJ Jimenez and EJ Jimenez Jr. work on a scheduling issue in the call center at EJ Plumbing's headquarters in Santa Clara.



and his wife expanded their family, welcoming twins.

In the beginning, the plumber worked out of his home in Mountain View, a community in the center of the area south of San Francisco that's popularly dubbed Silicon Valley. Actually, his son says it is more accurate to say his father worked out of his truck. The downside of that was that his truck was swiped. More than once. Tools and all. "It got stolen multiple times and he had to start over each time. Stuff like that." Eventually, Jimenez was able to open a storefront location for his business.

The business targeted residential plumbing customers — and still does. "It's easier to work in a residential setting. It's easier to work directly with a customer in a home," says Jimenez Jr. As he began his business, the company founder cleaned drains, repaired or replaced fixtures, repaired or installed water heaters and fixed leaking pipes.



## MORE THAN JUST PLUMBING

Today, EJ Plumbing techs do a lot more. They still work on fixtures and drains, of course, but also run new pipe, hydro-jet clogged sewers up to eight inches in diameter, install tankless water heaters, repair natural gas lines, and utilize trenchless technology to make underground pipes whole again.

The company has grown from one employee to 63, and the fleet of service and repair trucks from one — when it wasn't stolen — to 30. The variety of plumbing tasks has been organized into departments with techs assigned to each.

There is a service department, which includes water heater work, drainage department, which focuses on any and all drainage issues, a sewer department and, separate from it, an excavation department, which offers underground solutions like pipelining, pipe bursting, and pipe jetting. The excavation department has the most technicians working in it, the service department is the next largest.

Equipment for these various departments include Perma Liner pipelining machinery and TRIC Tools pipe bursting tools. A General Pipe Cleaners jetter with a 3000

“Rather than work the hours for someone else, (my dad) knew he could get a job done in a way to still have time for family. Family was important to him.”  
*Emmanuel Jimenez Jr.*

psi output clears lines and Quadra Plex cables unclog drains. The fleet of trucks carries Milwaukee Tool cordless equipment and RIDGID tools and either RIDGID or Vivax-Metrotech cameras.

All the trucks roll out from behind a storefront location in Santa Clara to residential properties up and down the valley — between Redwood City and San Jose — with the most distant destination not over 30 miles from the office. Consequently, the need for a satellite office hasn't arisen. Jimenez says techs are pretty much confined to calls in the valley corridor, rather than being sent to more distant neighborhoods such as communities on the East Bay front.



*"Being great means always being ready to learn and share, leading by example, and celebrating success with others. The essence of greatness lies in continuous improvement — striving to be better today than yesterday."*

Brian Williams,  
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▲ The EJ Plumbing team and several of the company's vans at the company shop in Santa Clara, California.

## A BIGGER PLAN

This all sounds like a company with a plan. The business development manager describes the plan in two words — household services.

“That’s the goal, within the next year we want to offer household services,” Jimenez Jr. says.

To accomplish that, EJ Plumbing will leave its comfort zone and expand its offerings to include heating, air conditioning and electrical services. It will be a whole new department staffed by a new set of experienced technicians rolling out from the Martin Avenue office in Santa Clara.

“We’ve found that we want to expand what we offer and become a full-service company, a more holistic company, a one-stop shop for our community. We want to offer our customers all the services they need for their homes,” says the younger Jimenez. He has begun to work on a makeover of the company website and logo to reflect the broadened mission.

More importantly, he is working to strengthen the company’s structure and its workforce so it can take on its new workplace challenge. He likens the inward changes to an individual preparing to run a marathon or give a speech — the private work that precedes public performance.

Part of his foundational work is instilling or reinforcing core values in company leadership. Says Jimenez: “I hold management to a higher standard. I want each to be the best they can be in their own personal lives, to want to better themselves, to be better husbands and wives. If we push ourselves in that way, people around us will benefit from it. That’s the model I’m trying to implement.”

His father exemplified this attitude for years. “Not all employees are wired the same,” he told his son. “We need to relate to them according to their personalities or ‘love languages.’ We need to make sure people know that they are appreciated and that their job is secure if they are doing it well.”

So, the company moves ahead. If all goes as planned, a couple of years from now, it will have a different name reflecting its many services and a new reputation as a total-home services provider in the valley.

And where does the founder’s son fit in that picture? “I want to go back to teaching,” he says. “When everything is up and running, I’ll have no problem with stepping back.” 📧

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# Game Changer

Combo jetter/inspection camera boosts efficiency and customer satisfaction *By Ken Wysocky*

**C**leaning and inspecting a clogged sewer line simultaneously may sound as improbable as an old clay-pipe lateral with no offsets.

But it's an everyday reality for technicians at Stokes Plumbing & Trenchless thanks to the Viper combination camera and jetter from Envirobot. Technicians can use the jetting function to easily steer the unit into one or multiple branch lines, which improves productivity, says Wesley Stokes, owner of the Florence, South Carolina, company.

"I first saw the Viper at the Water & Wastewater Equipment, Treatment & Transport (WWETT) Show," says Stokes, who established his company in 2008. "We thought it would be a great addition mainly because it's basically steerable. When you get to a junction, you can steer it one way or another. You can also jet a line while televising it — guys can see what they're doing while they're working on a clog. And we can provide customers with a video of the line that shows what's causing the clog. It's a really good deliverable to give to our customers at the end of a job."

Unclogging drainlines doesn't always require an inspection, Stokes notes. But when an inspection is required, the Viper can eliminate the usual painstaking cycle of insert camera, insert jetter, insert camera again and insert jetter again.

"There is some time and labor savings there when you can consolidate those steps," Stokes says.

## TECHNOLOGY SPURS GROWTH

Stokes bought his first Viper, a Long Range model, about 12 years ago. (Envirobot also offers Viper Compact and Viper Light models.) Now Stokes Plumbing — which has about 40 full-time employees, runs around 25 service vehicles and does commercial and industrial plumbing and repair work for customers nationwide — owns 10 Viper Long Range machines, which is a testament to their value, Stokes says.

To use a Viper, contractors need a water jetter that generates at least 1,600 psi of pressure and 8 gpm of flow. Stokes Plumbing relies on water jetters made by Harben



▲ Mason Powell, a technician for Stokes Plumbing & Trenchless, uses a Viper combination camera and jetter to inspect and clean a 36-inch-diameter stormwater sewer at a business in Georgia. (Photo courtesy of Stokes Plumbing & Trenchless)

(a subsidiary of Flowplant Group Ltd.) and Mongoose (a brand owned by Sewer Equipment).

The company primarily uses the Vipers to clean sanitary sewer and stormwater lines, Stokes says.

Investing in newer, productivity-enhancing technology like the Vipers has been instrumental to the company's growth, which has come through landing large national and regional accounts.

"Serving big national customers absolutely makes it important to keep investing in advanced equipment," Stokes says. "They want to do business with companies that have well-trained, well-equipped guys that do jobs right and charge a fair price. And those kinds of companies are hard to find in today's market."

Continued ▶



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**Florence, SC**

**COMPANY** Stokes Plumbing & Trenchless, Florence, South Carolina

**OWNER** Wesley Stokes

**MACHINES** Viper Long Range combination jettors/inspection cameras from Envirobot

**FUNCTION** Simultaneously cleaning and inspecting drainlines

**FEATURES** Weighs 139 pounds; measures 23 inches wide by 25 inches deep by 28 inches high (with the telescoping handle retracted); 265 feet of 3/8-inch-diameter hose; ergonomically designed, two-wheel handcart; camera cable integrated into the hose jacket; designed for pipes from 3 to 16 inches in diameter; high-resolution, stainless steel camera with digital-zoom capability, a 160-degree wide-angle lens and dimmable LED lights.

**COST** About \$29,000 each

**MANUFACTURER WEBSITE** [www.envirobot.com](http://www.envirobot.com)

“Once these large accounts find a company that comes in and does exactly what they say they’re going to do, they really appreciate it. And they’re willing to pay a little bit of a premium because we figure out what’s causing a clog and we don’t leave until the problem is resolved.”

It also pays dividends when businesses like Stokes Plumbing offer diversified services because it’s more cost-effective to pay one company to clean and inspect a line — then repair it if needed — than it is to hire a company to clean and camera a line and then hire another company to perform repairs, Stokes says.

The company also does pipe lining with a system from Perma-Liner Industries.

### STEERING TOWARD PROFITABILITY

The portable Viper Long Range weighs about 139 pounds and measures 23 inches wide by 25 inches deep by 28 inches high (with a telescoping handle retracted). It comes with 265 feet of 3/8-inch-diameter hose and features an ergonomically designed, two-wheel handcart.

The Viper’s camera cable is integrated into the jacket of the high-pressure hose, which optimizes handling and

protects against damage. The machines are designed to work in pipes from 3 to 16 inches in diameter and the camera and nozzle can pass through 45-degree bends in pipes 3 inches in diameter or larger and 90-degree bends in pipes that are 4 inches in diameter or larger.

The high-resolution, stainless steel camera features digital-zoom capability and a 160-degree, wide-angle lens; dimmable LED lights; a sensor that indicates inclination and direction; and a locator sonde.

To steer the unit, the operator rotates the hose in the desired direction.

### GOOD ROI

The Vipers cost about \$29,000 each these days, but Stokes says they pay for themselves in two to three years through improved productivity, not to mention enhanced client retention that stems from providing great service.

“Any piece of equipment that pays for itself in two to three years and lasts more than 10 years, like our older Vipers have, is a pretty good investment,” Stokes says. “I like them, our guys like them and our clients like them. It’s a win-win-win situation.”

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Kate Zabriskie

# Tips for Training a New Plumber

Avoid all the usual hiring headaches and mistakes in the field by following these commonsense employee onboarding tips

By **Kate Zabriskie**

*"I learned so much during orientation. I took some notes, but I'm sure I won't remember half of what they told me to do."*

*"I'm overwhelmed. I learned a new piece of equipment today. The person showing me what to do knew everything. The problem I had was the deep dives. He spent so much time on troubleshooting techniques. It was just too much for my first day."*

*"I can follow the steps, but I have no idea why I'm doing what I'm doing. I sort of feel like a trained monkey. I hope nothing goes wrong because I will have no clue how to fix it if something does."*

Despite our best efforts, it's not as easy as it looks to get the new-employee training equation right. We train too early, we train too much, or we make a host of other errors. While some of us learn from our mistakes, many of us practice a cycle of rinse and repeat as we make the same blunders year after year. The good news is it doesn't have to be this way. With some careful planning and follow through, you can avoid problems many people will encounter again and again.

## **STRATEGY ONE: Keep Training Relevant and Immediately Applicable**

Countless onboarding programs attempt to teach everything a person would ever want to know or need to know about a job in the first few hours, days or weeks. The information is important, but it has no immediate value. Subsequently, learners become overwhelmed in class, and then

they don't have opportunities to apply or reinforce what they've learned for months or even years.

Good training designers know the value of careful pacing, and they practice just-in-time training when they can. Ask yourself, what does my learner need to be successful in the first day, the first week and the first month? Teach to those needs as much as possible, and save the more in-depth information for a more appropriate time. What do you need to prioritize?

## **STRATEGY TWO: Connect to Why Again and Again**

When people don't know why they are doing something, they don't understand the big picture. While they get the process at a surface level, their limited understanding potentially keeps them from following procedures later.

For example, if someone is learning how to use a print/copier/scanner/fax machine and part of the process is putting the guard up on the paper tray with jobs over 100 sheets, without explaining as to why that's important to do, that learner might take it upon himself to skip that step back on the job. Only when papers are scattered all over the floor and have to be re-collated does the learner know the importance of raising the guard.

Great trainers make connections. They repeatedly explain why they're doing what they're doing, why procedures are written as they are, and so forth. Are you connecting the dots as well as you should, or could you do a better job?

## **STRATEGY THREE: Use Multiple Channels to Cement Learning**

I showed them how to do it, they did it, and now they're trained. Maybe that's true for the simple stuff, but for the complex processes and procedures, multichannel encoding reigns supreme.

For example, show learners in real-time how to complete a process. Then do it again, at the same time providing a narration track while the learner takes notes. Next,

Those who learn how to solve problems themselves are worth their weight in gold. In addition to strong productivity, these people are also usually happier and more motivated.

Continued ▶



# “THE TECHNICAL SUPPORT AND FAMILY ATMOSPHERE AT NUFLOW ARE REALLY VALUABLE.”

## PROfile NuFlow Certified Contractor

Mike Lomonaco became a NuFlow Certified Contractor in November 2020. After one year with NuFlow, his business doubled in revenue.

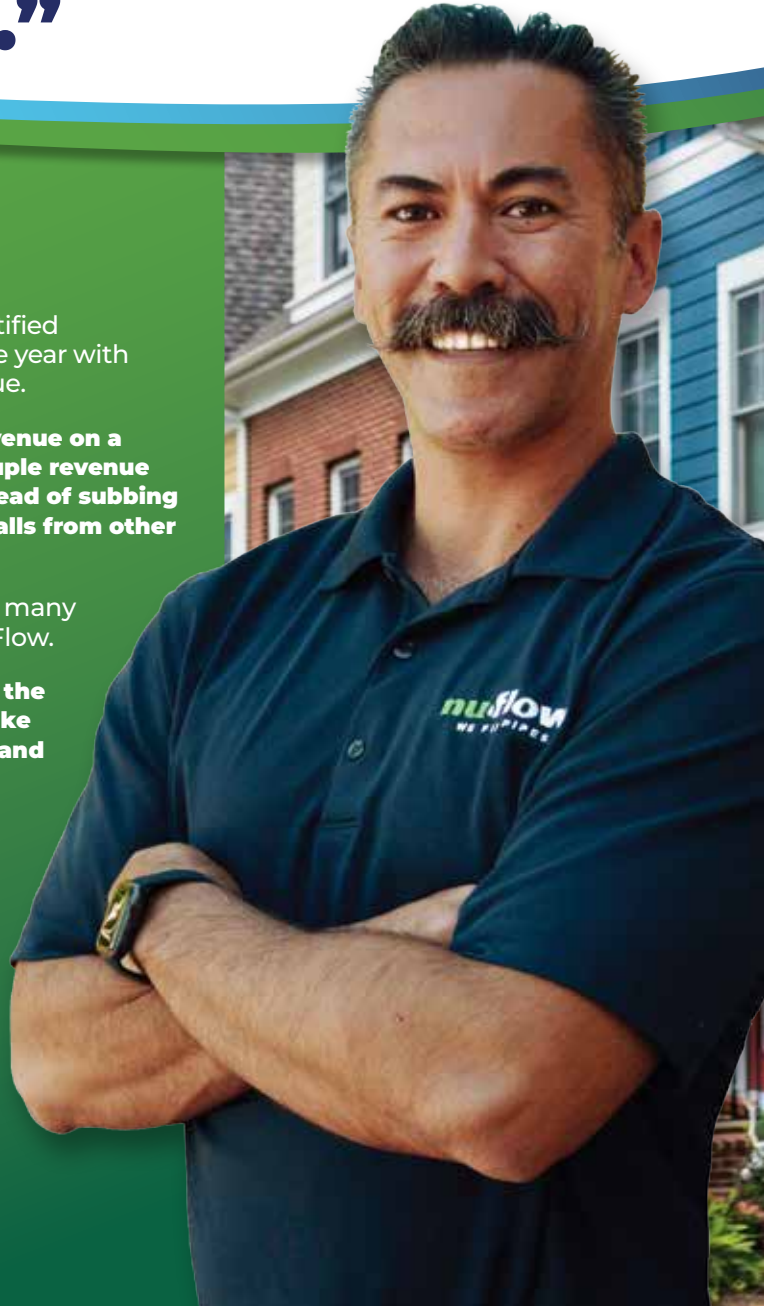
**“We more than double our monthly revenue on a regular basis, sometimes up to quadruple revenue versus just plumbing work alone. Instead of subbing out lining work, now we are getting calls from other contractors to do the work.”**

Mike did his homework and evaluated many lining companies before choosing NuFlow.

**“NuFlow’s product and the process are the best available. It is really hands-on, I like that you can double check your work and verify tie-ins.”**

Mike’s team has taken advantage of NuFlow’s comprehensive training. They’ve completed their initial certification and are already working through advanced training.

**“The technical support and family atmosphere at NuFlow are really valuable. Being able to call the team and get a response right away is so helpful. NuFlow is the whole package.”**



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### Smart BUSINESS

have the learner read aloud the notes they've taken. Finally, have the learner demonstrate the procedure.

The multi-channel approach allows learners to see, to hear, to write, to speak, and to do whatever process they are learning. Depending on the learner, some senses may be more powerful than others. And in rare cases where there is no preference, repetition wins the day. What can you do differently to engage more senses?

### STRATEGY FOUR: Teach with Reference Tools

It's one thing to conquer a task during class or one-on-one job coaching, but it's entirely another to reproduce those results on the job.

People who have mastered the training function know to develop and teach reference tools in addition to processes themselves.

Ask yourself what kinds of support you need to develop. Decide where you need to incorporate them in your training plans. Those who learn how to solve problems themselves are worth their weight in gold. In addition to strong productivity, these people are also usually happier and more motivated than those who don't have the tools to stand on their own feet.

### STICK TO IT

Four strategies and none are hard: make training relevant, connecting to why, repeating information using different channels, and incorporating the tools learners should use to solve problems back on the job. If done deliberately and with routine, you will almost certainly get a good result. **PI**

---  
Kate Zabriskie is president of Business Training Works Inc., a Maryland-based talent development firm. Reach her at [www.businesstrainingworks.com](http://www.businesstrainingworks.com).



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# Residential Plumbing

By Craig Mandli

## Bathtubs

### BainUltra Libra Aurora

The **Libra Aurora** freestanding tub from **BainUltra** features softly sloped interior walls that mirror each other and provide restful lounging space for two bathers to enjoy a restorative soak. The tub's defined upper rim creates a halo-like effect and frames the top with a dramatic, elegant accent. Measuring 66 by 34 by 24 inches, this tub is offered in two configurations with a full menu of therapy options. Choose from the luxurious soaker tub or the Thermomasseur version, which provide hydrotherapy massage via 40 adjustable air jets, a heated backrest and Geysair hot air system. It is crafted from 100% pure acrylic, creating a nonporous surface that is durable, resistant to stains and scratches, and easy to clean and maintain. Tubs are available in a glossy white finish, a dramatic black and white combination, or the brand's UltraVelour matte finish. **800-463-2187; www.bainultra.com**



### MTI Baths Magda

The **Magda** freestanding tub from **MTI Baths** has a streamlined silhouette and bold geometric detailing, with its only ornamentation being the fluted detailing that is distinctive of the Deco era. The tub was designed with comfort in mind and includes gently angled backrests and room enough for two bathers. Measuring nearly 66 inches long, it is offered as a relaxing soaker tub or as an indulgent air bath with a hydrotherapy package featuring 20 air jets with heated blower and waterproof remote control. It is crafted from cast-engineered stone using a mineral composite blend of organic dolomitic limestone. Its finishing process results in a nonporous surface that is durable and easily cleaned. The tub may be ordered in a glossy white finish or matte options in white, gray or black. **800-783-8827; www.mtibaths.com**



## Coatings/Linings/Sealants

### Flow-Liner Systems Neofit+Plus Expandable Pressure Pipe



**Neofit+Plus Expandable Pressure Pipe** from **Flow-Liner Systems** is a trenchless technology that creates an impenetrable barrier between drinking water and the existing host pipe. Host

pipes (like lead and copper) can leach dangerous levels of toxic materials in your drinking water. The Neofit+Plus EPP structural material has been scientifically proven by examining extensive hydrolysis testing, indicating it will last well over 100 years. It often only requires a single small access pit, saving yards, trees, sidewalks and floors from demolition. The speedy process allows for many installations a day and immediate return to service. **800-348-0020; www.flow-liner.com**

### FORMADRAIN Formapox 101

**Formapox 101** from **FORMADRAIN** is a durable steam-cured liner that eliminates the mess and cost of traditional dig-and-replace methods. It is made from a watertight, thin, yet extremely strong composite material and a specially formulated resin. The liner is bright blue in color. It is the mainstay of the company's pushed- or pulled-in-place, steam-cured, fiberglass and epoxy underground pipe repair system. It can be used in line sizes from 2 to 48 inches. The repair is so thin that pipes sustain their original flow capacities, even with a liner installed in such small diameters. **888-337-6764; www.formadrain.com**



### Oatey Hercules Megatape

**Hercules Megatape** from **Oatey** is a gray, all-purpose, professional-grade PTFE thread-sealing tape designed for use on a wide variety of



threaded pipes. The tape is 3.5 mil thick, and seals threads on virtually any piping system, including stainless steel pipe, cast iron, PVC, CPVC and ABS pipe, brass and chrome fittings, and gas connections with less rips/tears and fewer wraps. It is available in 1/2-, 3/4- and 1-inch widths. **800-321-9532; www.oatey.com**



### Picote Xpress Brush Coating System

The **Picote Xpress Brush Coating System** provides a solution for refurbishing pipes ranging from 1 1/4 to 12 inches in diameter, boasting rapid curing times, zero waste, and quick setup

providing savings in both cost and time. Used in conjunction with Picote Millers, the heart of the system is the Xpress Coating Pump featuring dual hydraulic resin cylinders for the new 1-1, single color epoxy. It has a built-in extended life battery and internal resin heater providing several hours of working time. The system also includes a motorized delivery hose reel with 131 feet of delivery hose, allowing for easier setup, movement and storage. The Xpress Epoxy is applied at approximately 1 mm thickness per layer, and curing time is as low as an hour between coats, resulting in a minimal number of coats needed, little time between coats, and a quick return to service. **864-940-0088; www.picotegroup.com**

## Drain



### 1916 Collection Universal Freestanding Tub Drain

The **1916 Collection Universal Freestanding Tub Drain** works with freestanding and island center and offset tubs. When installed at rough-in, it provides simple installation between the P-trap and tub

— without needing access from below the floor. Available in ABS, PVC or cast iron with a plastic or stainless steel flange, this drain is compatible with brass or Schedule 40 tailpieces. **800-321-9532; www.lrbrands.com**

## Faucet

### PRIER Products C-434

The **PRIER Products**

**C-434** heavy-duty, residential, self-draining hydrant provides peace of mind year-round in areas that are sub-



ject to freezing temperatures. It is ideal for people who like to keep their hose attached (or just plain forgot), because the hydrant will drain even under pressure without spray back. The hydrant valve is connected to the supply piping in the heated portion of the structure, eliminating the possibility of freezing. It combines freezeless hydrant features with self-draining, anti-siphon and two backflow check valves. The vacuum breaker/backflow preventer provides protection against cross-connection of the potable water supply, while venting to eliminate any vacuum. It features a satin nickel-plated solid brass body, a soft-grip full turn handle and built-in drainage pitch. **800-362-9055; www.prier.com**

## Fittings

### Mainline Backflow Products 3-inch Branch Line Backwater Valve

The extendable-body 3-inch **Branch Line Backwater Valve** from **Mainline Backflow Products** eliminates the need for access

boxes and sleeves, providing convenient floor access to the valve. The valve is easily extended using standard DWV pipe, resulting in a simple and cost-effective install. **877-734-8691; www.backwatervalve.com**



### REHAU, Building Solutions Division EVERLOC+

Designed for use with RAUPEX UV shield PEXa pipe in potable water applications, the **EVERLOC+**

compression-sleeve fitting system from **REHAU, Building Solutions Division** features both polymer and lead-free brass fittings in diameters up to 2 inches, as well as the **EVERLOC+** power tool. Connections are made using a two-step expansion and compression process, both performed



by the power tool. First, the pipe is expanded, then the sleeve is actively compressed over the pipe and fitting for a secure connection that is immediately ready for pressure testing. The fitting system includes couplings, tees, elbows, transition fittings, multi-port tees and accessories in sizes from 3/8 through 2 inches. **800-247-9445; www.everlocplus.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're 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**

## Fixtures

### 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 maintenance, 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**



### 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.



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### Vista Water Group VersaCheck QC

Finding space to install backflow prevention can be quite challenging, particularly under a residential sink. Not all municipalities are satisfied with the single check cartridges in faucets and pull-out sprayers, requiring something that is both accessible and serviceable. To tackle this issue, Vista Water Group offers an adapter kit designed to simplify the installation of their VersaCheck QC backflow preventers. For installations involving PEX tubing, the backflow preventer can be easily inserted into the line using its push-to-connect fittings. But with the new adapter kit, a quick installation is possible even with braided supply lines. The dual check backflow preventers are certified by QAI and are an affordable way to satisfy requirements, even in isolation states. They are sold through most wholesalers and are available directly from the website. **419-565-5702; www.vistawatergroup.com**



## Pipe

### Jones Stephens PEX-A Piping Systems

PEX-A Piping Systems from Jones Stephens include a range of PEX-A pipe and F1960 expansion and F1807/F2159 crimp fittings, including large diameters. The benefits of PEX-A piping are significant for both new construction and repair jobs because it is manufactured in corrosion-resistant material and is highly flexible due to its crosslinking pattern. Other advantages of PEX-A piping include expansion in frigid air; less kinking for efficient installation; superior sound absorption for a quiet system; and high-thermal resistant properties for saving energy.



Continued ▶

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Cold expansion fittings are also available which, along with brass and plastic crimp fittings, provide a dependable, leak-free, and secure plumbing connection. The product line includes PEX-A piping for potable water and oxygen barrier applications. **800-355-6637; www.jonesstephens.com**



### SharkBite PEX-a

**SharkBite PEX-a** pipe is designed to reduce the risk of a burst pipe in the winter. With superior flexibility and durability, it is less susceptible to burst in freezing conditions. This flexibility also makes installations faster, with longer pipe runs and fewer fittings needed for a job. When used with

SharkBite expansion fittings, made from highly engineered polymer materials, it makes a complete system that is easy to install and durable. **877-700-4242; www.sharkbite.com**

## Shower

### PULSE ShowerSpas Atlantic Shower System

The **Atlantis Shower System** from **PULSE ShowerSpas** is a sleek, three-function shower system that compliments any bathroom. It features a 10-inch rain showerhead, five body jets with PULSE Power Nozzles and a wand hand-shower. The all-brass body and fixtures make this showerhead one of the most durable of its kind. It is surface mounted, pre-plumbed and designed to use two functions at a time. It is available in brushed nickel, chrome, matte black and oil-rubbed bronze. Typical install is less than 1 hour – even for novices. An optional ADA-compliant assist bar is available. **888-785-7320; www.pulshowerspas.com**



## Tools

### Channellock SpeedGrip V-Jaw Tongue & Groove Pliers

**CHANNELLOCK SpeedGrip V-Jaw Tongue & Groove Pliers** combine the strength of the company's original Tongue & Groove Pliers with a push button for ultra-fast adjustments. The 10-inch 432X with 15 adjustments and 12-inch 442X with 12 adjustments are best suited for gripping round stock and tubing. They also include a Safe-T-Stop feature to prevent finger pinch, a reaming feature to easily deburr pipe, and **CHANNELLOCK BLUE** non-slip grips for greater control and reduced hand fatigue. The pliers are forged from 100% high-carbon U.S. steel. **800-724-3018; www.channellock.com**



### Cherne Clog-Buster Drain Flusher

The **Cherne Clog-Buster Drain Flusher** unclogs drain pipes in seconds, and can attach to a standard 3/4-inch garden hose fitting. Users can remove the aerator from the spigot of the faucet and attach the faucet adapter. When connected to a water source, it will pressurize the seal and deliver a blast of water to free a clog. This will help keep drainlines clean and clear of debris so water can flow freely. While using this product, insert it as far as possible into the drain and slowly turn on the cold water. This should almost immediately lead to the clog dislodging. It also eliminates the need for using chemicals. It is available in three variations of sizes, ranging from 1-2 inches to 4-6 inches. **800-843-7584; www.cherneind.com**



### CPI Products DrainTrain

Residential piping is smaller than commercial piping, and when doing video inspection, getting an accurate camera image is extra challenging. Most camera skids are simple shaped ends to help cameras slide through pipes. They often plow debris in front of the camera lens and cannot get through sharp curves and P-traps. The **DrainTrain** from **CPI Products** has wheels and ribs to allow debris to pass by. It fits 3-inch and larger pipes and gets the camera further down the pipe due to the specially designed shape and wheels. Cameras fit up to 1.376 inches in diameter. It comes with all the adapters required, has

Continued ▶



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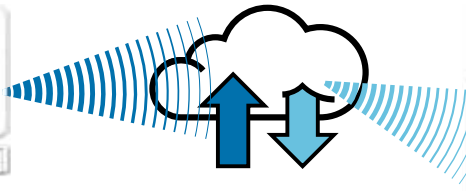


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three separate segments, and a specially designed shape enables the camera to navigate complex plastic piping including P-traps. Roller skids are available in additional sizes for larger pipes and cameras. 413-443-0925; [www.cplasproducts.com](http://www.cplasproducts.com)



### Dallas Specialty Internal Pipe Cutter

The **Internal Pipe Cutter** from **Dallas Specialty** has a free spinning shaft and blade that attaches easily to the chuck. It is quickly adjustable using the convenient twist/set handle. Simply release the twist/set handle and slide the guide collar over the shaft gauge to the correct depth, tighten the twist/set handle, insert into pipe and cut. Cuts pipe 1 1/2 to 6 inches, and has an adjustable cutting depth of 1 to 6 inches. A safety collar prevents the blade and shaft from falling down the pipe. It is ideal for tight spaces, and for cutting pipes against walls and below concrete surfaces. A handle gives stability and control to the cutter. 800-222-5644; [www.dallasspecialty.com](http://www.dallasspecialty.com)



### DiscountSawBlade.com DIABLO Steel Demon

**DIABLO Steel Demon** carbide-tipped reciprocating blades from [discountsawblade.com](http://discountsawblade.com) are designed for extreme metal cutting, including high-strength alloys, cast iron and stainless steel. This high-performance carbide-tipped blade delivers long cutting life in extreme thick metal cutting applications. Increased blade body height produces straighter cuts with less vibration. The Perma-shield nonstick coating and the high-performance carbide teeth provide greater durability with less friction and greater blade life. 888-641-9798; [www.discountssawblade.com](http://www.discountssawblade.com)

### Koul Tools EZ-ON Hose Press 426

The **EZ-ON Hose Press 426** from **Koul Tools** is suitable for installing 1/4- to 1-inch barbed fittings. It features a redesigned drive train and clamping system that utilizes guide rods for its moving parts. The lead screw drive train requires only a ratchet or small impact gun to assemble hoses quickly and safely. Simply secure the fitting in the vice, clamp the hose in the traveling carriage, and turn the lead screw system to install the hose in a matter of seconds. 928-854-6706; [www.koultools.com](http://www.koultools.com)



### Milwaukee Tool M12 FORCE LOGIC Press Tool

**Milwaukee Tool's M12 FORCE LOGIC Press Tool** provides portability and accessibility around installed pipe. Weighing only 3.8 pounds, it offers a balanced, in-line design, allowing plumbers to press with one hand and giving them unrivaled access nearly anywhere they can fit their arm. Equipped with REDLINK electronics, the battery-powered press tool enables plumbers to monitor the force output, delivering quality connections. When used with Milwaukee's press jaws, the press tool delivers quality press connections on copper, PEX, black iron and stainless steel on all major fitting brands. A visual indicator alerts the user when a secure connection is achieved or when calibration is needed. It only requires service every 32,000 crimps, allowing plumbers to perform more connections between services and keeping the tool on the job site longer. 800-729-3878; [www.milwaukeetool.com](http://www.milwaukeetool.com)



### RIDGID K9-12 FlexShaft Drain Cleaning Machine

The **RIDGID K9-12 Flex-Shaft Drain Cleaning Machine** is the smallest in the FlexShaft line, making it ideal for residential use, eliminating the need to repeatedly unclog the same household drainlines. Clearing up to 30 feet of 1 1/4- to 2-inch pipe, it breaks up grease, hair and other soft blockages, making it suitable for kitchen and bath sinks, as well as tubs and shower drains. Powered by an 1,800 to 2,500 rpm cordless drill, the machine's chain knocker expands inside the pipe to quickly clear the blockage and restore the pipe to full flow. A flexible, protective sheath encapsulates the cable, keeping it fully enclosed for less mess and faster cleanup. The built-in clutch design also extends the cable life. 800-474-3443; [www.ridgid.com](http://www.ridgid.com)



## Water Conditioner

### Aqua-Rex

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shown it can reduce hardness to below 50 ppm, less than the U.S. Geological Survey definition of soft water. Over five years ago Aqua-Rex published the IAPMO test reports showing it reduced scaling by 83% in Las Vegas water heated to 180 degrees F. It was the first “no salt softener” to get such performance verification, according to the company. **877-640-2170; www.aqua-rex.com**

## Water Heaters

### Bradford White Water Heaters AeroTherm Series

With 50-, 65- and 80-gallon capacity units available, the **Bradford White Water Heaters Energy Star-certified AeroTherm Series** offers value, efficiency and versatility. The heat pump water heaters are easy to install and maintain and offer an integrated smart control panel plus five operating modes (heat pump, hybrid, hybrid plus, electric and vacation). Units are fully compliant with California’s Title 24 energy-efficiency standards and are eligible for many local and state utility rebates throughout North America. The series includes Vitraglas lining, an engineered enamel formula that provides superior tank protection from the corrosive effects of hot water. **800-523-2931; www.bradfordwhite.com**



### Heat-Flo Extra High Output

The **Heat-Flo Extra High Output** indirect series of tanks are available in 85- and 115-gallon capacities. The entire tank including the 100 feet of coil, body and dip tube are all made of 316L stainless steel. All the piping connections are easily accessible and make for an efficient, cost-effective installation. The finished tank is jacketed with a dent- and rust-resistant HDPE plastic and is highly insulated to minimize standby heat loss. Applications requiring high volumes of domestic hot water but are limited to a small tank footprint are ideal. These tanks excel when utilized in apartment buildings, dormitories and nursing homes. **508-278-2400; www.heat-flo.com**



### Intellihot Legionator

**Intellihot’s Legionator** is a point-of-use disinfection tankless water heater that significantly reduces the potential for *Legionella* using water heating technology which includes a built-in ozone generator and quartz scale-free heating. It uses a set of high-quality quartz tubes to heat water to a comfortable temperature when there is water demand. As the water is exiting the unit, ozone gas is injected into the water. This has two effects: 1) it kills the bacteria in water; and 2) the ozone is also carried in the water to the faucets and kills the bacteria present within the faucet valve seats and aerators. The result is good, clean, safe and efficiently heated water ensuring a building and its occupants are protected from waterborne bacteria illnesses. **866-692-6791; www.intellihot.com**



### Navien NPE-2

**Navien NPE-2** series high-efficiency condensing tankless water heaters are offered in four Standard (NPE-S2) models up to 199,900 Btu/h and three Advanced (NPE-A2) models up to 199,900 Btu/h and feature high-efficiency up to 0.96 UEF and field gas convertibility from natural gas to liquid propane or natural gas high elevation operation. NPE-A2 models include ComfortFlow technology, which includes a built-in recirculation pump and buffer tank that resolves issues of minimal flow rates. Other features include a turndown ratio up to 15-1, an increased 2-inch PVC venting length up to 75 feet, built-in HotButton on-demand recirculation system controls, expanded cascade capability up to 32 units, expanded common venting capability up to 12 units, and an EZNav advanced multi-line control with built-in intuitive software and easy-to-use Setup Wizard. **800-519-8794; www.navieninc.com**



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- Dealer/Distributor/Manufacturer
- Septic System Installation/Repair
- Consulting/Engineering
- Other \_\_\_\_\_

**WHAT BEST DESCRIBES YOUR PRIMARY JOB FUNCTION?**

- President/CEO/Owner
- Management/Supervisor
- Operator/Technician
- Other \_\_\_\_\_

**HOW MANY EMPLOYEES DO YOU SUPERVISE OR WORK WITH AT YOUR FACILITY?**

- 1-3
- 4-9
- 10-19
- 20+

**HOW MANY VEHICLES DO YOU CURRENTLY HAVE IN SERVICE?**

- 1-5
- 6-10
- 11-15
- 16-20
- 21+

**WHAT IS THE APPROXIMATE POPULATION OF THE AREA IN WHICH YOU PROVIDE SERVICE?**

- 1-10,000
- 10,001-50,000
- 50,001-100,000
- 100,001-200,000
- 200,001-500,000
- 500,001+

**WHAT IS YOUR ANNUAL EQUIPMENT BUDGET?**

- \$1-\$50K
- \$51K-\$75K
- \$76K-\$150K
- \$151K-\$250K
- \$251K-\$350K
- \$350K +

**WHAT SERVICES DO YOU PERFORM ON A REGULAR BASIS?**

- Plumbing Maintenance/Repair
- Sewer/Drain Cleaning
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- New Construction - Residential
- HVAC
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- Septic System Installation
- Septic Tank Pumping
- Other \_\_\_\_\_

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### Rheem Maximus

Energy Star certified, the **Maximus** high-efficiency gas water heater from **Rheem** reduces energy use and carbon emissions by up to 36% and NOx emissions by up to 75%. With a powerful yet efficient burner design, this water heater allows homeowners, especially those with larger homes, to enjoy optimal hot water performance while benefiting from energy cost savings. The combined power vent and power direct vent unit is also easy to install. It fits into small spaces like a closet with flexible venting options and top and side water connections. Models feature built-in EcoNet smart monitoring technology, which offers complete control of adjusting temperature, operating modes, scheduling and the ability to view energy usage and system health. **800-621-5622; www.rheem.com**



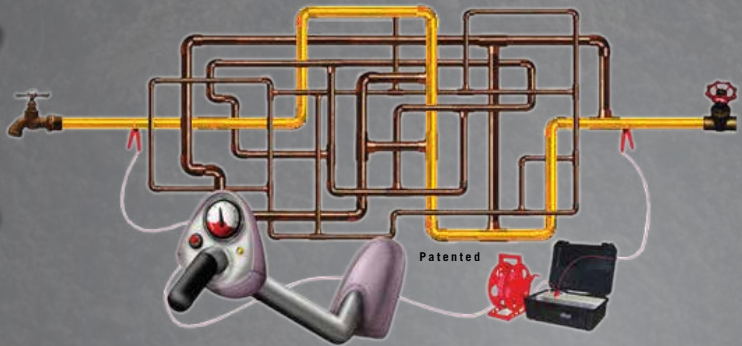
### Rinnai SENSEI RX

The **SENSEI RX** condensing tankless water heater from **Rinnai** includes Smart-Circ Intelligent Recirculation. This highly efficient tankless series makes the pro's job easier to sell, install, and service. Setup is faster with SmartConnect. It allows the pro to quickly connect a smartphone or tablet via Bluetooth and gives pros the ability to register the product for customers through the Rinnai Central App. This one unit has the versatility to be installed both indoors and outdoors through an optional VersaVent accessory, providing the ultimate installation flexibility. With SENSEI's SmartSense, the units run on natural or liquid propane gas for optimal combustion. **800-621-9419; www.rinnai.us** 



# Pulsar 2000 Line Tracer

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- ✓ Training Video



The **Pulsar 2000** line tracer is designed primarily to locate metallic pipes. The Pulsar 2000 is a directional line tracer. Connect the Pulsar's powerful and unique transmitter to your target pipe and locate only that pipe. Locating can be accomplished under floors, in walls and in ceilings. The Pulsar 2000 does not require grounding.

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## Residential Plumbing

By Craig Mandli

### Plumbing camera proves effective on large-scale residential project



**Problem:** A large-scale inspection task was undertaken by Harkins Builders to assess the integrity of plumbing pipes from the stack to the toilets in a Maryland residential project. The conventional approach, which could have involved removing 408 toilets or cutting open ceilings, was neither feasible nor cost-effective. Initial attempts to visually inspect with drain cameras and borescopes proved inadequate due to the inability to navigate the tight bends within the toilet plumbing.

**Solution:** Fiberscope.net by MEDIT introduced the project team to its MiniFlex plumbing camera system, which features a highly flexible push cable capable of making extremely tight bends. The supplied unit demonstrated its ability to effortlessly descend through the toilet and into the plumbing stack, which allowed it to complete inspections across 408 toilets.

**Result:** The MiniFlex was instrumental in identifying 52 instances of broken or cracked pipes. The team managed to conduct comprehensive inspections without the need for disruptive and costly alternatives. 877-613-2210; [www.fiberscope.net](http://www.fiberscope.net)

### Efficient fixtures save over 1 million gallons monthly at apartment complex



**Problem:** At the Jones Apartments in Arlington, Texas, an initial assessment by Sustainability Solutions revealed numerous leaks on the property, contributing to high water and sewer expenses.

**Solution:** Indio Management and Windmass Capital partnered with SAS to upgrade the property with 399 new ultrahigh efficiency Niagara toilets and bathroom fixtures. The property replaced outdated 1.88 gpf toilets with Niagara's The Original 0.8 gpf models, upgrading showerheads from 1.68 gpm to Niagara's Earth 1.25 gpm showerheads, and installed 0.5 gpm aerators throughout the property that replaced 1.5 gpm bathroom aerators. This comprehensive overhaul extended to a total of 224 units.

**Result:** Post-installation, utility bills revealed expenses were reduced by nearly 65%, saving over 1 million gallons of water per month and significantly reducing maintenance issues. The facility achieved a return on investment within the first eight months. "Our experience was great," says Steven Morris, a representative of Indio Management. "Customer service was attentive, communicative and very helpful." 833-812-0908; [www.pro.niagaracorp.com](http://www.pro.niagaracorp.com)

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### Graywater pump provides solution for outdoor kitchen



**Problem:** New Jersey plumbing contractor Christopher Gonzalez needed to provide drainage for a homeowner's outdoor sink and dishwasher. The challenge was finding a product that could handle harsh winters without needing to break the concrete.

**Solution:** Since Gonzalez was looking for a pump with a heavy-duty compact design that could be discreetly concealed beneath the sink, Saniflo's technical team recommended the **Saniswift Pro**. The installer-friendly design also features a pair of 2-inch low inlets with time-saving, built-in check valves, one on either side of the unit. These side inlets are positioned lower than those found on conventional drain pumps, further easing installation. Once connected the graywater from the sink or dishwasher enters the unit, a pressure switch activates the pump motor. Once the water is discharged, the pressure switch deactivates the unit — until the next time drainage enters the unit. The immediate removal of the waste helps eliminate unwanted odors. If the system needs servicing, it can be done without disconnecting any piping to the unit. The top cover has two removable screws providing ready access to the internal electrical components, motor and impeller. When it comes time to winterize the kitchen, the pump can be easily disconnected and brought inside.


**Result:** According to Gonzalez, the entire installation, including running the drain piping from the fixtures, took about three hours. From previous experience installing Saniflo products, he says he's confident that the homeowner will enjoy their outdoor kitchen. **800-363-5874; [www.saniflo.com](http://www.saniflo.com)**

### Tankless water heater a fit for wildlife foundation outreach facility



**Problem:** In addition to the foundation's conservation work, the Ward Burton Wildlife Foundation operates an outreach facility in Blackstone, Virginia, that hosts veteran groups who come to the rural location to hunt, fish and hike. Since the facility is not in use every week, Burton wanted to replace its standard gas tank water heater with a tankless unit that would provide hot water on demand rather than heating water continuously.

**Solution:** With help from local contractor John Testerman of John Testerman Plumbing in nearby Sandston, Virginia, Burton chose a **ProLine XE Tankless Condensing Gas Water Heater** with X3 Scale Prevention Technology from State Water Heaters.

**Result:** It was important to Burton that the unit did not require routine maintenance as he is not at the facility every day. With the X3 Technology, he no longer has to worry about scale-related maintenance. The technology allows mineral particles to pass through harmlessly while constantly protecting the heat exchanger from scale buildup. This eliminates the need for regular descaling maintenance and extends the unit's life. **800-365-8170; [www.statewaterheaters.com](http://www.statewaterheaters.com)** 



# Heat-flo

## Featured Product

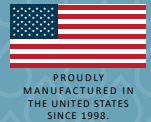
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Dave Bailey

# Mastering the Money Flow

Navigating the business side of plumbing with a solid financial plan *By Dave Bailey*

**I**t's time for some real talk about the business side of plumbing. We're great at fixing leaks and installing pipes, but let's face it, managing the finances? That's a different kind of beast.

As we enter 2024, let's get our financial ducks in a row. Why? Because a good financial plan is like having a topnotch GPS in your plumbing van — it helps you navigate through the ups and downs of business life without getting lost.

## THE INS AND OUTS OF FINANCIAL PLANNING

1. **Cash Flow:** Your Business's Lifeblood: You know that feeling when a job pays well, and your bank account looks healthy? That's what good cash flow management can do for you all year round. Forecasting your income and expenses means you're not just reacting to what comes up — you're two steps ahead. And remember, always have a plan for those unexpected expenses. They're like hidden pipes behind a wall-bound to cause trouble if you don't anticipate them.
2. **Surfing the Market Trends:** Our industry is always on the move. Eco-friendly solutions, high-tech gadgets, you name it. Staying current isn't just good for business; it's essential. But keeping up with these trends means investing in new tools and training. That's where your financial plan comes in — it's your ticket to staying ahead of the curve without breaking the bank.
3. **Avoiding Financial Potholes:** Just like you wouldn't drive your van without checking the tires, you shouldn't run your business without a risk management plan. Economic downturns, and sudden changes in supply prices — can hit hard. Your financial plan is your shock absorber, helping you smooth out the bumps along the way.

4. **Growing Smart:** Every plumber dreams of growing their business. Maybe it's opening a new location or adding a fleet of vans. But growth without a plan is like soldering without flux — it just doesn't stick. A good financial plan helps you sustainably scale your business, ensuring you're growing without stretching yourself too thin.
5. **Keeping the Taxman Happy:** Taxes and regulations — they're as certain as a clogged drain after Thanksgiving. A robust financial plan helps you stay compliant, so you can avoid penalties and keep your focus on your plumbing work.
6. **Building a Trustworthy Brand:** Here's the thing — your financial health affects your business reputation. When you're not stressed about cash, you do better work. This builds trust with your clients. In plumbing, your reputation is as crucial as your wrench. Nurture it by staying financially sound.

## TURNING FINANCIAL PLANNING INTO ACTION

1. **Assess Your Financial Health:** Just like scoping a drain, start with an inspection. Where is your business right now? What are your assets and liabilities? This snapshot is your starting point.
2. **Setting Goals That Stretch (But Don't Snap):** Aim for the stars but keep a ladder handy. Set financial goals that are ambitious yet achievable. Maybe it's increasing your revenue by 20% or cutting down on emergency supply runs. Whatever your goals, make them clear and measurable.
3. **Embracing Tech for Easy Tracking:** There's a tool for every job, and that includes financial management. Use software to track your expenses, invoices and cash flow. It's like having a digital assistant who loves crunching numbers.

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- 4. Chatting With the Experts:** Sometimes, you need to call in a specialist — and that goes for finance, too. A chat with a financial adviser can set you on the right track and save you from costly mistakes.
- 5. Regular Financial Checkups:** Just like regular maintenance on your plumbing equipment, schedule regular check-ins on your finances. Are you meeting your goals? Do you need to adjust your plan? Keep your strategy dynamic and responsive.
- 6. Employee Involvement:** Get your team involved. When your employees understand the financial goals and how they can contribute, it creates a collective effort toward success.

## IN CONCLUSION

Alright, plumbing comrades, remember this — a sound financial plan is your best tool for success. It's about being prepared, staying agile, and growing your business with purpose. Start planning now, keep adapting and always be ready to learn and improve. Here's to making 2024 a stellar year for your plumbing business! 📧

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# Product Spotlight

## Manufacturer launches efficient toilet options

By Craig Mandli

**I**t's no secret that inefficient toilets are some of the biggest sources of wasted water in many households. In fact, according to the U.S. EPA, a change to high-efficiency toilets alone can reduce toilet water use by over 50% and indoor water use by an average of 16%. This translates into a savings of 15,000 to 20,000 gallons per year for a family of four.

With efficiency in mind, Duravit USA recently announced additions to its line of premium toilets, delivering the highest level of comfort and hygiene with an expanded range of styles at every price segment. The No.1 PRO toilet and DuraStyle Lever and 1.0 gpf toilets both include flush performance enhancements for maximum efficiency.

"As global leaders in quality ceramics, this strategic expansion introduces new high-efficiency toilets at a great value for our customers, especially for trade professionals," says Bob Downie, president and CEO of Duravit USA. "Offering beautiful, transitional design and top flushing capabilities at a competitive price point, these product introductions underscore our focus on sustainability and innovation across all market segments."

The No.1 PRO two-piece elongated toilet features a refined, minimalistic design. HET rated at 1.28 gpf, this toilet offers 1,000 MaP flushing power, while the company's Rimless technology eliminates hidden dirt and bacteria for enhanced hygiene. A versatile choice for any remodeling project, the No.1 PRO is WaterSense-certified, cUPC-listed and ADA-compliant, and features a universal fitted seat design with right- and left-hand tank



lever options for enhanced personalization. Pre-installed hardware ensures simple assembly for plumbing professionals.

The company's DuraStyle Lever Series are new iterations of its floorstanding one-piece and two-piece toilets with enhancements across competitive price points. These high-efficiency toilets deliver exceptional flushing power with minimal water consumption, with the two-piece version rated at 1.28 gpf (with 1000 gram MaP) and 1.0 gpf (with 600 gram MaP) respectively. Ideal for environmental regulations in select U.S. states, the two-piece 1.0 gpf model is CALGreen compliant, WaterSense certified and cUPC listed. Both models feature right and left-hand lever options, while the two-piece version is offered with an ADA height seat for expanded accessibility and flexibility. Each model is equipped with Rimless technology, providing simple care with optimized hygienic flushing. 770-931-3575; [www.duravit.us](http://www.duravit.us)

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### Taco flow-through expansion tank

Taco Comfort Solutions' new flow-through expansion tank is designed to help reduce the environmental conditions necessary for *Legionella* and other bacteria to flourish. With standard tank volumes ranging from 23 to 528 gallons, the flow-through expansion tank provides precise flow channeling through a patent-pending head design. Constructed, tested and certified to ASME Section VIII Div. 1, these tanks minimize pressure loss, discourage short-cycling, and are retrofittable to meet ASHRAE Standard 188 on existing designs. Standard working pressure is 125 psi with options for 150 psi and higher. They are NSF/ANSI 61-G certified and are available with a sight glass for failure detection. **401-942-8000; [www.tacomfort.com](http://www.tacomfort.com)**

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



### AquaMotion outdoor circulator with freeze protection

AquaMotion's outdoor installed recirculation pump is designed to be used with outdoor installed tankless heaters that do not have a built-in circulator. Five kits are available: two for dedicated return line, and three kits for single-pipe and On-Demand systems. The stainless union and flanged pumps can handle a total pipe length of 250 to 600 feet. The On-Demand kits include ODR by-pass valves and AMK-WB On-Demand controls. The unique design protects the pump from wind, cold, heat and water. The outdoor enclosure is sealed to the pump and is lockable. It houses the wiring, the terminals, is vented, has drains and is insect protected. The on/off temperatures are higher to compensate for the outdoor temperatures which can adversely affect the proper operation of the pump. The pump also has built-in freeze protection; if the temperature drops below 40 degrees F, it turns on the pump to protect it from freezing. **401-785-3000; [aquamotionhvac.com](http://aquamotionhvac.com)** 



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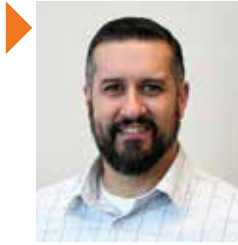
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## Calefactio welcomes new national sales manager

Calefactio has hired Doug Simpson as its new national sales manager for the U.S. Simpson brings over 15 years' experience primarily in technical sales and operations, most recently in hydronic heating and cooling. Simpson has a master's degree in engineering technology and will focus on building solid, long-term relationships to provide superior customer service.



▲ Steve Malm, Ashley Martin, Rex Martin



▲ Dawn Bloch

## NIBCO promotes Dawn Bloch, announces other leadership appointments

NIBCO has promoted Dawn Bloch from vice president, customer engagement, to chief people officer. In her new role, Bloch will oversee business development, customer service, marketing communications and human resources.

NIBCO also announced two new executive appointments. Steve Malm has been appointed as the new chairman and CEO. Malm has been with NIBCO since 1996 and has served as president and CEO from 2006 to 2018 and president and chief executive officer since 2018. He will now oversee the overall vision, mission, strategy and performance of the company. And Ashley Martin has been promoted to the position of president and CEO. Martin joined NIBCO in 2012 and has most recently served as executive vice president since 2021. She represents the fifth generation of family leadership since the company's inception in 1904. She will now be responsible for the day-to-day operations of the business. NIBCO further announces that Rex Martin will continue to assist the company with the title of chairman emeritus. Martin has been with the company for over 48 years and has most recently served as chairman since 1995.



▲ Matt Miranda



▲ Roberto Moran

## Source One Environmental welcomes two regional sales managers

Source One Environmental has added two professionals, Matt Miranda and Roberto Moran, to its team as regional sales managers. A seasoned expert in CIPP and drain cleaning, Miranda brings over 15 years' experience and formal Nexstar sales training. With a decade of experience in the trenchless industry, Moran has in-depth knowledge of trenchless products and installation techniques.

## GF to close Uponor transaction

GF is combining forces with Uponor, combining complementary businesses together under one roof. The new division, GF Uponor, will focus on building technology, and infrastructure and utility business will move to GF Piping Systems. President and CEO of Uponor Michael Rauterkus will join GF's executive committee and will lead the new division together with Uponor's leadership team. The new businesses will be implemented over the course of 2024.

## Logan Weiland joins Oatey as SVP, CFO

Logan Weiland has joined Oatey as senior vice president, chief financial officer. Weiland comes to Oatey with more than a decade of experience in public accounting at Ernst & Young, where he most recently served as assurance senior manager.



## Applied Heat Transfer joins SJE Rhombus as new rep

SJE Rhombus announced Applied Heat Transfer as its new manufacturers' representative agency for metro New York and Long Island, New York. Established in 2009, Applied Heat Transfer's sales team includes mechanical engineers with experience specifically in the New York City HVAC market. In addition to SJE Rhombus, they represent several leading manufacturers, including Raypak, ThermaFlo, Sondex and Wilo.

## BLANCO joins PMI

BLANCO has become Plumbing Manufacturers International's newest manufacturing member. Founded in Oberdingen, Germany, in 1925, the company has marketed its granite composite and stainless steel sinks, faucets and other products in the United States for the past 35 years and in Canada for 33 years, with facilities in Lumberton, New Jersey and Toronto. The company has additional presences in more than 100 countries around the world.



## Bradford White announces new grant for youth and emerging workers

Bradford White announced a \$50,000 grant through its Industry Forward initiative to help Pennsylvania's Energy Coordinating Agency launch a pilot internship program for youth and emerging workers from Philadelphia's disadvantaged communities. The grant will support a 60-hour internship program for up to 30 participants in ECA's signature heat pump water heater installation and maintenance training course in 2024. Industry Forward is Bradford White's charitable giving initiative, developed to help advance workforce development and increase public awareness of career opportunities in the plumbing and HVAC industries.

## Viega promotes Marki Huston to COO

Viega has promoted Marki Huston to the position of chief operations officer. In her new role as COO, Huston will continue to oversee manufacturing, as well as Viega's technology hub. This organizational change will create stronger alignment across the entire value stream to further drive the company's innovation and empower the team to respond quickly to the market and best support their customers. She joined Viega in 2022 with over 20 years' global manufacturing experience in the aircraft industry.



## Caleffi hires Tina Gullickson as COO

Caleffi North America has hired Tina Gullickson as its new chief operating officer. Mark Olson, who recently announced plans to step aside from leading the company as CEO, will begin transitioning responsibilities to Gullickson over the coming months. Gullickson brings 20 years' experience in the plumbing and hydronic industries. Her career began in sales but quickly emerged into developing business strategies and assuming leadership positions within Weil-McLain during her 16-year tenure. Then Gullickson worked at Broan-NuTone holding several leadership positions, most recently leading their OEM division as general manager for their North American business unit. 📧

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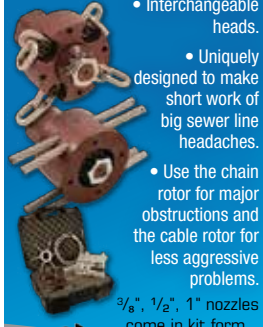
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**Kitchen & Bath Industry Show**, Las Vegas Convention Center. Visit [www.buildersshow.com](http://www.buildersshow.com)

**March 10-13**  
**WaterReuse Symposium**, Hilton Denver City Center, Colorado. Visit [waterreuse.org/news-events/conferences/2024-waterreuse-symposium/](http://waterreuse.org/news-events/conferences/2024-waterreuse-symposium/)

**March 11-14**  
**Air Conditioning Contractors of America 2023 Conference & Expo**, Universal Orlando's Sapphire Falls Resort, Florida. Visit [accconference.com](http://accconference.com)

**March 17-21**  
**Mechanical Contractors Association of America (MCCA) Annual Convention**, JW Marriott Orlando Grande Lakes, Florida. Visit [mcaa.org/events/calendar/mcaa-annual-convention-2024/](http://mcaa.org/events/calendar/mcaa-annual-convention-2024/)

**March 22**  
**Illinois PHCC EXPO North**, Drury Lane Conference Center, Oakbrook Terrace, Illinois. Visit [ilphcc.com/expo](http://ilphcc.com/expo)

**March 26 - 28**  
**National Hardware Show**, Las Vegas Convention Center, Las Vegas. Visit [nationalhardwareshow.com](http://nationalhardwareshow.com)

**April 24-25**  
**Dallas Build Expo**, Dallas Market Hall. Visit [buildexpousa.com](http://buildexpousa.com)

**May 14-15**  
**Emerging Water Technologies Symposium**, Scottsdale Plaza and Villas, Arizona. Visit [ewts.org](http://ewts.org)

**May 22-23**  
**Austin Build Expo**, Palmer Events Center, Austin. Visit [buildexpousa.com/austin-build-expo/](http://buildexpousa.com/austin-build-expo/)

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