

Curtis Parham of Southern Pipe & Supply in Birmingham Holds Toys for Tots Counter Campaign



Southern Pipe & Supply in Birmingham, AL. is very excited about the upcoming Toys for Tots donation to many children in the Bir-

mingham, AL area for Christmas.

Curtis Parham, along with the entire "family" and customers of Southern Pipe & Supply Birmingham decided this year to hold Toys for Tots campaign and collect toys for the children of Alabama for the Christmas holiday. Already with the help of many, Southern Pipe & Supply Birmingham has collected enough toys to give to 36 boys and 36 girls that were affected by the horrible storms in 2011.

Following the Toys for
CONTINUED on PAGE 3

Kohler Co. Launches Affinity Program For Plumbers

Exclusive training opportunities and special promotions offer KOHLER Advantage Program members industry insight and competitive advantage

Kohler Co., a global leader in kitchen and bath design and technology, has launched an affinity program to improve KOHLER product knowledge, share industry trends, and strengthen rapport with professional plumbers.

"Plumbers and show-

room sales staff are a critical audience for our success in the marketplace. Day in and day out, they have hands-on contact with our product and face-to-face interaction with our end customers," says Scott Edmunds, marketing director for KOHLER Global Faucets. "KOHLER Advantage connects members with Kohler as a trusted industry leader, and the program allows us to support those pro-

CONTINUED on PAGE 7

THE PIPELINE



Jack Morgan
Editor and Publisher

Hello Plumbing Pros. It is hard to believe that the end of another year is rapidly approaching. The big-box stores are filled with Holiday decorations and there is Christmas music on the radio 24/7. The Falcons still have a playoff chance and the BCS title game is set.

The Plumbing News has announced our first full Editorial Calendar to kick off in January 2012.

Our first topic edition will cover Water Heaters. We will feature new and emerging technologies, tank verses tankless, and Guest Editorials to cover issues concerning the future of water heater legislation, etc. In February we will be dedicated to pumps. For a full Editorial Calendar schedule see page 3 in this edition of the Alabama Plumbing News. Have a great month. ♣

Alabama PHCC Welcomes Phil Smitherman as New President

Alabama PHCC is pleased to introduce their new elected President, Phil Smitherman, Phil has been a member of APHCC since 1994 and served as President many years ago and is very excited to fill the shoes again for 2011-2012.

Phil has been in the industry for over 30 years and is the current owner and operator of Aux Mechanical, Inc. located in Birmingham, AL. Aux Mechanical has been servicing both residential and commercial customers in Jefferson and Shelby Counties since 1987 and provides professional services for all your plumbing, heating, cooling, electrical, and appliance needs.



Phil Smitherman stated to the Alabama Plumbing News "I am very excited to have been elected President of this great association! The PHCC association is all about sharing knowledge and expertise with

CONTINUED on PAGE 3

The Rheem XR90 Wins Prestigious AHR Innovation Award

The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE); the Air-Conditioning, Heating and Refrigeration Institute (AHRI); and the International Exposition Company (IEC), producers and orga-



nizers of the AHR Expo, have honored Rheem with a 2012 AHR Expo Innovation Award. The XR90 Extreme Recovery Gas Water Heater earned this esteemed honor in the award competition's

CONTINUED on PAGE 3

Kohler Co. Executive Elected Plumbing Manufacturers International's 2012 President



Stewart Yang
Plumbing Manufacturers International (PMI) elected Stewart Yang, vice president

of engineering, faucet design for Kohler Co., board president for the year 2012. Kohler Co. has been a member of PMI for 27 years, and several Kohler executives have served on its board over the years.

"Stewart and Kohler have consistently supported PMI through their leadership in furthering critical industry initiatives," says Barbara Higgs, executive director of PMI. "Stewart will be an inspiring PMI president and I am very much looking forward to his term."

CONTINUED on PAGE 3

American Standard Helps to Build a New Vision for a Community



The Frogtown Community House's mission is one true transformation: they purchase foreclosed homes in hard-hit communities in

the inner-city neighborhoods of Frogtown in Saint Paul, Minnesota and renovate them into community

CONTINUED on PAGE 11

PRSR STD
U.S. Postage
PAID
ATLANTA, GA
Permit NO 7926

Alabama Plumbing News
P.O. Box 68
Bethlehem, Georgia 30620



COMMERCIAL WATER HEATERS

COMMERCIAL SOLUTIONS



The Rheem SPIDERfire is the perfect solution for many restaurants, schools, hotels and laundromats looking for a highly efficient way of producing large volumes of hot water — it's sure to take a bite out of fuel costs:

- 95% thermal efficiency
- Six ultra high efficiency 100-gallon models
- Unique multi-pass heat transfer system
- Operates on natural gas or LP
- Ultra low NOx certified
- Single-pipe power vented or 2-pipe power direct vented
- Eye-level LCD scrollable electronic diagnostic system

Visit Rheem.com/spiderfire today or your local independent Rheem distributor to learn more.



INTEGRATED AIR & WATER

Rheem.com

CONTINUED from PAGE 1

Rheem

plumbing category.

The AHR Innovation Awards honor the most innovative new products that will be showcased during the annual AHR Expo, which is the largest HVACR exposition and conference in the world. A panel of judges made up of ASHRAE members evaluated products submitted in 10 different categories based on innovation, application, value to the user and market impact. The plumbing category includes any product or tool used to conserve water, or to direct, distribute or increase the flow of water.

"The Rheem XR90 is truly a one-of-a-kind water heater that has the power to substantially impact the market," said Peter Reynolds, general manager, Rheem Water Heating division. "The fact is, the Rheem XR90

delivers more hot water, faster and more efficiently than a standard, 50-gallon gas water heater*. We're so honored that the judging panel from ASHRAE recognized the unit's innovation and Rheem's product leadership."

Launched in July 2011, the 29-gallon Rheem XR90 Extreme Recovery Gas Water Heater heats water 42 percent faster than a standard 50-gallon gas water heater. The Rheem XR90 costs approximately 17 percent less to operate annually: only \$261 versus \$315 per year** for a standard 50-gallon gas model. What's more, it has a first hour rating (FHR) of 90 gallons—meaning homeowners get three times the amount of



hot water in an hour than what the tank actually holds. By comparison, a standard 40-gallon gas water heater*** has an FHR of 67 gallons.

Once the Rheem XR90 has been depleted of its available hot water, the unit can be ready with 90 gallons of available hot water in only 29 minutes. A standard 40-gallon gas water heater not only runs out of hot water faster, but this unit takes 59 minutes to be ready with 67 gallons of available hot water.

The ENERGY STAR®-qualified Rheem XR90 outperforms both standard 40- and 50-gallon units by leveraging a proprietary baffle and flue design, which retains the burner's heat longer, so the XR90 is able to transfer more heat to the stored water. As a result, the by-products of the combustion process are drawn through the flue. The XR90 does this with a 110-VAC, fan-assisted draft inducer, powered by a standard household current. The inducer is designed to work with a standard three-inch or four-inch, double-wall B vent, usually the venting that is already in place in the home. The electrical powered and upgraded venting process helps the unit achieve an Energy Factor (EF) of .70.

Rheem will accept its AHR Innovation Award on Tuesday, Jan. 24, 2012, at

a special ceremony during the AHR Expo in Chicago. Show attendees can check out the Rheem XR90 first-hand during Rheem's exhibit space at the show (#5110).

Rheem Manufacturing Company (www.rheem.com) is privately held with headquarters in Atlanta and U.S. operations in Alabama, Arkansas, California, Indiana, Minnesota and North Carolina. In its 86th year of operation, the company manufactures a full-line of eco-friendly, technologically advanced residential and commercial heating and cooling systems; tank, tankless, solar and hybrid heat pump water heaters; whole-home standby generators, controls, swimming pool and spa heaters; indoor air-purification products; and commercial boilers throughout North America and world markets. The company's premium brands, including Rheem, Raypak, Ruud and Richmond have been recognized with countless in-

dustry and consumer awards for reliability, innovative design and high quality. Rheem is the official heating, cooling and water heating supplier to Richard Childress Racing (RCR) and Kevin Harvick, Inc. (KHI), and is a primary sponsor of RCR's No. 29 NASCAR Sprint Cup Series® car and KHI's No. 33 NASCAR Nationwide Series® car. Harvick was named Nationwide Series "Driver of the Decade" in 2010.

*Rheem defines a standard 50-gallon gas water heater as one that features a 40,000 Btu/h input and 0.58 EF.

**Based on U.S. Department of Energy annual operating cost figures comparing the Rheem XR90 to a standard 50 gallon gas water heater.

***Rheem defines a standard 40-gallon gas water heater as one that features a 40,000 Btu/h input and 0.59 EF.♦

CONTINUED from PAGE 1

Smitherman

each other. This allows our industry to continue to grow and recruit new young talent to the PHCC trades."

The Alabama Plumbing-Heating-Cooling Contractors Association was established in 1951 and is dedicated to the advancement and education of the plumbing and HVACR industry for the health, safety, and comfort of society and the protection of the environment.

If you would like further information on APHCC, please contact them at 205-385-9488.♦

CONTINUED from PAGE 9

Toys for Tots

Tots campaign, Southern Pipe & Supply will be drawing one lucky winner's name that donated to these wonderful children, and will receive a gift given by Southern Pipe & Supply.

Southern Pipe & Supply Birmingham is very excited to make this campaign a tradition every year and they feel very blessed to be able to give back to their great community who has supported them every year.♦

EDITORIAL CALENDAR

January: Water Heaters

February: Pumps

March: New Technology

April: Decorative Plumbing / KBIS

May: Tools & Trucks

June: Backflow

July: SWA Edition

August: Tubs, Showers, China

September: Faucets

October: Fire Sprinklers, Irrigation

November: Plumbing Specialties

December: Commercial Plumbing & Engineering

Advertising Index

American Pipe & Supply	page 6
BarIndustries	page 5
HodesCo.	page 11
John Rocker	page 8
KBI	page 9
Liberty Pumps	page 3
Normac	page 8
Noland	page 11
Rheem	page 2
V&W Supply	page 16
Vortens	page 12

ALABAMA PLUMBING NEWS

P.O. Box 68 Bethlehem, Georgia 30620

Phone 404-391-2962 Fax 770-868-1856

Website: www.theplumbingnews.com

Twitter: http://twitter.com/plumbingnews

E-mail : plbgnews@windstream.net

Publisher's E-mail: plbgnews@aol.com

Graphics : plbggraphics@yahoo.com

Advertising Department : 770-378-1194

Jack Morgan - Editor and Publisher

James Bickert - Art Director

Shannon Manders - Administrator

Shea Britt - Assistant Administrator

The Alabama/Gulf Coast Plumbing News is a monthly publication of Morgan Publishing Company. The publisher does not assume responsibility for statements made by advertisers and reports opinions by dealers, suppliers and manufacturers as quoted. The advertising and copy deadline for the next issue is January 7th, 2012.. All contents are copyright 2011 by Morgan Publishing Company.



Noritz Boosts Tankless Water Heater Service Quality with New Technical Support Web Site and In-House Call Center



Noritz America recently unveiled two customer-service initiatives – a Technical Support Web Site and an In-House Call Center – with the goal of delivering information more quickly and efficiently to customers, whether their preferred method is the telephone or online. Targeting both trades people and consumers, the web site went live on Nov. 1, while the new call center began operations inside the company's Orange County headquarters on Nov. 28.

The origins of both initiatives can be found in the product application and installation questions that contractors and homeowners routinely ask Noritz sales and service personnel on a daily basis, according to Scott Isaksen, manager of Application Engineering, who led the multi-department team that developed the initiatives.

"We are always looking for ways to enhance the level of service we provide our customers," Isaksen says. "The tech-support site is a readily accessible, easy-to-navigate place to locate Noritz product information and, most especially, answers to technical questions that arise again and again from our customer base. Meanwhile, the new call center will minimize waiting time and offer in-depth technical expertise to those contractors and homeowners who would rather get information over the phone from a live human being."

A nine-month collabora-

tion effort involving the Noritz engineering, information technology, marketing and service departments, the new Technical Support Web Site is accessible at support.noritz.com. Once on the Technical Support home page, a visitor will find a variety of links, including access to Noritz's new "Warranty Calculator" tool, as well as information on federal tax credits and gas-company rebates.

Most site visitors will be seeking technical information on specific Noritz products. These materials can be found via several different paths, such as the "Search by Model" window, or by clicking on one of the thumbnail photos depicting various tankless water heaters and boilers. The primary intent of these navigation aids is to smoothly guide the visitor to a "Product Info" page that provides answers to "90 percent of the questions a homeowner will ask or a contractor might encounter" about a given unit, according to Isaksen.

— For the trade, that Product Info data is displayed in its entirety on the screen and divided into five areas: Overview, Technical Specs & Installation, Accessories, Approval, and Warranty.

— For consumers, Noritz site designers have isolated the same information behind five different tabs to avoid overwhelming the average consumer with too much data on a single screen (inset graphic). Nonetheless, a consumer visitor may access the five segments individually or call them up all at once, whatever the preference.

Regardless of the path chosen, the new site provides a host of user-friendly prompts to minimize missteps:

DOWNLOADABLE TECHNICAL LITERATURE: The Technical Literature section of the site offers five different, downloadable items for each product: spec sheet, owner's guide, installation manual, parts list and certification listings. To help a visitor drill down to the correct product, three different filters can be employed: "category" (residential, commercial or boiler); "technology" (condensing and non-condensing); and "generation" (items currently in production and older, "classic models" now out of production).

FREQUENTLY ASKED TECHNICAL QUESTIONS: Also accessible from the menu bar on the home page, the FAQ section is much more than the customary, simple list of questions and answers. The page divides the questions into eight different categories, such as "Application," "Installation," "Venting," etc., with the number of questions in each noted in parentheses.

In addition, a visitor can see which questions or "articles" are the most "Recently Added," the "Most Popular" and "Top Rated." The article pages themselves include areas for "Comment"; attachments and links to other, related articles; the ability to print, e-mail or export an article to a PDF; and a tool to rate the article on a scale of one to five (1-unhelpful, 2-below average, 3-average, 4-above average, or 5-excellent). As displayed, all articles are rated according to this system and include the number of visitors to date.

"We are actively seeking customer input on the helpfulness of our articles," says Isaksen, "as well as specifics on how to improve them."

SUBSCRIPTION SERVICE: Each page on the new site also contains a link to a registration form, where the visitor can sign up to receive updated information as it becomes available. Customers, for example, can receive updates on individual FAQ articles, specification sheets, brochures, etc.; or they can subscribe to the entire Technical Support site to receive updates on the complete "Noritz Knowledgebase" as new information is produced.

"TROUBLESHOOTING" SECTION: Containing even more in-depth technical information than the rest of the site, this area is specifically reserved for members of the Noritz PROCard customer-loyalty program. Formatted like the FAQ pages, Troubleshooting contains in-depth presentations on parts replacement and maintenance procedures, as well as how to diagnose various operational problems. Instructional documents and videos are also available for downloading.

In addition, Troubleshooting offers critical information on how to deal with error-code readouts when they appear on a water heater control panel. In "Searching with Error Codes," the contractor simply enters the model number of the unit being serviced and the particular error code being displayed. A flow chart will then appear, outlining the proper sequence of steps to resolve the issue.

"When an owner calls, 'Hey, what's this number flashing on my tankless water heater?' the service tech must respond knowledgeably

and quickly to fix the problem in a cost-effective way," says Isaksen. "We think this Troubleshooting section will greatly enhance that capability, providing further incentive to join our PROCard program."

In-House Call Center

The new In-House Call Center, reachable toll-free at 1-866-766-7489, is staffed by a full-time supervisor and three customer service agents who are available from 8:00 a.m. until 5:00 p.m. Pacific, Monday through Friday. However, this core quartet is expandable to as many as eight Noritz personnel during busier times of the year, usually the colder months of October through March, according to Isaksen.

Supplementing the headquarters team is a second, outsourced call center located on the East Coast. Active since 2010, this established call center has, with the opening of the headquarters operation, shifted from conventional, daytime hours to evenings and Saturdays.

The new in-house operation

CONTINUED on PAGE 12A

Ferguson Announces Acquisition of Groeniger & Company

Ferguson becomes largest waterworks distributor in northern/central California

Ferguson Enterprises, Inc. (Ferguson) announces the acquisition of Groeniger & Company (Groeniger) in an asset transaction completed November 7, 2011. At the present time, the company will continue to operate under its existing name and be led by Groeniger's current executive vice president, Dick Alexander.

Groeniger was founded in 1949 by W.C. "Bill" Groeniger and is now the leading waterworks distributor in northern and central California. The company has eight sales branches, one administrative office and one pipe yard. Groeniger distributes pipe and other equipment for waterworks, fire protection, sewer, reclaimed water, irrigation and storm drainage projects. They are recognized as California's leading pipeline materials supplier for residential, commercial and public works sectors.

"It is clear that Groeniger and Ferguson share the same culture of taking care of the customer, respecting our vendors and taking care of our employees," commented Alexander. "We will continue to believe 'Family Is Our Tradition, Our People Are Our Strength and Service Is Our Reputation.' This union will provide our customers with a combination of resources and talent that will benefit them now and for many years to come."

"Groeniger is a flagship waterworks distributor in California," said Ferguson CEO Frank Roach. "We are happy to welcome them to the Ferguson family and look forward to the synergies that arise as two industry leaders come together."

Ferguson has been in the waterworks business since the mid-'80s, supplying utility contractors, municipalities, water and sewer treatment plants, land developers and others with a variety of waterworks products. Ferguson's commitment to technical training, personnel development and relationship building gives the company a strategic advantage in the highly specialized utility industry. ♦

Prevent falling hazards and lawsuits!



The Real Wall Mounted Toilet Support

Available at most
plumbing supply houses.

Call for a distributor near you.

We guarantee 1000 lb. load capacity!

770.877.9020
www.bar-industries.com

BAR Industries

Quality Service Contractors' Meeting Coming to Charlotte



Roger Fouche, QSC Chair

Why should a prospective customer choose your

company? Discover your competitive advantage at the March 22-24 Quality Service Contractors' (QSC) meeting at the Westin Charlotte, Charlotte, N.C.

Featured speaker David Arvin—the Visibility Coach, an internationally known marketing expert and best-selling author, will reveal what it takes to promote what differentiate you from the competition, while building a category-leading brand identity. Based on the lessons in his breakout new

book: It's Not Who You Know, It's Who Knows You!, Arvin will provide new ideas and strategies to become top-of-mind with your top prospects.

Other seminar topics include:

• "Marketing and Selling Water and Energy Conservation"—Dave Yates will cover energy and natural resource technology, including high-efficiency toilets, recirculation, wireless; snow-melt; and more.

• "Sandler Training's Cut and Paste—The Most Effective Motivational Program in the World"—In a lively, fun-filled event, Bob Sinton will

demonstrate how to create individualized "Dream Boards" to stay focused on important dreams and goals.

• "Tracking Productivity & Efficiency"—QSC Business Coach Lawrence Snow will cover ways to monitor service department statistics, bonus programs and customer service representative to make an operation increase overall productivity and run more efficiently.

• "Humor—A Strategy for Success"—Closing speaker Jeanne Robertson will provide a refreshing new approach to humor and the

CONTINUED from PAGE 1

Kohler

professionals by providing them valuable resources and products to make their jobs easier."

KOHLER Advantage membership benefits include:

- New Product Alerts: Be the first to hear about the latest KOHLER products as they are officially launched.

- Special product promotions: Kohler offers special promotions to plumbers several times a year.

- Direct line to Trade hotline: Instant troubleshooting assistance available from a Kohler expert

- Exclusive training opportunities: Whether online or at in-person events, trainings help members gain expertise on all things Kohler.

- Field test and survey results: Kohler values Advantage members' opinions—surveys provide the opportunity to share thoughts on KOHLER products and programs.

- Monthly prize drawings: Every Advantage member is entered in a monthly prize drawing for KOHLER product or KOHLER promotional items.

Those interested in joining KOHLER Advantage can sign up online: kohler.com/advantage, via smart phone: kohler.com/madvantage, or in-store or at training events by filling out a registration sheet.

About Kohler Co.

Since 1873, Kohler Co. has been improving the level of gracious living among its customers by providing exceptional products and services for the home. The company leads the way in design, craftsmanship and innovation - knit together by uncompromising quality. Kohler's product offering spans across all price points, offering consumers a wide variety of options in kitchen and bath fixtures and faucets, furniture, cabinetry, tile and stone, and residential generators. As the recognized industry leader and best-known brand name in kitchen and bath design, Kohler offers its homebuilder customers design center assistance, merchandising expertise and world-class products to create a complete design solution. Visit kohler.com/pro for trade-specific resources. ♦

Flush Green. Stay Clean. Every Time.

Save 25% more water with the new H₂Option™ Siphonic Dual Flush Toilets.

Everybody wants to save water, but nobody wants to sacrifice a good, effective flush. The new H₂Option™ Siphonic Dual Flush Toilets solve that dilemma by delivering a stronger, cleaner and quieter flush than typical dual flush toilets. Our patent-pending, siphonic-action technology provides exceptional performance in both 1.0 gpf light flush and 1.6 gpf heavy flush settings. The result? Cleaner bowl and improved water savings.

American Standard
Style That Works Better.

To learn more, visit us at americanstandard.com.

Powerful at both light and heavy flush settings

- 1.6 gpf setting achieves maximum 1000g MaP score for bulk removal*
- 1.0 gpf setting yields an impressive 400g MaP score for bulk removal
- WaterSense® listed

*MaP testing performed by IAPMO RST Lab per MaP protocol outlined by Watters Consulting and Kohler Company

Two-Step Siphonic Action

Step 1
Pressurized PowerWash™ rim scours the bowl clean

Step 2
Jetted siphonic bowl action quickly and completely evacuates bowl contents



AVAILABLE AT THESE LOCATIONS

- BIRMINGHAM** - 4100 East Lake Blvd. - Phone (205) 252-9460 Fax (205) 252-9457
- DECATUR** - 106 10th Avenue N.E. - Phone (256) 353-7447 Fax (256) 353-7744
- MONTGOMERY** - 1201 N. Ripley Street - Phone (334) 262-6431 Fax (334) 264-2747

CONTINUED from PAGE 1

Yang

The voluntary, not-for-profit international industry association functions as a sounding board for its members, a source for industry and market information, and as a coordinating and decision-making body for dealing with industry issues. It also helps develop and maintain standards and codes, and works closely with government agencies at

all levels – federal, state and local.

Since 2008, Yang has served a variety of positions on the PMI board, including treasurer, second vice president, and first vice president. Yang will move into his new role as board president in January 2012.

"PMI plays a crucial role in the plumbing industry and I am honored to accept the 2012 presidential position," says Yang. "This association

has helped to develop the industry to what it is today, and Kohler's participation gives us the opportunity to share valuable insight and knowledge to help mold the future of the plumbing industry."

Representing plumbing product manufacturers across the plumbing industry, the PMI Board steers the activities of the

organization. Board members must be actively employed by a PMI member company for consideration and are elected by the membership at the Fall PMI Conference for three-year terms that starts the following year.

About Kohler Co.:

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of

America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, tile and home interiors, and an international host to award-winning hospitality and world-class golf destinations. ♦

EVENTS CALENDAR

Send all of your open house, continuing education, seminar, and trade show information to: **THE ALABAMA PLUMBING NEWS CALENDAR P.O. Box 68 Bethlehem, Alabama 30620**

Second Tuesday of Every Month 6PM

ASPE Alabama Chapter Meeting

LOCATION: Altadena Valley Golf & Country

CONTACT: mzinnerman@fab.uab.edu

January 17-19th, 2012

International Disaster Conference & Expo

LOCATION: New Orleans

CONTACT: www.mccno.com

January 23-25th, 2012

AHR Expo

LOCATION: Chicago

CONTACT: www.ahrexpo.com

February 8-11, 2012

NAHB International Builders Show

LOCATION: Orlando, FL

CONTACT: www.buildersshow.com

April 12th, 2012

TAPHCC Annual Convention

LOCATION: Nashville, TN

CONTACT: www.taphcc.com

April 27-29th, 2012

Kitchen & Bath Industry Show

LOCATION: Chicago, IL

CONTACT: www.kbis.com

April 30 - May 2nd, 2012

ABPA Conference & Trade Show

LOCATION: Reno, NV

CONTACT: http://abpa.org

May 11-12th, 2012

PHCC Legislative Conference

LOCATION: Washington, DC

CONTACT: www.phccweb.org

July 7-10th, 2012

PMA 120th Annual Convention

LOCATION: Myrtle Beach, SC

CONTACT: 678-947-3473

October 3-6th, 2012

PHCC Connect

LOCATION: Philadelphia, PA

CONTACT: www.phccweb.org

HODES CO

PROFERRED PLUMBING PRODUCTS

FAMILY OWNED AND OPERATED SINCE 1943

Phone: 1-800-777-6500

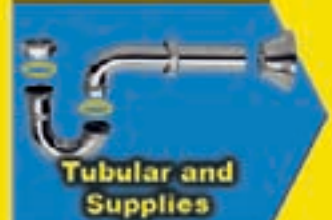
Fax: 1-800-982-5934

www.HodesCo.com

**GET YOUR FREE
CONTRACTOR
DIRECT
FULL LINE BUYERS
CATALOG**

**SIX MONTH
PRICE FREEZE**

**Over 8000
Items In Stock**



Moen's Commercial Division Introduces M•Power™ Flush Valves



Moen Incorporated's Commercial Division introduces M•Power™, a full line of sensor-operated flush valves featuring superior durability, water savings and the ultimate in sanitary protection for commercial restrooms. The M&38226;Power line offers a number of options, including standard flow, High Efficiency, Dual flush and Pint flush models. All M•Power

flush valves require little or no maintenance, offering lower lifetime costs for a facility. As an added benefit, installing Moen's M•Power flush valves contributes to a building's eligibility to obtain LEED® (Leadership in Energy and Environmental Design) certification, earning the building up to two points in the Water Use Reduction category.

"M•Power flush valves

offer the best solution for the conservation of water and energy, as well as providing a solid return on investment," said Mark Knurek, director of marketing and product development, Moen Commercial. "M•Power flush valves provide a safe and reliable replacement option for manual flush valves, which can be a health concern when it comes to the spread of germs and bacteria in public restrooms."

There are three types of high-efficiency, water-saving flush valves in the M•Power

line:

High Efficiency Flush Valves

M•Power High Efficiency flush valves increase water savings for commercial properties with significantly reduced flow rates. High Efficiency water closet flush valves feature a flow rate of 1.28 gallons per flush (gpf) when combined with coordinating fixtures, a 20 percent savings from the industry standard of 1.6 gpf. High Efficiency urinal flush valves feature a flow rate of 0.5 gpf, a 50 percent savings from the industry standard of 1.0 gpf. These flush valves also promote energy savings with the help of an infrared sensor beam that activates a flush cycle only when a user is in range, ensuring optimal performance, efficient operation and cost savings.

Pint Flush Valves

For the highest possible water savings without utilizing waterless urinals, Pint flush valves offer up to an 88 percent water savings from the industry standard 1.0 gpf urinal flush valve. Moen Commercial's Pint flush valves offer the lowest operation and maintenance costs when compared to both waterless and standard 1.0 gpf models. The Pint flush valve's infrared sensor beam activates a flush cycle when the user is in range, for unparalleled water efficiency and sanitary protection without the odor, additional maintenance and costs associated with waterless urinals.

Dual Flush Valves

New Dual flush valves work automatically, using advanced electronics to ensure that the right amount of water is utilized for every flush; dramatically reducing water consumption and limiting overall building and operating expenses. Dual flush valves rely on the timing of the individual in the stall to determine the strength of the flush in commercial water closet applications, automatically reducing water usage by up to 37 percent without sacrificing performance. The sensor-operated valves allow the user to be in range for up to 60 seconds for a reduced 1.0 gallon flush. After 60 seconds, a full 1.6 gallon flush is activated, possibly saving a facility thousands of gallons of water each year. These flush valves are available in a variety of power options, including

CONTINUED on PAGE 9

the Problem:

The Heater and the Inspector are scheduled — The gas line must be completed TODAY!

the Solution:



- ✓ 2 NORMAC FLEX-Risers
- ✓ 1 Length of Pipe
- ✓ 2 Pipe Wrenches



Norton McMurray Manufacturing Company · 2570 Kaneville Court
 P.O. Box 588 Geneva, IL 60134 · Tel: 630-232-8111 · Fax: 630-232-8180
 Visit us at www.normacnow.com.



... Since 1939

2905-A Amwiler Road Suite B
 Atlanta, Georgia 30360
 Toll Free: 866.573.1500
 Phone: 770.416.1345
 Fax: 770.416.1567
www.carrcompany.com

RPA to Join The IAPMO Group

The Radiant Panel Association (RPA) has reached agreement with the International Association of Plumbing and Mechanical Officials (IAPMO) to work together to expand a burgeoning market, furthering the goals and objectives of an important facet of the heating and cooling industry. RPA and IAPMO have contracted for IAPMO to acquire key RPA assets, pending ratification of the agreement by the RPA membership. The RPA Board has voted to enthusiastically recommend that membership support the

agreement for the expanded benefits it will promulgate on behalf of the industry. Aided by the assets acquired, IAPMO will be able to service the industry needs of the RPA membership as IAPMO does for the plumbing, mechanical, swimming pool, spa, hot tub and solar industries.

The manufacturers, distributors, designers, dealers and installers of radiant panel heating and cooling systems and components that are presently members of the RPA will have the opportunity to join IAPMO.

With IAPMO, radiant panel industry members will take part in an expanded scope of activity symbolized by an updated logo created by IAPMO. The RPA seeks to facilitate communication and cooperation among those interested in the advancement of the radiant panel heating and cooling industry, primarily in North America. These efforts will now be led by IAPMO.

As the sponsor of the American National Standard-designated Uniform Plumbing Code® (UPC), Uniform Mechanical Code® (UMC), Uniform Solar Energy Code® (USEC) and Uniform Swimming Pool, Spa and Hot Tub Code®

(USPC), IAPMO members are dedicated to working in concert with government and industry for safe, sanitary plumbing and mechanical systems. In addition to product testing and listing services, IAPMO also develops standards, delivers technical education in support of its codes and standards, and certifies journeymen and inspectors. Incoming members will immediately have the tenure of their RPA membership recognized in good standing by IAPMO, as well as receiving the added new advantage of becoming IAPMO members, with accompanying benefits including:

- A role in shaping the codes that govern the design, installation, methods and materials

employed by the plumbing, mechanical and solar systems in our homes and businesses

- Access to a team of technical experts to provide answers and analysis

- Professional publications delivering timely news and critical technical information

- Expanded networking opportunities

- Enhanced visibility for the Radiant Professionals Alliance worldwide

IAPMO's desire to advance the mission of the RPA members after the RPA ceases to exist, and to maintain the services to which they have been accustomed is perceived as a win-win for the membership of both associations.

CONTINUED on PAGE 11

CONTINUED from PAGE 8

Moen

standard AA batteries or low-powered AC adapters. Retrofit kits are also available for existing electronic or manual flush valves, allowing for a simple and cost-effective flush valve conversion.

All M•Power flush valves feature:

- Solid brass, chrome-plated construction to withstand constant use
- Advanced electronics to limit false sensing and over-flushing
- Self-cleaning piston technology requires little or no maintenance and outlasts diaphragm valves
- Slow-closing solenoid to prevent water hammer and hard close
- Self-cleaning filter system to eliminate clogs and run-ons
- Self-lubricating silicone seals to prevent leaks
- Wide range of operating pressures, from 10 to 120 PSI
- Mechanical manual override button, which requires no power to activate, ensuring the system is always operational
- 24-hour sentinel flush to keep the toilet clean and traps odor-free
- Field-adjustable flow rates for maximum efficiency
- All battery powered units can adjust to left or right installation, saving time, inventory and money

Moen's M•Power flush valves are built to withstand the harshest commercial and industrial environments and are equipped with vandal-resistant stop valves and a shatter-proof polycarbonate lens cover to protect the sensor eye. All Moen flush valves meet ADA compliance requirements. ♦



PLATINUM XCELL®

Are Yours Low-Lead? or No-Lead?

KBI® Introduces the Only "No-Lead" 1/4 Turn CPVC Supply Valve Line

- 1/4 Turn
- Full Line
- NSF 61-G
- UPC Code Approved



KBI® Introduces the Only "No-Lead" Stainless Steel CPVC Transition Adapter Line

- Largest CPVC offering in the Industry
- USA Made, Code approved, Low-Lead Law Compliant



KBI® = More Profit For You!!!



The Only No-Lead CPVC System in the Industry!!!

Classified Ads

Help wanted ads are \$2 a word (20 word minimum) and \$20 for a photograph. You can fax your ad to 770-868-1856 or e-mail them to plbgnews@windstream.net For credit card processing call, Shannon Manders at 404-391-2962

PLUMBING & SEPTIC

Aaron Plumbing is seeking Atlanta's best plumbing and septic talent. If you have a clean background, a current Georgia plumbing license, and the motivation to be the best at what you do, please send your resume to careers@chooseaaronplumbing.com or by fax at 770-945-8100. Aaron plumbing offers great opportunity and excellent pay!

Georgia Plumbing News

Reporting For The Plumbing Professional

Classified Ad

Ad Information

Name _____

Company _____

Phone _____

Fax _____

The Alabama PHCC WANTS YOU!



Every contractor who is serious about his or her business should be a member of their professional trade association.

- Learn about and become a part of decisions that affect your industry.
- Support a legislative program that promotes and protects your livelihood.
- Learn from others who have the same challenges and opportunities.
- Take advantage of specialized educational programs.
- Stay informed of technical developments and new products.

ADVERTISE YOUR TRUCK HERE!!!



NEW!
10% Referral Fee on Sewer & Water Line Work Trenchless Sewer and Water Line Replacement
 Polybutylene Pipe Replacement, Jetter and Camera Service. Lettered and Un-lettered trucks if you would like to subcontract your trenchless sewer work. Referral checks paid immediately at completion of work. Licensed & Insured, Michael Whitman 770-505-8570

REWARDS

- ✓ **Saves Your Company Money!**
 Discounted rates for Continuing Education and Plumbing Review Courses
 Discounts through other endorsed programs such as Insurance
- ✓ **Represents Your Company's Interest**
 National & State Lobbying Initiatives
 Input on Plumbing/Mechanical Code Issues
 Ongoing Communication with State Licensing Board
- ✓ **Provides Educational Programs**
- ✓ **Keeps You Informed of Actions That Affect Your Business**
- ✓ **Provides Forums To Develop Beneficial Working Relationships**
 Annual State Convention & Product Show
 Area Meetings
- ✓ **Enhances Your Business**
 Encourages Use of the PHCC Logos on Your Company's Materials

NEW! Territory Salesman
 The Plumbing News is seeking a territory salesman for the Alabama / Gulf Coast area. A Great opportunity for individual with good organizational skills, E-mail resume to plbgnews@aol.com.

Plumber
 As an Army National Plumber, you will learn these valuable job skills while getting up to a \$20,000 enlistment bonus, earning a regular paycheck, and qualifying for tuition assistance. Instead of paying to learn these skills, get paid to learn.

The Army National Guard has career opportunities in every State and four U.S. Territories with more than 3,600 training locations and 350,000 members. The Web site for the Army National Guard is www.1-800-GO-GUARD.com

If you would like further information on APHCC, please contact us at 205-385-9488

Briggs Acquired By Its U.S. Management

Briggs Plumbing Products, a major manufacturer of enameled steel products, vitreous china and faucets previously known as Briggs Industries, has been acquired by its senior U.S. management. The new owners have secured capitalization "to grow the company and gain market share for Briggs and our strategic partners in North America and the Caribbean," said Chuck Dockery, president, CEO and co-owner.

As part of its branding strategies, Briggs is announcing one of the largest new product introductions in company history. Dockery

noted that the launch "will encompass a full line of high-efficiency toilets and urinals, two complete luxury suites, and UltraTUFF II — an affordable, composite-backed tub that complements our UltraCAST premium tub introduced earlier this year." ♦

CONTINUED from PAGE 6

QSC

magic it works in daily lives.

There also will be interactive member panel discussions focusing on how to expand businesses by offering diversified services, and free counseling available from the QSC Business Coach.

The 14th annual Hodes/Challenge Air Golf Tournament, opening reception and

Industry Partner Showcase will be featured on March 22, and Industry Partner Roundtables and a closing reception will be offered March 24.

To register, call (800) 533-7694 or visit www.qsc-phcc.org. If you're not a QSC member, don't worry... you are eligible to attend your first Power Meeting for FREE.

Call (800) 533-7694 for

details or visit www.qsc-phcc.org.

QSC is an enhanced service group of the Plumbing-Heating-Cooling Contractors-National Association. QSC delivers state-of-the-art training programs, products and services for select members of PHCC's service and repair membership. For more information, call (800) 533-7694 or visit <http://www.qsc-phcc.org>. ♦

CONTINUED from PAGE 9

IAPMO

"The RPA has been a tremendous organization that has had a profound impact on the indoor environment industry, on hundreds of companies, and on many of us personally," said RPA President Dorothy Castagna-Biggs. "It has run a great course and changed the face of radiant floor heating in the United States. The vision lives on, but it is now being broadened and enhanced with the integration and shared learning across a multitude of products and systems. We believe that IAPMO will offer us the best path forward for continued success." ♦

CONTINUED from PAGE 1

Community

spaces that neighbors can be proud of. The latest home project is a "Green House", a building that is so energy efficient that it generates more energy than it consumes, which will be used as a base for the project. The true transformation, however, is not that of the home, but the positive change that they're hoping to bring to the community that inhabits the surrounding area, specifically focusing on integrating teens and young adults into a healthy environment. American Standard is proud to have worked as a partner to the Frogtown Community project by generously donating products that will be used in the bathrooms and kitchen space of the "Green House" from the American Standard and Porcher brands including; bathroom faucets, accessories, kitchen sink, kitchen faucet and bathing products. ♦

NOLAND COMPANY IS YOUR SOURCE FOR AMERICAN STANDARD PLUMBING PRODUCTS

DEPENDING ON WHICH TOILET

YOU INSTALL, THEY CAN EITHER CALL YOU

WITH A REFERRAL OR WITH A CLOG.

YOU PICK.



The Flush Tower.
The genius behind a more powerful flush.



©2011 American Standard, Inc.

The Champion® Toilet, featuring America's Best™ Flushing System. Fast. Quiet. Clean. With virtually no clogs. It's the best idea since indoor plumbing. Call 800-524-9797, ext. 1471, or visit www.bestflush.com.

American Standard

NEW STANDARDS FOR LIVING®

available at the locations



BIRMINGHAM
3316 Second Ave. North
Birmingham, AL 35222
Phone (205) 323-6322

DECATUR
616 Church St. NE
Decatur, AL 35601
Phone (256) 353-2061

GADSEN
256 North Fourth St.
Gadsden, AL 35901
Phone (256) 546-0401

MOBILE
93 Sidney Phillips Dr.
Mobile, AL 36607
Phone (251) 471-1411

MONTGOMERY
600 North Eastern Blvd.
Montgomery, AL 36117
Phone (334) 277-4100

OPELIKA
2214 Marvyn Pkwy
Opelika, AL 36801
Phone (334) 745-7400

OZARK
2571 S. Union Street
Ozark, AL 36360
Phone (334) 774-4433

CONTINUED from PAGE 4A

Noritz

tion draws its personnel from the ranks of both existing staff as well as new employees. "We look for people with a knack for problem-solving – someone not afraid to get technical, but who also enjoys dealing with people," says Isaksen. "An agent must be able to ask the right questions to get the caller exactly what he or she needs as quickly as possible."

Four in five callers are trade professionals, often with challenging system design, installation or service questions. In such instances, the call-center agent moves immediately beyond Tier 1 Technical Support and refers the questions to a Noritz engineer. However, in locating the new call center in-house, Noritz expects the agents to obtain the needed technical information from their supervisor or staff engineers more quickly, while steadily expanding their own ability to answer customer technical questions directly.

"By having experienced managers on-hand to mentor the call center agent, we

anticipate answering more customer questions on the spot, rather than making them wait for a callback," says Isaksen. "We see this face-to-face coaching process as a faster educational path to agent self-sufficiency, which is what the current service environment demands."

The call-center agents will also be able to further educate themselves by tapping the new Technical Support Web Site for product and application information. "The two innovations will feed off one another over time," says Isaksen, "helping us to reach our primary objective, which is to service the customer with increasing speed and precision."

For more information on the new Technical Support Web Site, the In-House Call Center and the full line of Noritz water heating products, visit support.noritz.com. You can also call us at 866.766.7489 or e-mail us at support@noritz.com.

NORITZ AMERICA CORPORATION, a subsidiary of Noritz Japan, has corporate offices in Fountain Valley, Calif., as well as in Dallas,

Atlanta, Chicago and Hawthorne, N.Y. Offering a full line of tankless water heaters to meet the hot water demands of residential and commercial applications. Noritz supports its products with a national network of skilled representatives and employees who are committed to providing the finest products and ser-

vices to our communities by helping consumers live in a more comfortable, efficient and healthy lifestyle.

For more information on Noritz America and the entire line of Noritz's ENERGY STAR® certified tankless water heaters, please call 866.766.7489 or visit our website at www.noritz.com.

Geberit Solves Challenging Bathroom Renovation for DIY Network's "Bath Crashers"

"Bath Crashers" host Matt Muenster uses the Geberit Concealed Tank and Carrier System to hide the toilet tank in the wall in a recent bathroom renovation project on the DIY Network's newest series.

Muenster worked with the homeowner side-by-side and totally overhauled a dated bathroom in need of repair. It was transformed into a stunning, functional and modern living space with the help of a Geberit system.

Muenster, a licensed contractor and experienced high-end interior designer,

selects a challenging bathroom renovation for each "Bath Crashers" episode by interviewing homeowners who are shopping in a home improvement store.

In the episode titled "Something Old, Something New", the first thing Muenster does is throw the old floor-mounted toilet in the dumpster. Later in the program he announces, "The tank for the toilet gets hidden in the wall," as the Geberit system is shown being installed. The full episode can be viewed from the Geberit Facebook page at facebook.com/geberitnow.

The Geberit Concealed Tank and Carrier System, as demonstrated in Muenster's design, increases usable space in full bathrooms and powder rooms, giving the interior designer unlimited possibilities. Because the integral toilet tank is hidden behind the wall, the decorative flush plate attached to the wall is the only visible component of the Geberit system. This provides a sleek, modern look and improves hygiene by making bathroom clean-up a breeze.

The Geberit system increases accessibility, saves water, and offers increased reliability over standard bathroom plumbing hardware. The flexible, adaptable in-wall carrier systems are designed for easy installation, attaching to existing wall framing and supply and waste piping using standard tools. Once installed, the system is practically maintenance-free. Should it become necessary, however, simple change-out of components can be accomplished without the use of tools.

Geberit North America is
CONTINUED on PAGE 12

HELP YOUR CUSTOMERS SAVE UP TO 40% IN WATER CONSUMPTION.

Vortens High-Efficiency Toilets

TORNADO



TORNADO ADA



VIENNA RF-DF



DELPHOS DF



DALI DF



RHODAS DF



MANCHESTER DF



The proven leader in flushing performance, Vortens offers a premier line of HET water-saving toilets. Vortens HET toilets outperform competitive brands. In fact, Maximum Performance Testing* of Popular Toilet Models confirms that Vortens toilets are completely dependable and deliver absolute performance. That means no callbacks and no problems for you.

*According to Veritec Labs 2007 Maximum Performance Testing of Popular Toilet Models (MPT) "Test to Failure" Load Test



Vortens
ALL PERFORMANCE. NO PROBLEMS.



To ensure the next project you specify saves big on water consumption without sacrificing performance log on to www.vortens.com

Available at **GLS SUPPLY**

3201 RICHARD ARRINGTON JR. BLVD N.- BIRMINGHAM, AL 35234
PH 205-251-8833 - FAX 205-251-4430

NEW PRODUCT SHOWCASE

Magnalight Announces Release of Industrial Grade LED Light Tripod



Larson Electronics' Magnalight.com has released a ruggedly designed LED light tripod built to provide a reliable and durable source of powerful illumination for industrial environments. Designed with dual LED light heads and a high quality wheeled tripod, the WALTP-2XWP400MCE Industrial LED Light Tripod provides an easily deployed light source that is as economical as it is powerful. Rivaling more expensive to operate metal halide tripods in total coverage and light quality, this light tower runs cooler, uses less energy, and offers the long operational life and durability of LED technology.

The WALTP-2XWP400MCE Industrial LED Light Tripod from Magnalight.com provides brilliant illumination capable of covering as much work area as comparable metal halide lamp equipped tripods, yet costs less to purchase and operate. This industrial light tower is tripod mounted and includes a set of no-flat rubber wheels to make moving the tripod from one location to another easier for one person to manage. The dual LED light heads on this unit each produce illumination comparable to a 250 watt metal halide lamp, yet use less energy, run cooler, and have a far longer service life rated at 50,000 hours versus the 10-20,000 hour average ratings for metal halides. The waterproof and vapor proof LED light emitters used on the WALTP-2XWP400MCE also suffer

none of the problems with slow warm up times and reduced lamp life from frequent on and off cycling associated with metal halide lamps, making them more reliable and effective in the workspace. The extendable tripod tower on this unit allows the light heads to be extended anywhere from 7 feet to 13 feet in height to provide the best coverage of large areas. The tripod itself is constructed of heavy duty aluminum and coated with a durable yellow finish for added durability and resistance to corrosion and includes no flat tires for easy maneuvering around the work space.

The entire light head assembly can be removed from the tripod by loosening the locking hand knob and simply sliding the assembly off the tower. The legs can then be folded and the entire assembly easily loaded for transport or storage. This LED light tripod works with standard 120VAC and requires no additional transformers or hardware to operate. The LED light heads can be operated independently of each other, allowing operators to produce as much or as little light as they need. The construction of the unit is industrial grade, including a heavy duty aluminum tripod, waterproof and vapor proof LED light heads with powder coated aluminum housings and unbreakable polycarbonate lenses, and 50 feet of abrasive and oil resistant SOOW cord ending in a heavy duty straight blade plug.

This LED light tower is ideal for plant turnarounds, tank cleaning, construction sites, and even outdoor events where a reliable and powerful yet economical alternative to hot running and expensive halogen or metal halide lights is preferred.

"The WALTP-2XWP400MCE LED light tower adds to our growing number of ruggedly designed portable lighting towers," said Rob

CONTINUED on PAGE 8B

Sloan Broadens Toilet Product Line With Addition of Tank Type Gravity Toilets



Sloan has launched a two-piece, tank-type gravity toilet line. The Gravity Series 9000 toilets, available in single- and dual-flush models, offer another water-saving flushing option for light commercial installations.

The Gravity Series 9000 product line includes one 1.6/1.1 gpf dual-flush toilet with a flush button on top of the tank and two single-flush models: a 1.28 gpf single-flush toilet and a 1.6 gpf toilet with the option of a left or right hand trip lever. Gravity Series toilets initiate a quiet,

yet powerful gravity flush with a siphon jet flushing action.

The High-Efficiency Toilet models enable light commercial customers, such as small office buildings and retail stores, to save 30% on water usage compared to standard 1.6 gpf toilets. Plus, the 3-inch valve opening on all of these commercial-grade toilets allows for improved performance due to the increase in flow rate. These floor-mounted vitreous china toilets have elongated bowls available in ADA and standard height.

The Gravity Series toilets are among the first plumbing products to be certified under the new IAPMO R&T Inc. Green Certification program. (The Green Certification program identifies and tests products that are water-efficient based on water use reduction when compared to the water use baseline indicated in each specification.) Sloan

was the first manufacturer to earn this certification for non-residential, commercial plumbing products.

Sloan is the world's leading manufacturer of commercial plumbing systems and has been in operation since 1906.

Headquartered in Franklin Park, Illinois, the company is at the forefront of the green building movement and provides sustainable restroom solutions by manufacturing water and energy-efficient products such as flushometers, electronic faucets, sink systems, soap dispensing systems and vitreous china fixtures for commercial, industrial and institutional markets worldwide.

For more information on Gravity Series 9000 toilets, contact: Sloan, 10500 Seymour Avenue, Franklin Park, IL 60131. Call 800-9-VALVE-9 (982-5839), fax 800-501-3989 or visit www.sloanvalve.com.

Brondell Introduces Affordable Hi-Tech Toilet Seat



The Next Evolution of Clean: The modern designed Swash 300 is the newest generation in Brondell's family of advanced bidet toilet seats. Operated by an intuitive wireless remote control, the Swash 300 offers an aerated warm water wash through its antibacterial dual nozzle system that is both adjustable in pressure and temperature. For the ultimate in comfort, the Swash 300 is equipped with a luxurious adjustable heated seat with an integrated slow closing "slam free" seat and lid. This Japanese style bidet seat is available in both round and

elongated sizes to fit nearly all standard fixtures.

Like the rest of the Swash family bidet toilet seats, the Swash 300 is manufactured with quality standards customers have come to expect from Brondell, but at an achievable retail price point of just \$249 - finally, luxury within reach. This seat is positioned specifically for the first time bidet user in the North American market. "With the release of the \$6,400 Kohler Numi this year much attention has been paid to hi-tech toileting," says Steven Scheer, Brondell's President, "but with a prohibitive price tag many consumers have been unable to experience this new trend in bathroom technology. The Swash 300 provides the mass market with the opportunity to take part in this bathroom revolution."

With the widespread popularity of bidet toilet seats in Japan, it is only a matter of time before America is receptive to this product with the same level of penetration, over 72% currently in Japan. With uncertainty in the financial

markets and falling home prices, affordability has been an overwhelming factor in discretionary spending, and Brondell has provided the market with a solution that is truly affordable luxury. Whether you are a first time bidet user who was waiting for the price tag to drop on one of these models or you are a seasoned veteran who has been waiting for an economical option for your second bathroom, the Swash 300 does not disappoint.

Based in San Francisco, California, Brondell is a privately held company, backed by Mark Cuban & David Samuel and develops innovative, quality bathroom products. Brondell currently sells the Swash line of advanced bidet toilet seats, the Breeza line of deodorizing and heated seats, and the FreshSpa bidet toilet attachment. All products reflect Brondell's commitment to quality design with an environmentally conscious focus.

The company's offerings deliver comfort and cleanliness to young and old alike, setting a new standard for luxury and personal hygiene in the bathroom.

NEW PRODUCT SHOWCASE

Milwaukee® FUELS the Next Generation of Cordless



Milwaukee Tool continues to revolutionize cordless power tools with the introduction of M18 FUEL™ – an exclusive line of extreme-performance cordless power tools designed, engineered and built by Milwaukee® to deliver unmatched productivity. As the clear leader in cordless tool development, Milwaukee has integrated three ground-breaking technologies:

the POWERSTATE™ brushless motor, REDLITHIUM™ battery technology, and REDLINK PLUS™ Intelligence, to provide a new class in durability, run-time and performance for the professional tradesman.

“With advancements in the battery, electronics and motor, the new M18 FUEL™ products represent game-changing innovation for our entire lithium ecosystem that will provide unprecedented improvements in productivity for the user,” says Steven Richman, president of Milwaukee Tool. “M18 FUEL™ begins with the best components, and maximizes their performance using world-class engineering and job-site testing.”

The new POWERSTATE™ brushless motor works harder and lives longer than all leading competitors, while reducing noise and cooling more rapidly to deliver years of maintenance-free performance. Milwaukee POWERSTATE™ brushless motors convert energy into power and torque more efficiently resulting in superior application performance.

Milwaukee REDLITHIUM™ batteries provide significantly more run-time, power and recharges than any other Lithium product on the market. REDLITHIUM™ also delivers best-in-class perfor-

mance in extreme job-site conditions. With Milwaukee® durability built into each pack, the REDLITHIUM™ battery operates cooler and performs in climates as low as 0°F/-18°C with fade free power. REDLINK PLUS™ Intelligence hardware and software is the world’s most advanced system of cordless power tool electronics that will maximize performance and protect the user’s investment. REDLINK PLUS™ Intelligence is a best-in-class system that integrates full-circle communication between tool, battery and charger, and constantly monitors this internal network to maintain ideal conditions.

Available in the Spring of 2012, Milwaukee will launch the M18 FUEL™ system with the introduction of a new line of drills that offer breakthrough performance in a smaller and lighter size than all of its leading competitors. More information on the new M18™ FUEL™ Drill/Driver and M18 FUEL™ Hammer Drill/Driver will be released in January 2012. For more information on M18 FUEL™ in general, please visit www.milwaukeetool.com/fuel.

About Milwaukee Electric Tool Corporation

Milwaukee Electric Tool Corporation, a Brookfield, Wisconsin-based subsidiary of Techtronic Industries Co. Ltd. (TTI) (HKEx stock code: 669, ADR symbol: TTNDY) is an industry leading manufacturer and marketer of professional, heavy duty power tools and accessories. Products include the legendary SAWZALL® reciprocating saws, M12™, M18™ & M28™ LITHIUM cordless tools, HOLE-HAWG® drills, portable band saws, circular saws, driver drills, hammer drills, rotary hammers, grinders, sanders and a line of Test & Measurement and Hand Tools. Accessories include SAWZALL® blades, SWITCHBLADE® self-feed bits, BIG HAWG® hole cutters, THUNDERBOLT® drill bits and SHOCKWAVE Impact Duty™. For more information on the full line of Milwaukee® power tools and accessories, please call 1-800-SAWDUST or visit www.milwaukeetool.com.♦

Chicago Faucets Offers Special Pricing On it's New 9- Series Pre-Rinse Spray Valve



Chicago Faucets, the leading manufacturer of commercial faucets, is offering a special promotion – from October 11, 2011 to January 31, 2012 – on its new 90-LABCP pre-rinse spray valve. End-users benefit from cash rebates, while distributors can take advantage of special pricing, no-hassle returns and more by purchasing this valve. All Chicago Faucets 90 Series valves, including the 90-LABCP, are designed to meet the rigorous demands of any food service application, offering superior water savings without compromising performance.

Ideal for restaurants, commercial kitchens and institutions, the 90 Series is extremely

durable and built for the long haul. All valve components are fully field-serviceable. It's easy to service or replace the outlet and handle for less downtime and many years of use. The versatile design allows the 90 Series to be used in pre-rinse, filler and hose reel locations, with appropriate models available for each of these applications. The ¾"-14 UNS inlet thread easily installs to industry standard hoses.

The Chicago Faucets 90 Series was designed with water conservation in mind. The pre-rinse models offer a maximum flow rate of 1.0 gpm – approximately 30 percent below the highest allowable standard – saving water and operating cost without sacrificing cleaning performance. This figure is based on 3 hours of daily usage and industry average utility costs, industry standard 1.42 gpm, and “low-flow” competitor rate of 1.28 gpm.

Along with exceptional water savings, the 90 Series cleaning capacity reduces the time needed to complete the job. The pre-rinse spray cuts work time almost 15 percent – to 22 seconds from the industry standard of 26 seconds.

All 90 Series spray valves feature a chrome-plated, forged brass valve body for superior durability, chrome-plated brass handle with PVC coating for maximum durability and heat resistance, integrated stainless steel activation spring for minimal-force opening and firm closing, nickel-plated brass stem for smooth operation, and an integrated stainless steel handle clip that holds the valve open to minimize hand fatigue.

The 90 Series, a part of the Chicago Faucets ECAST® line, meets ASME A112.18.1M and ASTM F2323-03 codes, as well as the latest lead reduction laws.♦

New Leonard Megatron Control Stations Provide Reliable Solution for ASSE 1070 Requirements



New Megatron® models 270 and 370 from Leonard Valve provide a reliable solution to comply with ASSE 1070 for advanced lavatory output water temperature control. They specifically address the maximum temperature of tempered water provided to lavatory use in commercial, institutional and industrial applications to 110°F as called out in the IPC.

With a water-saving, minimum 0.5 GPM flow rate, Megatron models 270 and 370 share the same features as their counterparts in the Megatron line, a complete prepackaged control station designed to regulate and maintain water temperature for hot water systems. All

Megatron Complete Water Temperature Control Stations are furnished factory assembled and tested with all inlet, outlet and return piping for fast, quick, easy and money-saving installation.

Megatron Systems solve virtually all problems associated with oversized and improperly piped thermostatic water mixing valves. All system components, including dual valves, outlet test connection, balanced return piping and circulator, are mounted on a galvanized strut. Integral return piping on the Megatron incorporates a circulator, aquastat, check valves, bypass piping and balancing valve to eliminate the possibility of piping installation error. The outlet test connection arrangement, ball valve shutoffs on each mixing valve outlet and on hot and cold supplies, ensures ease of installation and setup.

Megatron Systems also come with a high/low manifold system with large and small Type TM Water Mixing Valves to meet high/low demands for mixed water. Dial

thermometers on hot, cold, mixed and return piping lines provide complete system monitoring. Additional features of the Megatron models 270 and 370 include:

- Advanced Paraffin or DURA-trol® solid bimetal thermostatic control
- Adjustable high temperature limit stops set for 120°F
- Mixed water capacity from 0.5 – 190 GPM (1.9 to 719 l/min.)
- All bronze, brass and stainless steel construction
- Automatic extended high/low system thermostat warranty

Since 1913, Leonard Valve Company has been the quality leader in the manufacture of thermostatic water mixing valves. All Leonard water temperature control products are made of the highest quality materials and manufactured to the most critical engineering specifications. For more information on the Megatron, contact Leonard Valve Company, 1360 Elmwood Avenue, Cranston, RI 02910; Phone: (800) 222-1208; Fax: (401) 941-5310; Email: info@leonardvalve.com; or visit www.leonardvalve.com.♦

Contractor Spotlight

SPONSORED BY JOHN Q. BULLARD AND ASSOCIATES

Atlanta Boiler & Mechanical



David Hennington, Scott Dawson, Wayne Mead (Back), Regina Gunter, Darryl Gunter, Randall Madden, David Gunter

Atlanta Boiler and Mechanical is a full service company that provides sales, service, repair and installation for all types of boiler systems for customers through-

out the southeast. The company is headquartered north of Atlanta in Acworth, Georgia.

The company was founded in 1996 by Darryl

Gunter. While the company originally targeted clients in metro Atlanta we continued to grow and expanded our coverage to customers throughout the southeast.

A unique capability of AB&M is the offering of our "Mobile Hot Water Systems". To better serve customers needing quick emergency hot water services we have developed and keep ready for immediate deployment trailer mounted boilers. Atlanta Boiler & Mechanical is one of the few boiler companies that can keep your facility operational with minimal downtime.

The Atlanta Boiler & Mechanical team can design and install a new turnkey boiler system, complete routine maintenance and quickly handle any emergency service. We can complete any size project, meet any specifications and answer any questions that you may have regarding boiler systems.

Our Technicians are Factory Trained and qualified to service, install and repair any make or model boiler. Our goal is prompt and professional service. We are

dedicated to solving your problems 24-hours a day. For customers on a tight budget we offer many types of used boilers for sale. Used and reconditioned boilers offer a lower cost option compared to a new boiler system. Our labor and new equipment is always covered by our standard warranty and our used boiler equipment may have warranties available. Atlanta Boiler & Mechanical offers 24/7 Emergency Service and Repair, Factory Trained Technicians, Fully Stocked Parts Department, Rental Boilers, Comprehensive Preventive Maintenance Programs, and more!

AB&M is going green. We now offer tankless water heaters, 98% efficient boilers, condensing boilers and energy recovery ventilators.

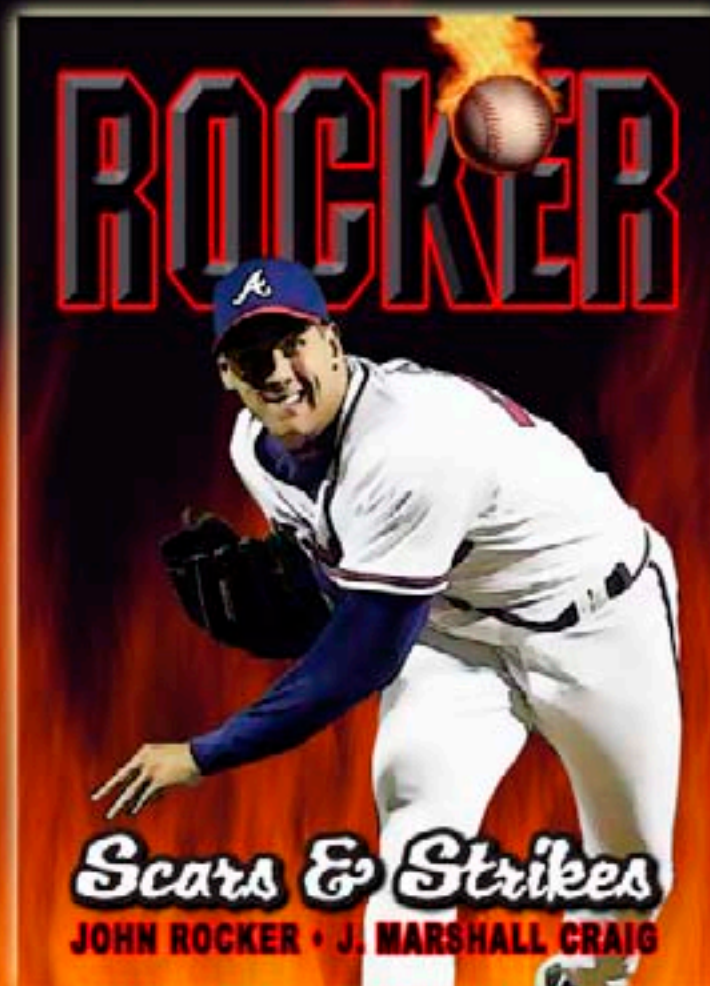
You may contact Atlanta Boiler & Mechanical at 678-574-0808 or visit www.atlantaboiler.com and www.rentalboiler911.com.

**THIS HOLIDAY SEASON GRAB THE BOOK
ROSE, CANSECO & BONDS WILL BE TALKING ABOUT!!!**

"John Rocker and Randy Johnson were the hardest left handed pitchers I ever faced, What I loved about John is he would come onto the field and go straight after the hitter! He wasn't afraid"
- Ron Gant

Available soon at fine book sellers
everywhere in hardback
and digital download

PRE-ORDER TODAY AT
WWW.JOHNROCKER.NET



RHEEM HYBRID WATER HEATERS

Super efficient! HP-Series

Our Most Advanced, Energy-Efficient Electric Water Heaters

Rheem air-source heat pump extracts the heat from warm air, intensifies the heat with a compressor, delivers the heat to the water, and exhausts the cooler air. Because it uses warm ambient air to do most of the work, it is super efficient.

2.0 energy factor

Over TWICE the efficiency of standard electric water heaters

- Rheem heat pump technology for superb energy-efficiency
- LED touch pad controls three energy efficiency settings and water temperature
- Easy to install! Drop-in replacement in attics, garages, furnace rooms
- Standard 3/4-inch NPT water inlet/outlet and condensate drain connections
- 40 & 50 Gallon capacities
- Fast first hour recovery



relax
It's Rheem®

www.rheemhpwh.com

Rheem HP-50 & HP-40



WWW.VWSUPPLY.COM

V&W SUPPLY CO., INC.

221 Industrial Pkwy
Pelham, AL 35124
Ph 205-663-1336
Fax 205-664-9555

3320 2nd Avenue South
Birmingham, AL 35222
Ph 205-324-9521
Fax 205-324-2943

1271 Old Highway 11
Trussville, AL 35235
Ph 205-655-0001
Fax 205-661-9629

712 20th Avenue
Tuscaloosa, AL 35401
Ph 205-758-8621
Fax 205-758-4472