

# Plumbing News

Reporting For The Plumbing Professional

16 Pages



## Cary Wiley Promoted to National Sales Manager for Watts Water Technologies



Watts Water Technologies is pleased to announce the recent promotion of Cary Wiley to National Sales Manager. Cary has been in the

industry for over 14 years and began his career at Spotswood Associates as an inside sales representative. In 2004, Cary joined the Watts Georgia division and prior to being promoted was the Southeast Regional Sales Manager. Cary holds many responsibilities in his new position including the management of all wholesale distributor sales in the Fire and Waterworks channels across the country. In a recent interview with Cary, he stated

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## Jim Benton & Associates to Represent Goss

Jim Benton & Associates is pleased to announce that they are now representing Goss effective January 1, 2011. Jim Benton & Associates are representing Goss in Alabama and Florida Panhandle.

For more than 70 years, Goss has been serving industry throughout the country and abroad with a full range of products at competitive prices. Not only has Goss been serving the industry for over 70 years, the

company has remained family owned for four generations. They have two manufacturing facilities including Glenshaw, PA and New Smyrna Beach, FL with Glenshaw, PA being their corporate office. Their reputation for quality, performance and service has made Goss a manufacturer that customers can depend on.

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## THE PIPELINE



Jack Morgan  
Editor and Publisher

Hello plumbing pros. I hope 2011 will be a safe and prosperous year for us all. In case you have not heard, The Plumbing News has launched our new Web Development division of our company. Although I was fairly familiar with web development, I needed to do some research on how to best integrate this new division of our company in to the industry. Who needs a website? Why do you need a website? These were a couple of the questions I had and I want to share some of the answers I found with you.

QUESTION 1: Does my company really need a website?

Only you can determine if your company needs a web site. While making the determination, you want to consider that a web site is multi-functional, and is a communication tool, not

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## GLS Supply Celebrates 1<sup>st</sup> Year Anniversary at their Huntsville, AL Branch



GLS Supply, located at 180 Jim Harding Way Huntsville, AL, is pleased to announce that on August 1, 2010 they celebrated their first year anniversary at their new location. Their building

reaches approximately 21,000 sq. ft. and stocks a full line of plumbing fixtures and supplies. They carry all the name brand plumbing fixtures and supplies you are

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## Odum Sales to Represent the HeatLink Group

Odum Sales is pleased to announce that they have recently been chosen to represent The HeatLink Group in the following states; Georgia, Tennessee, Alabama, and Mississippi.

Odum Sales, established in 1972, is a manufacturer's rep agency that represents plumbing, HVAC, industrial, irrigation and waterworks products. Odum Sales is family owned and they rep-

resent a wide and diverse group of manufacturers targeting: pipe, valves, fittings and plumbing accessories.

HeatLink is a diverse organization of manufacturing, distribution and franchise operations, with its headquarters based in Calgary, Alberta, Canada. HeatLink Group specializes in products for the hydronic heating, and potable water

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## Tim Morales & Associates to Represent Rack-Strap

Tim Morales & Associates is pleased to announce the addition of "Rack-Strap" to their client listing.

Rack-Strap, Inc. is the leading manufacturer of vehicle tie-downs. They have been manufacturing, assembling and developing tie-downs for over 20 years. In addition to their patented Rack-Strap tie-downs, they also offer a complete product line of common tie-downs.

Their product offering covers all major categories including ratchet straps, cargo straps, cinch straps, and ladder locks which lock your equipment in place pro-

tecting it from theft. Ladder locks only take a few seconds to secure.

All of their products are UV protected and water resistant. In addition, Rack-Strap specializes in custom assemblies. No matter what the application, hook style, length, strap color, or buckle they have a tie-down to fit your needs.

Tim Morales is excited to be representing Rack-Strap. "This product line crosses all channels, as every contractor and wholesaler needs Rack -Strap products to safely deliver pipe and fixtures to job sites,

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## Jeff Jackson Named New Gerber S.E. Manager

Gerber Plumbing Fixtures LLC has announced the addition of Jeff Jackson to the company's expanding sales team. Jackson will serve as the territory manager for new construction for the greater metro Atlanta area and the southeast.

Jackson will report directly to Brian Dougherty, Gerber's national sales manager of new construction. In addition to managing the Atlanta area, Jack-

son will also represent the southeast region from Texas to the Carolinas. Jackson comes to Gerber from its sister company Fusion Hardware Group where he held the title of director of operations. He will continue in his role at Fusion until the transition process is complete.

For more information on Gerber Plumbing Fixtures and its growing sales team, visit [www.gerberonline.com](http://www.gerberonline.com).



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**Jim Benton**

Goss has a wide selection of soldering, brazing, welding, heating torches and related products, including their Air Acetylene Products, which are 100% American made. Goss also has an extensive line of replacement oxy-fuel cutting, welding and heating torch tips for most every brand of torches.

Jim Benton & Associates looks forward to working with Goss and representing their products. For further information on Goss and their products please contact Jim Benton & Associates at 205-664-1221 or you may visit Goss's website at [www.gossonline.com](http://www.gossonline.com).

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**THE PIPELINE**

an advertisement. If your business is organized, all of your clientele is local, and you have a back-log of customers waiting to be serviced, and you can handle that service effectively, you may not need a website.

If you often wish you could communicate effectively with a broader range of clients and/or customers, publicly post answers to frequently asked questions, attract new customers, break in to new markets and take the market share from your competitors, then a website is a MUST!

A web site is like your giant public bulletin board where people can get information on how to find you, where you are located, what

you have to offer, why your service is unique, and what's new in your company. It also is easily updated and changed frequently, and is a communication forum through which your customers can communicate back to you with questions, concerns and feedback on their needs.

QUESTION 2: We build our customer base through personal relationships. Our customers aren't computer users. Wouldn't a web site be a waste considering our clientele?

Your current customers may not use the computer much, that is possible. A worthy concern should be about the potential customers that

do use the computer and CAN'T FIND YOU. Statistics prove that 65% of the population in rural areas uses a computer at least once per week, and 85% in metropolitan areas use a computer. These percentages have NEVER decreased. It is likely that they will continue to increase. A website keeps you in sync with this trend.

Another interesting statistic: The fastest growing sector of the American population getting computer literate is between the ages of 50 and 75. This sector also includes those with the highest percentage of dis-

posable income.

A website helps you target that using population.

Another thing to think about .... 75 years ago, the American population felt that the telephone was an expensive luxury and not crucial to business growth. That sentiment continued for 30 years. As social communication trends changed, and expenses decreased - businesses changed to insure profitability. Use of the Internet will only increase in the next ten years.

With websites starting at \$275, let me help your company stay relevant and  
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**ALABAMA PLUMBING NEWS**

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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 March 7th, 2011.. All contents are copyright 2010 by Morgan Publishing Company.

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**Cary Wiley**

"I really enjoy working for Watts Water Technologies. We have the strong successful history of a 130 year old company, but we are investing our future in cutting edge products and technologies. I look forward to working at Watts and meeting the exciting challenges in the future of the water industry."

Cary attended the University of Georgia earning his Bachelor's degree in Marketing. He is a native of Atlanta, Georgia and currently resides with his wife Dawn, their beautiful daughter Presley, and their dog Cash, who is a big part of the family. In his free time, Cary enjoys spending as much time as possible with his family, tailgating at UGA games, going to concerts and playing sports. You may reach Cary Wiley at 678-642-3356.

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**Odum Sales**

distribution industries. In 1991, HeatLink was incorporated and multiple product groups (including floor heating, snow melting, distribution manifolds, electronic controls, and potable water systems) were developed for initial North American distribution.

Odum Sales is proud to introduce to you the many products HeatLink has to offer including, PureLink Plus PEX-A tubing, reclaimed water PEX-A tubing, High Performance Polymer (HPP) manifolds, copper manifolds, DZR brass PEX components, High Performance Polymer (HPP) PEX fittings, stainless steel press sleeves, tools, and much more.

Please contact Odum Sales for a full listing of HeatLink's exceptional products at 1-800-433-7526.

**Watersafe Success Story:  
Keep your home or business safe  
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Watersafe is a wireless sensed, waterleak detection system with an automatic shut-off valve. Alerts are sent by text message, e-mail and a phone call to let you know your residence or building has experienced a water leak. This system is internet based and may be opened or closed off site from a computer or smart phone. To learn more about Watersafe, visit [thewatersafec.com](http://thewatersafec.com) to watch the 3-D demo under the residential heading tab. Watersafe is a new product in the market and sold exclusively by Ferguson.

Watersafe is stocked in the 533 and 986 distribution centers.

Keith Pomeroy, outside sales #1973 Huntsville, Alabama sold a Watersafe system to Bowers Plumbing in Huntsville, Alabama. Bowers has a customer who owned a house that they rented. The house

recently had water damage and their insurance company required them to install a water leak detection device. Darrell at Bowers Plumbing contacted Keith Pomeroy and purchased the Watersafe system. Bowers installed it the first week of December. One week after installation, the homeowner threw a load of clothes in the washer and left the house. Little did they know the p-trap on the washing machine had frozen. The water did not drain and ran onto the floor of their laundry room. The water safe system kicked on and shut their water off, saving any further damage. The Watersafe system prevented the homeowner expensive insurance claims and kept the home safe from dangerous health conditions caused by water damage and mold.

**Letters to the Editor**

OMG that ad you built is AWESOME...!! Sorry for the delay. I was away all week and this was the first chance I had to see this. It looks great. Thanks for making us all look great.!!

Steve Klingensmith  
Allison Sales

Just wanted to thank you for your dedication to the industry. I'm retired now but I look forward every month to getting the latest edition in my mailbox. It's great to see some old faces and read about what everyone is up to.

Please sign me up for the digital editions of all your newspapers so I can get them faster. Keep up the good work.

Eric Harvey

## Classified Ads

### BUY - SELL - TRADE

Help wanted ads are free for our readers. All other ad listings 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](mailto:plbgnews@windstream.net) For credit card processing call, Shannon Manders at 404-391-2962

#### Office with Warehouse For Rent



4100 sq. ft of office space with kitchen, 4100 sq ft of warehouse space with a roll up door, Easy Access to I-20, Exit 37, Paved Parking Area, On a dead-end street. Address: 5727 Palazzo Way, Ste. B, Douglasville, GA 30134. Contact Janie Clower with PDI for more info: 678-328-1810.

#### Inside Sales

Inside Sales - Birmingham company has opening for individual with 2 yrs exp in commercial plumbing

quotes. Good benefits. Send resume & salary requirements to: Human Resources, P.O. Box 530441, Birmingham, AL 35253.

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**Plumbing News**  
*Reporting For The Plumbing Professional*

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#### Territory Managers

The Plumbing News is looking for highly motivated

individuals to fill territory manager positions. Good work ethic, attention to detail and computer skills required.

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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](http://www.1-800-GO-GUARD.com)

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**BAR** Industries

# Key Considerations for Hiring the 'Right' Commercial Developer and Design/Builder

By Ryan Regina

In today's turbulent economy, any organization looking to start a new construction project faces certain challenges. Choosing the right commercial developer and design/builder using criterion based on individualized, industry-specific

needs can make the difference between a successful project and a bona fide disaster. With the glut of service providers floundering in this space and willing to cut deals - and corners in kind - , it's imperative to take even a few fundamental

considerations into account before signing on the dotted line..

A commercial construction project usually involves one overriding factor above all others: the bottom line. While certainly a critical factor in the decision making process, budget should not be the only one. When cost alone is the primary focus of a project, serious repercussions are likely to follow - poor service, time delays, hidden costs, changes orders, and non-existent follow up to name just a few.

When vetting commer-

cial developers and design/builders, it's important to consider each and every aspect of the project "life cycle," from the company's own vision to the post-project completion period. Here are a few key life cycle-based hiring considerations:

**Budget:** Understanding precisely how financial limitations will impact the related financing process at large is far easier when partnering with an organization knowledgeable about commercial construction finance and can walk the customer through each and ev-

ery step. While most developers and design/builders will simply refer their customers to a bank or other lenders for financial advice, its best to seek a higher caliber, full-service firm that provides such financial planning consultation in-house.

**Service Scope:** The commercial developer and design/builder industry is fragmented and there is little service standardization. The majority of companies offer only a portion of services required in the entire project life cycle and do not provide the comprehensive oversight that allows clients to disengage from the construction project and maintain focus on their other business development and growth initiatives. It's optimal to retain a commercial developer and design/builder with a full solutions, end-to-end project management approach, which offers the benefit of single contact-point project control and accountability.

**Image:** If the proposed project is out of reach due to image reasons, a reputable developer and design build organization should be willing and able to help resolve. This may involve the need to table the project for as long as necessary and assist the organization in corrective measures, such as an image change. Presenting lenders with the right image as a borrower can be facilitated by an experienced developer and design/builder that provides financing procurement as a service. Additionally, appearance is everything with local and regional authorities who can also impact a project. To best ensure necessary municipal approvals are granted, hire a developer and design/builder that can position and project your image in a way that's accurate and a benefit to the community.

**Industry Experience:** Whether a medical office, a church, an office park or any type of commercial

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*THE PIPELINE* reach its potential. If you are looking to launch your first website or you are ready to make your existing website work for your company, give me a call at 770-378-1194 or visit our website [www.theplumbingnews.com](http://www.theplumbingnews.com) to see sample website and rates. Have a great month. ♦

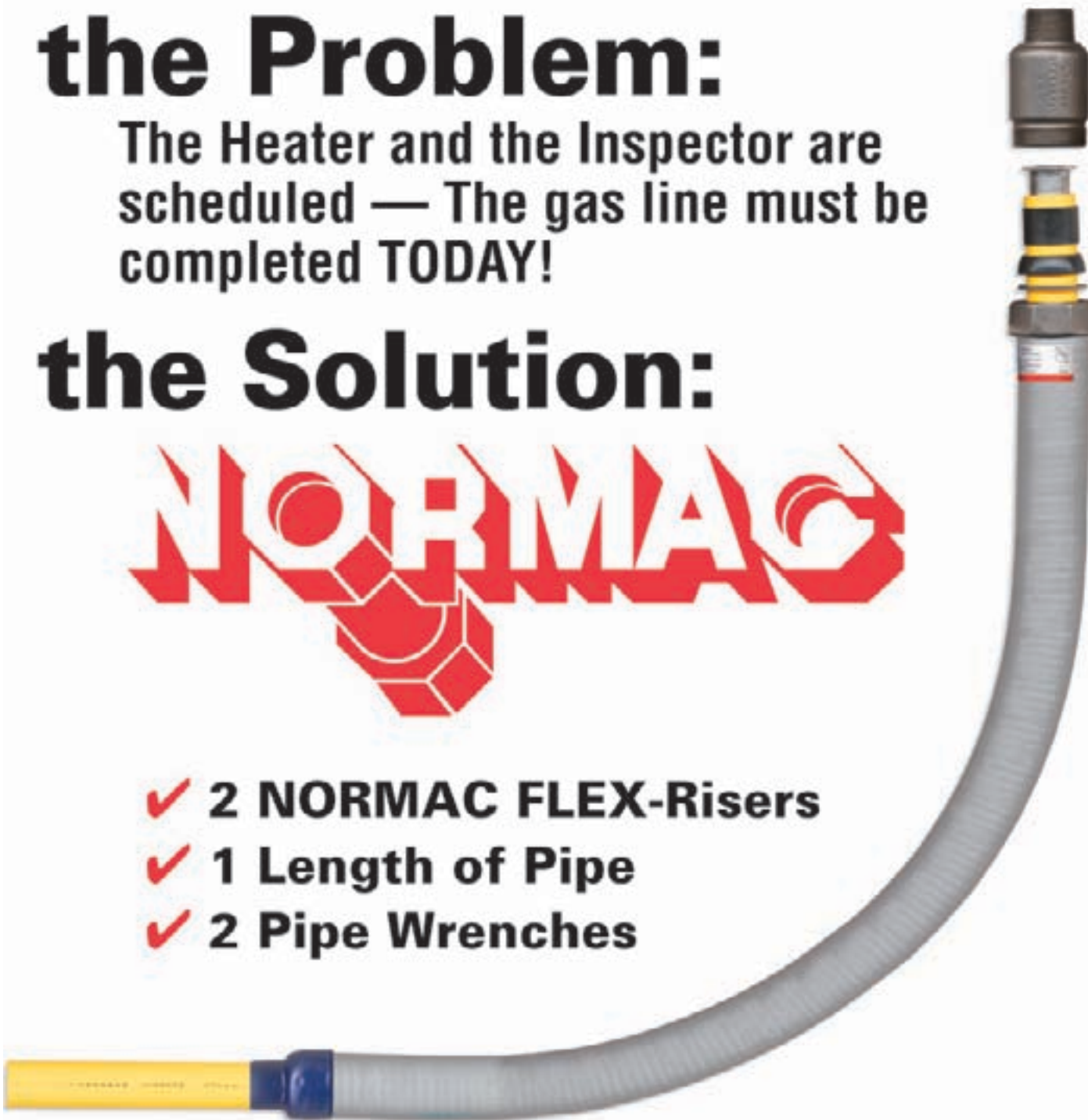
## the Problem:

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

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# Contractor Spotlight

## Craftsman Plumbing, Inc. Bessemer, AL



Byron Mendez, Jon Madden, Shannon Madden, Carol Madden and Dustin Madden

Craftsman Plumbing, Inc., located in Bessemer, AL, was established in 2007 by Mr. Dustin Madden and his wife Carol Madden. Dustin has been in the plumbing industry for over 20 years learning the trade from his father who owns a plumbing company in Birmingham, AL.

Craftsman Plumbing, Inc. offers residential and commercial services to Greater Birmingham, Jefferson and Shelby Counties. They provide outstanding work that includes repair work, hot water heaters, tubs, showers, faucets, drains, valves, dishwashers, toilets, garbage disposals, sewers, re-

model jobs, maintenance, new construction, bathroom additions, sewer cleaning, commercial plumbing systems - design/build, tenant fit-up, gas piping, process piping, sprinkler systems and much more.

Craftsman Plumbing, Inc. currently has 5 employees including Dustin Madden, Owner and Operator and Master Plumber, Carol Madden, Office Manager, Shannon Madden, Master Plumber, Jonathan Madden, Journeyman, and Byrum Mendez, Apprentice. Together these 5 individuals have over 50 years of experience in the plumbing industry.

The company also offers a 24-hour emergency plumbing repair service. They understand that plumbing problems can't always wait until the morning. Unresolved plumbing emergencies lead to extensive damage and exorbitant repair costs down the road, so if you have a plumbing emergency please don't

hesitate to call Craftsman Plumbing, Inc. no matter the day or time.

For all your plumbing needs, please contact Craftsman Plumbing, Inc. at 205-481-0406. ♦

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## Rack-Strap

regardless of their trade".

Tim added that Rack-Strap "is an excellent fit for our Piping Accessories package" which includes TACO pumps, Boston Valve (domestic balls valves), Sioux Chief, Stanley Tool - Virax... more.

"TMI" is an independent sales agency which focuses on the wholesale plumbing and industrial distribution channels. Serving Alabama, Mississippi, Louisiana & Tennessee "TMI" provides the highest level of sales and marketing professionalism to exclusive manufacturers of plumbing and industrial products.

For further information on

Rack-Strap products, or to find a wholesaler near you please contact Tim Morales & Associates at 866-471-8333. You may also learn more online at [www.rackstrap.com](http://www.rackstrap.com); or [www.timmorales.com](http://www.timmorales.com). ♦

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## GLS

looking for and have a full service Inside Sales Counter with knowledgeable salesmen that are happy to help you get the product you need. GLS Supply also has one other location located in Birmingham, AL to better accommodate their customers no matter their location.

GLS Supply's goal is to provide a selection of products to the plumbing contractor and homeowner, as well as insure that they receive the service they deserve at a competitive price. GLS Supply will always exemplify the spirit of enthusiasm, honesty and dedication that is the cornerstone of their business.

For further information on GLS Supply Huntsville please contact them at 256-721-2118 or you may also visit their website at [www.glssupply.com](http://www.glssupply.com). ♦

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# MANUFACTURER SPOTLIGHT

## AquaSHIELD



**Ronnie Cox**  
Owner and President of AquaShield

Customer service, quality enclosures and competitive pricing, this is the business principal Ronnie Cox owner and president of AquaShield enclosures has used to build his company for the last 15 years to become an industry leader in the enclosure market. Our customer service is unsurpassed in the enclosure market.

It all starts with the quote. When a customer calls in for a quote, if it is a standard enclosure there are many times we ship before some of our competitors can get the quote back to the customer.

AquaShield believes that no customer should pay for a quick ship, it is our responsibility to perform for the customer. Enclosures are the last thing a contractor needs after the backflow preventer is installed, and if not ordered at the earlier stages of the job, many times a contractor is left to be hung out for 4 to 6 weeks finishing the job waiting on an enclosure. AquaShield is not going to charge extra for someone's dilemma, we don't believe in adding insult to injury by charging an expedited fee for what we feel should be a normal every day sale. The way we see it, a manufacturer should not charge its custom-

ers for their own shortcomings. Standard enclosures for 1" thru 10" Backflow Valves are stocked and will ship same day or next day of order. The stock inventory covers the conventional in line valves as well as the compact N-pattern valves.

Although custom enclosures cannot be stocked for obvious reasons, we still are the industries leader for servicing the customer. Depending on the requirements of the custom enclosure, customs are almost always shipped in a week or less.

When it comes to quality enclosures, our standard enclosures are ASSE 1060 approved and certified. The ASSE 1060 standard assures the customer AquaShield enclosures meet the required industry standard for back-flow enclosures located outside and above ground. AquaShield enclosures are constructed of .050 /18 ga. aluminum thru out the enclosure. All structural compo-



*Ronnie Cox with one of AquaShield's Custom Backflow Enclosures*

nents are manufactured by cutting and forming aluminum channels in place of using wooden 2x4's. Each channel is insulated with the same insulation used for insulating the walls and roof of the enclosure. The benefits of using insulated aluminum channels in lieu of wood are strength and the most important factor is the enclosure has the

same insulated R-Value thru out the enclosure. Our insulation is a board insulation which meets the industry requirements for the R-value of insulation. The advantage of using board insulation over the spray foam is the uniformity of the insulation throughout the enclosure. This way it is without doubt the enclosure

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# AquaSHIELD

## BACKFLOW ENCLOSURES

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## AquaShield

has the same R-value of insulation throughout the enclosure. Another benefit of board insulation is the aesthetics inside the enclosure. The board insulation gives the inside of the enclosure a smooth uniform appearance when compared to the sprayed foam which is uneven and not smooth.

We don't do fiberglass enclosures, we build our enclosures to last. Many times we get request for one of our metal enclosures after customers have had the problems that go along with fiberglass enclosures. Last week we sold an enclosure to a dental office in Dallas. The customer said in his e-mail to us "We have had a fiberglass enclosure for 9 years over our backflow preventer and the valve has frozen every year. Also squirrels have eaten two holes in the enclosure. We want to order a well made metal enclosure. Could you help us with this problem? Thank you, Phillip Dunn DDS."

I am not sure if a squirrel was the vandal, but way to often fiberglass enclosures do get holes in them from weed eaters, mowers and who really knows how the holes occur. Our enclosures are secured to a concrete pad to prevent theft of the enclosure as well as from tipping over. How many times have we seen a fiberglass enclosure laying on its side off the BFP on an installation that has been forgotten until winter and the wakeup call is a frozen BFP.

In these tough and uncertain economic times, excellent customer service is something we all need. Good customer service is something that makes our daily job easier. We all have had to sit and wait on a price because someone at the other end doesn't feel our pain or can't produce because they are understaffed. Then there are the other times when there is a problem on a job and your boss or customer is asking for results and you can't give them for the same reasons mentioned earlier. Don't we hate to answer them by saying; I am waiting for the factory to call me back. This is a problem I personally guarantee will not happen here at AquaShield.

Quality products are something we just have to pass on to the customer.

When a job is completed, it will only be as good as the quality of the product we put in it. No matter how well trained our employees are and no matter how hard we try, if the products we use in the job is inferior, the end result of the job will be as well.

With all this being said, in this tough and competitive job market we all live in today, when it seems everyone wants the best for less, we all

know bottom line is all about cost. At AquaShield, just like our customers, we know that customer service is important, just as quality. But last and most important is cost.

AquaShield is located at 2020 West 38<sup>th</sup> Street, North Little Rock, Arkansas. You can reach them at 501-791-1800. You may also visit them on the web at [www.aquashieldenclosures.com](http://www.aquashieldenclosures.com).

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## Considerations

property, each type of business has specific needs that not all developers and design/builders are prepared to meet. It is essential to hire a company with the ability, experience, and expertise necessary to plan and execute the project so that it meets both the vision of the client and realistic financial

restraints. Companies that are suited for a given project will not only have the technical expertise to build a new facility to the desired specifications, but will also have the client's best interests in mind throughout the entire process.

Development: Many times organizations attempt to serve as project developer only to learn it takes a

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### Considerations

specialized skill set and years of developer experience to do the job effectively. While development is viewed as exciting and challenging, it's usually underestimated from a time and experience perspective. When developing in the commercial realm it's important to hire a firm that has a demonstrated track record of working in partnership with high caliber architects, engineers and subcontractors with synergistic philosophies to deliver a high quality prod-

uct.

**Land/Property Acquisition:** The most critical step to a successful land acquisition is a properly structured agreement. While this may sound elementary, all too often organizations forego consultation and enter into a land agreement that doesn't provide them the protection they need when faced with unforeseen circumstances. This can include land that ultimately does not meet their needs, more time is required to complete governing approvals or, worse, the project fails all together. Ensure the developer

and design/build firm you hire has direct experience formulating land agreement documentation and be sure to cover a variety of "what if" scenarios as the paperwork is being prepared.

**Architecture:** The architecture aspect of a project can make or break the budget if clarity is not achieved in the organizational phase. Problems arise when organizations circumvent organizational and financial assessments and go right to the architect, which can lead to multiple plan changes throughout the design phase or a floor plan that does not meet organizational needs. A qualified developer and design/build firm will work very closely with the architect, along with professional subcontractors who will be performing the work, to ensure project parameters are crystal clear and maximize the chance of the project being completed to spec, on time and on budget.

**Engineering:** A veteran developer and design/build firm will partner with an engineering firm based on three criterion: The first is an exceptional relationship with town, borough or city personnel to better ensure required township approvals are

secured. The second is firm size. Usually the bigger the firm, the higher the cost and longer the work turnaround time. While this isn't true with all large firms it does happen more often than not. Third, an engineering firm must have an in-depth understanding of state, county and local agency requirements. A well rounded engineer understands the black, the white and the grey of a projects interpretation.

**Legal:** Hiring legal help is very similar to engineering with respect to relationships and understanding requirements of state, county and local agencies, including laws and ordinances. Legal counsel that knows the players within a particular township can make a project much less turbulent. It's also important that legal representatives have adequate experience in Land Use Law, as the right counsel will know when a governing body is operating outside its jurisdiction. As a course of businesses, a full service commercial developer and design/build firm will identify and manage such legal aspects of project to readily work through the red tape. . **Construction:** Once the design, development and other front-end aspects of a project are approved, it's time to build! Having a developer

and design/build firm on board from the vision stage through project completion means that you don't have to go through the bid process yet again when it's time to break ground. As goes without saying, the development and design/build firm you hire should have extensive experience serving as project manager and general contractor for commercial construction projects of similar size, scale, scope and complexity – optimally in the same industry. Be sure to take on-site tours of buildings the company has helped design, develop and build, both new and old, as you'll want to ensure the buildings stand the test of time.

**Client Service:** Development and design/build companies, like any other organization, operate for profit. The most desirable of these, however, are aware that their own success hinges upon that of their clients. Be sure to assess a firm beyond photographs in a project portfolio. Look for a company that has verifiable examples of how they provided solutions when unexpected problems that arose. Experienced firms will have a well honed protocol to minimize surprises and to keep a client duly informed. Much is also said about providing outstanding client service

## Do You Want to Make More Money?

For contractors doing new construction, that means getting trained on how to adapt and thrive in the "New Normal" economy. You will have to look for opportunities in the retrofit and conservation markets. You will have to be able to generate your own work instead of waiting for an opportunity to bid. You will need to demonstrate to building owners why hiring you will cost them less than not hiring you. Construction industry expert Kirk Alter will cover these top-

ics and many more at the PHCC Educational Foundation's Essentials of Project Management Course, March 16-19th in Lansdowne, Va. It's a fast-paced exploration of project management from pre-bid to project close-out, stuffed with hundreds of proven, actionable techniques that your company can implement & start profiting from immediately. Contact PHCC at (800) 533-7694 or zink@naphcc.org for more information or to register.◆



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## 2011 Kitchen & Bath Industry Show Is Ready to Inspire



Jack Morgan reads PHC News and PHC News, Editor John Messenbrink reads the latest Plumbing News at KBIS 2010

The 2011 Kitchen & Bath Industry Show (KBIS), the world's largest international trade show event dedicated to its industry, will be held April 26-28, 2011, at the Las Vegas Convention Center. Owned by the National Kitchen and Bath Associa-

tion (NKBA), sponsored by *Kitchen and Bath Business (K+BB)* magazine and pro-

duced by Nielsen Expositions, the show is expected to draw nearly 40,000 attendees, along with hundreds of exhibitors made up of the world's most prominent kitchen and bath manufacturers.

This not-to-miss trade show brings together top kitchen and bath dealers, designers, architects, remodelers, wholesalers, custom builders and other professionals in the residential design and remodeling fields. With 300,000 square feet of expo space complemented by cutting-edge edu-

cational sessions and networking events, KBIS offers attendees abundant opportunities for professional growth.

"The goal of KBIS is to promote synergy between attendees and exhibitors, not only on a networking level but also on an innovative level that will continue to drive the kitchen and bath design industry forward," said David Alderman, CMKBD, 2010 president-elect of the NKBA.

Show Highlights

The theme for this year's show—"Collaborate. Inno-

vate. Inspire."—expresses why attendees come to KBIS. "Using Freeman's Brand Sensory Exploration! research, we evaluated what the KBIS brand means to our attendees and exhibitors alike," said Brian Pagel, vice president of the Kitchen and Bath Group at Nielsen Expositions. "We found that people come to KBIS to discover the motivation to push themselves to the next level in their careers. KBIS helps design professionals reignite their passion with progressive  
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### Considerations

throughout the course of a project, but what about after final payment has been rendered and a project is complete? Will the level of service change? It's important to thoroughly interview past clients of the development and design/build firm under consideration, and to specifically ask about post-project interactions. Stellar referrals in this regard will speak volumes about a company's integrity and character.

Use this project life cycle-based check list when hiring a commercial developer and design/builder and you'll be well on your way to a successful outcome that not only meets, but may very well exceed, expectations. Ryan Regina is the co-founder and owner of BIG SKY Enterprises an industry leading commercial real estate developer, design/builder and finance firm that strategizes, executes and oversees every aspect of a project development life cycle to provide clients with single professional contact-point control. ♦

### Wireless Inspection

The SEEKER 400 Series of wireless video inspection systems from General Tools & Instruments now includes three models that feature multiple, interchangeable camera-tipped probes and the ability to stream live video over the Internet. The models (DCS400, DCS400-09 and DCS400-05) are designed for numerous HVACR applications: detecting leaks; inspecting corrosion and deposit buildup; and reading hidden part and serial numbers. Visit [www.generaltools.com](http://www.generaltools.com). ♦



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## MJSI Expands Engineering and R&D

MJSI, Inc., maker of an award-winning suite of water conservation products, has announced the expansion of its engineering department, adding new personnel and increasing resources for new product research and development.

Doug Saunders, director, engineering and product development, will con-

tinue to oversee the department and will increase his time spent for new product development. Dwayne Porter, lab technician, will be joining Doug and an additional engineer is slated for hiring in the first quarter of this year. The R&D offices will be relocated from corporate headquarters to the company's testing

laboratory.

Duston Stutzman, product line manager, has been promoted to head manufacturing of the existing product line including the roll-out of some soon-to-be-announced product line extensions. Craig Horner, most recently of Caterpillar, has been added as an engineering drafter reporting to Stutzman. In addition, Matt Wyman will continue in his Q&A position, reporting to

Stutzman.

"MJSI is in the midst of a very exciting period of growth," said Rich Katzmann, chief operating officer. "Sales of our products, particularly our recently introduced HydroRight® dual flush converter, have more than met our projections. Expanding our engineering capacity will allow MJSI to more aggressively focus on a wider range of conservation product offerings. It also

means that we can get into new markets that we believe have incredible opportunities for new revenue in the coming years."

MJSI, Inc., headquartered in Shorewood, Illinois is devoted to water conservation and environmentally sound plumbing products. These include the award-winning HydroClean® toilet fill valve and the recently introduced HydroRight® dual flush converter.

The company's products are available nationally through retail stores, hardware stores, plumbing distributors and the internet. ♦

CONTINUED from PAGE 11

### KBIS 2011

programming, trendsetting products and resources, inspirational industry change-makers, as well as invaluable peer-to-peer engagement. As such, we'll be using these themes as the framework to build KBIS through 2014."

To address major consumer factors affecting kitchen and bath design—like decreasing residential home sizes, accommodating aging or ill family members and increasing awareness in sustainable living—KBIS is joining forces with the NextGen Home Experience to showcase trends in hybrid living with a complete Care Cottage and Eco-Home right on the show floor. The 450-square-foot Care Cottage melds universally accessible design with the latest special equipment, ideal for adding senior living quarters or a comfortable space for an injured veteran to an existing residential property. The two-bedroom Eco-Home will be designed around progressive green and energy-efficient kitchen and bath products in fewer than 900 square feet.

One of the best ways to get the most out of attending KBIS and beyond is to visit the NKBA Booth to learn about the four pillars of association membership benefits: education, networking, leadership and tools. In the NKBA Booth on the Center Stage, attendees can check out informational accredited sessions presented by popular subject matter experts, which is easy and complimentary education.

Keynote Speaker

CONTINUED on PAGE 13

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## Gerber Plumbing Fixtures Launches New Website

Gerber Plumbing Fixtures LLC recently launched [www.GerberOnline.com](http://www.GerberOnline.com), an enhanced web-based resource for the company offering new features like improved navigation, detailed product information and pricing and insightful customer support. Additionally, links attached to cleaning and care information, a Gerber wear online store as well as technical service assistance adorn the pages of the new site. The dramatically redesigned website exemplifies the company's commitment to serving the growing needs of its trade

partners.

"This new sophisticated website will give customers easier access to all of our approximately 4,000 plus plumbing products, including 800 new products," stated Kevin McJoynt, vice president of marketing for Gerber. "With changes in the marketplace, we felt it was time to introduce a new site to meet the needs of our different customers, including plumbers, architects, homeowners, wholesalers, builders, and the hospitality field. Time is of the essence in any construction or renovation project, and this new

website enables customers to research and choose plumbing fixtures more quickly than ever before."

Gerber's new site offers to individuals in the building industry:

- Water savings calculator
  - Detailed client testimonials
  - Downloads including warranty information, marketing tools, product pricing and relevant brand literature
- Effective immediately, the new site can be found at [www.GerberOnline.com](http://www.GerberOnline.com). Additionally, Gerber can be located on integrated marketing platforms like Twitter @gerberplumbing and on Facebook at Gerber PlumbingFixturesLLC.♦

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### KBIS 2011

The keynote speaker for KBIS 2011 will be Pat Croce, nationally renowned motivational speaker, sports trainer and former president of the Philadelphia 76ers. In 1996, Croce purchased the 76ers, the NBA's last place team, and guided them to the NBA Finals just five years later. To kick off the opening keynote, which is complimentary with trade show registration, Croce will address attendees from 8:30 to 9:45 a.m. on Tuesday, April 26, 2011.

In keeping with the KBIS themes of collaborate, innovate and inspire, Croce will enlighten attendees with his personal pointers on topics from the art of listening to the power of a positive attitude. With equal doses of enthusiasm, energy and humor, Croce will share his story and his belief in the power of forging relationships. "Croce's speech is aimed to energize kitchen and bath design professionals to strive for new heights," said Bill Darcy, director of marketing for the NKBA. "His focus on innovation through self-motivation goes along with the message of the 2011 show."

#### The Conference Program

For the 2011 conference program, the NKBA has incorporated targeted panels, presentations, events and sessions into four newly created KBIS Knowledge Paths. Attendees can find their way through the comprehensive educational and networking opportunities by following the path that best suits their career needs and goals. Each path—Business

& Leadership, Trends & Insight, Design & Inspiration and Sales & Marketing—also provides options for earning CEUs.

Among the tailored educational programs, some key presenters and topics include: consultant and technology specialist John Morgan, owner of Morgan Pinnacle, LLC., who will discuss the latest techniques for engaging prospective customers online in the Business & Leadership Session; motivational speaker Scott Deming, president of multi-million-dollar marketing and advertising company RCI LLC, who will offer a high-energy presentation on creating a powerful, emotional and sustainable brand in the Sales & Marketing Session; and award-winning designer, educator and industry leader Sarah Reep, CKD, director of design relations and education for Kraftmaid Cabinetry, and consultant for HGTV and ABC's *Extreme Makeover: Home Edition*, who will provide a comprehensive look at meeting the needs of the design-wise consumer market in the Trends & Insight Session.

#### Networking Opportunities

KBIS is the best place to forge new relationships and strengthen existing ones through collaborative networking events. Structured opportunities include an International Connection for attendees and exhibitors from across the globe to network and learn about industry-relevant issues. Speaker James Wall, JD, LLM, principal and director of international tax services group for J.H. Cohn, will offer expert guidance on tax implications, export incentives,

transfer pricing, along with duties and the U.S. tax structure.

New this year is the Industry Segment Connection, an industry-wide networking event on incorporating service excellence into the culture of any business. The Industry Segment Connection address will be presented by return-speaker Dennis Snow, president of Snow and Associates, Inc., based on leadership principles he gleaned from his 20 years with Walt Disney World. In this all-segments event, learn how customer-service success results from effective communication, hiring, training and exacting standards for accountability from the author of *Unleashing Excellence: The Complete Guide to Ultimate Customer Service*. "Snow is the highest-rated speaker we've ever had at KBIS, so we knew we had to have him back this year to address a larger audience in the Industry Segment Connection," Alderman said.

Major manufacturers such as Fleurco, Kohler and Moen are headlining the three-day show; everything from the sleekest new faucet and shower head designs to the most high-tech hydrotherapy systems and contemporary bathroom accessories will be on display in 300,000 square feet of expo space. With themes of energy savings, universal accessibility and comfort topping new product trends, some of the most inventive bath products that will be showcased at KBIS 2011 include the following items  
CG AIR SYSTEMES INC. (BOOTH #C6930) – Hydrotherapy leader CG Air Systèmes Inc. is introducing

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**CONTACT:** [mzinnerman@fab.uab.edu](mailto:mzinnerman@fab.uab.edu)

#### April 26-28th, 2011

Kitchen & Bath Industry Show

**LOCATION:** Las Vegas, NV

**CONTACT:** [www.kbis.com](http://www.kbis.com)

#### May 11-12th, 2011

2011 PHCC Legislative Conference

**LOCATION:** Arlington, VA

**CONTACT:** [www.phccweb.org](http://www.phccweb.org)

#### May 23-25th, 2011

ABPA Conference & Trade Show

**LOCATION:** San Antonio, Texas

**CONTACT:** [www.abpa.org](http://www.abpa.org)

#### September 7-11th, 2011

World Plumbing Conference

**LOCATION:** Edinburgh, Scotland

**CONTACT:** [www.wpc2011.co.uk](http://www.wpc2011.co.uk)

#### September 21st-24th, 2011

PHCC Connect

**LOCATION:** Minneapolis, Minnesota

**CONTACT:** [www.phccweb.org](http://www.phccweb.org)

#### October 4-7th, 2011

Greenbuild 2011

**LOCATION:** Toronto, Ontario

**CONTACT:** [www.greenbuildexpo.org](http://www.greenbuildexpo.org)

the new Free Standing Module with integrated Air Massage System for bathtubs. The company has designed an intuitive way of installing an Air Massage System without having to redesign the bathtub. The installation can be made on any free-standing bath in acrylic or even in solid surface without having to modify the bathtub configuration. Following safety standards, the complete Free Standing Module is offered with blower, electronic control, pipings, manifold, keypad and/or remote control. Faucets can be added as an option, and the flat surface of the module can be used as a shelf. Visit [www.cgair.com](http://www.cgair.com), or call 800.463.9927.

FLEURCO (BOOTH #C3708) – Fleurco is adding new options to its award-winning Kinetik hardware systems line of shower doors. Relying on German technology, the innovative

Kinetik rolling system is made with precision-engineered, stainless-steel components, including sealed water-resistant frictionless bearings to ensure long-lasting performance. These stainless-steel bearings allow the rollers to glide smoothly along a solid stainless-steel rail. Panels weighing up to 200 pounds will slide effortlessly with the push of a finger time after time. Possibilities are ever-increasing with the addition of two new rolling systems. The Tek.RV roller system will complement a minimalist and clean-looking décor, and the system is perfect for a more industrial ambiance and is well-suited in a contemporary décor. Visit [www.fleurco.com](http://www.fleurco.com), or call 800.993.0033.

FOSHAN KORRA BATH WARE CO. (BOOTH #C6748) – Fosan Korra Bath Ware Co. has intro-

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**KBIS 2011**

duced a new line of Massage Bathtubs. Model K-1083 is made of 12-mm high-density, high-quality, blue transparent acrylic panels and includes six massage nozzles. With a white fiber glass base, this tub is beautiful in appearance and unique in style. The ellipsoid-shaped model K-1086 has a seamless design, unique shape and beautiful

smooth curve. This free standing bathtub design would work well in a large-space bathroom for luxurious, more comfortable bathing and eight massage nozzles. The bathtub is equipped with a computer controller and is easy to operate, further proving the grade. Model K-1097 is house in a sharp-looking black-paneled frame. Designed with the combination of square and curved in

three-dimensional space, this tub is specifically for customers who pursue modern urban lifestyle and comfort. Using ergonomic design of the curve radius and body acupuncture, this tub includes six large massage nozzles and comfortable pillow. Visit [www.korraware.com](http://www.korraware.com), or call +86.757.86696962.

GREAT GRABZ (BOOTH #C6428) – Great Grabz presents its new line of bath-

room accessories in its sleek, contemporary collection of Unique Touch acrylic bathroom grab bars. The Unique Touch line offers more than 20 colors in a choice of opaque or translucent finishes. The pigmentation of acrylic allows for an unlimited range of color, and Great Grabz's highly specialized color-matching technique allows for tinting every accessory to the designer's exact specifications. All

products in the Unique Touch line are made of cast acrylic, a polymer that creates the properties of strength, toughness and gloss when heated at temperatures exceeding 150° Fahrenheit. As a result of the high optical grade used in the manufacturing process, the acrylic items will not yellow, and their qualities will not degrade over time. Great Grabz's fasteners have been developed with attention to every detail, resulting in quality and dependability. The products come with an easy-to-read and well-illustrated installation guide. Visit [www.greatgrabz.com](http://www.greatgrabz.com), or call 239.403.4722.

JD ITEM TX, INC. (BOOTH #C7338) – A Korean engineering breakthrough three years in the making, AirJet shower heads from EF & BioTech and manufactured and distributed by JD Item TX, Inc., are made from a patented vacuum valve built at the end of the shower head that is designed to increase water pressure via air intake. AirJet also utilizes the Venturi Effect of fluid mechanics, which generates a high-pressured shower while using only half of the water. AirJet comes with a satisfying high-pressure of up to 80 psi and uses as little as 1.5 gallons per minute. The product is compatible with all typical home showers. Even in dated buildings with old piping—resulting in a trickling, low-pressure water system rather than high-pressured spray—AirJet can step in as an economical alternative to replacing the entire piping system. Visit [www.efandbiotech.com](http://www.efandbiotech.com), or call 713.935.9600.

KOHLER (BOOTH #C4519, #C4614) – For the growing number of aging Americans renovating their homes to maintain their independence, the new Kohler Elevance Rising Wall Bath offers a stylish alternative to walk-in and institutional-looking baths. Multiple design and functionality enhancements in this bath offer users greater control over their bathing experience and a more enjoyable and dignified experience in the bath without sacrificing the luxuries of traditional bathing. Features include a relaxing soaking depth of 14 inches from seat to overflow, emulating standard bathing depth, and an integral water fill enhances the bathing

CONTINUED on PAGE 15



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CONTINUED from PAGE 14

**KBIS 2011**

experience by providing a waterfall effect and eliminates an impeding spout in the bathing space. An extra-wide door opening provides maximum clearance to lift legs in and out of the bath and allows a user to transition from a wheelchair. Visit [www.us.kohler.com](http://www.us.kohler.com), or call 800.456.4537.

**MOEN (BOOTH # C5637)** – Give your bath a modern makeover with the new Method™ collection of faucets and accessories from Moen. Method blends clean lines with soft curves to achieve a graceful, modern style in the bath. For a cohesive bathroom design, the Method bathroom collection includes: single-handle, single-hole mount faucet with available vessel extension; two-handle widespread faucet; Posi-Temp® tub and shower packages; three- and four-hole Roman tub faucets; and matching accessories. Each lavatory faucet is certified to meet EPA WaterSense® criteria and offers a 1.5 gallon per minute (gpm) flow rate versus the industry standard of 2.2 gpm, resulting in a water savings of up to 32 percent, while also contributing toward maximizing LEED points. Optional Eco-Performance showerhead is also available. Widespread faucet, tub/shower and Roman tub faucets feature Moen's M•PACT® common valve system for easy installation or replacement. Single-handle lavatory faucet features the new Moen 1255™ Duralast™ cartridge, a state-of-the-art ceramic-disc cartridge that provides a consistently smooth handle feel and the highest levels of quality and durability for the life of the faucet. Finishes include Chrome and LifeShine® Brushed Nickel. Visit [www.moen.com](http://www.moen.com), or call 800.289.6636.

**SCHLUTER SYSTEMS (BOOTH #C7009)** – Schluter Systems introduces KERDI-LINE shower drain, an elegant low-profile alternative to traditional shower drains, the line drain has an integrated bonding flange, which allows a secure connection to KERDI-LINE or other bonded waterproofing membranes at the top of the assembly. Three attractive interchangeable grate designs feature an adjustable frame, which accommodates a range of tile thickness from 1/8 to 1 1/8

inches. The KERDI-LINE bonding flange is made of stainless steel with a no-hub connection for easy connection to waste lines and is suitable for accessible showers. Visit [www.schluter.com](http://www.schluter.com), or call 800.472.4588.

About the National Kitchen & Bath Association (NKBA)

The National Kitchen & Bath Association (NKBA) is a nonprofit trade association and owner of KBIS. With nearly 40,000 members, the NKBA has educated and led the kitchen and bath indus-

try for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. NKBA members span 11 kitchen and bath industry segments, including builder/remodeler, cabinet shop, dealer, distributor, decorative plumbing and hardware, designer, fabricator, multi-branch retailer, installer,

manufacturer and manufacturer's representative, many of whom attend or exhibit at KBIS each year. For more information, visit the NKBA Press Room at [NKBA.org/Press](http://NKBA.org/Press) or call 1-800-THE-NKBA (843-6522).

About *Kitchen and Bath Business (K+BB)*

*K+BB* magazine, published by the Nielsen Company, reaches 34,000 interior designers, architects, kitchen design specialists, custom builders and remodelers each month.

This magazine blends exclusive features on cutting-edge business developments, installations and industry personalities with solid market research. *K+BB* was the first magazine to recognize and serve this industry, and continues to provide progressive and insightful coverage of the industry's products, trends, and services, with a sophisticated visual style befitting a design-oriented readership. For more information, please visit [www.kbbonline.com](http://www.kbbonline.com). ♦

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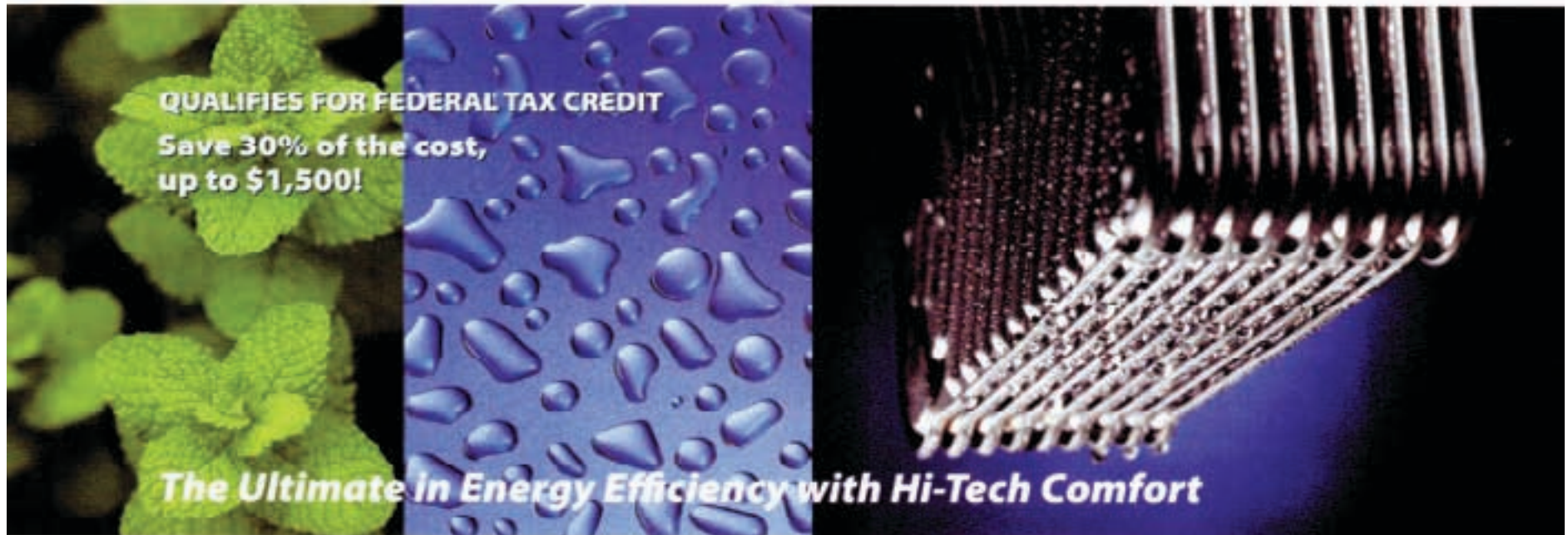
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