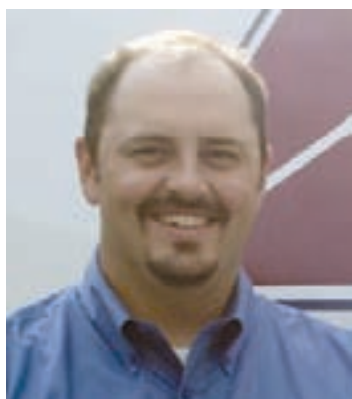




Brad Sims Named PHCC Middle Tennessee Contractor of the Month



PHCC of Middle Tennessee is pleased to announce Brad Sims of Lee Company is the PHCC Contractor Member of the month.

Brad Sims is a third generation plumber, learning the trade from his father and grandfather. Brad began his

career in the plumbing industry as soon as he was able to qualify as a "goffer" working alongside his father and grandfather. He has loved this industry for as long as he can remember.

Brad Sims currently works for Lee Company holding the position of Commercial Sales and Estimating Associate. In a recent interview with Brad he stated "I am so appreciative of the opportunity Lee Company has given me. Since the day I started I have always been able to demonstrate my highest values including treating individuals the way I would want to be

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THE PIPELINE



Alex Hall
Tennessee Editor

As the heat reduces from scalding to a light simmer, people are preparing for business to hit full throttle, kids are going back to school, and possibly just as important, football is back in action! This last month has flown by, but it's been time well spent. Travelling from Nashville to Memphis, Chattanooga, and Knoxville has enabled me to see just how much is being put into the growth and success of the Tennessee marketplace, not only within the work environment but also outside of it. There are events on the schedule intended to bring the plumbing community together to have fun. That's right, fun. Something all of you should be having. I know it sounds impossible, but there are plenty of opportunities such as ASPE's golf outing, which will be held on September 16. I will be there as a spectator, but not

CONTINUED on PAGE 3

Ferguson Nashville Host RIDGID Reputation Roadshow



Rigid's Will Peck, Brian Zielman, Jim Vild, Brad Sturgell, Neil Mason

RIDGID® is excited to announce they held their Reputation Roadshow on Thursday, July 21st at Ferguson in Nashville, TN and the show was a huge success! Ferguson Enterprises along with Co-Sponsor, State Industries, did a fantastic job hosting the event and the customers were very impressed with all the new products RIDGID has to offer. Ferguson provided great food for the show and all the customers who attended enjoyed themselves and were able to learn about new products that will make them more efficient and profitable in their business.

RIDGID brought the latest tool technology along with their team to conduct

demonstrations and answer questions. They had many displays and product interactive stations including, RIDGID Pressing Tools, Video Inspection and Utility locating, new interactive displays, drain cleaning and many more hands-on activities for the customers to try out and get a feel for the latest products RIDGID has to offer. This event was broadcast by 104.5 The Zone and also featured a RIDGID calendar girl, Lindsay Matway. Ferguson Enterprises also gave away some great prizes.

Ferguson is continuing to stock a wide selection of RIDGID to service the contractor's needs, so please contact them for RIDGID products. ♦

WinWholesale Appoints Jack Johnston President

WinWholesale Inc. has appointed Jack W. Johnston, its chief financial officer, as president of the company effective July 11 succeeding Richard W. Schwartz who will remain CEO and chairman of the board.

Schwartz said Johnston will oversee and lead daily management of wholesaling operations and corporate functions, which will allow him to focus on his CEO and chairman roles to advise the

management team and lead business strategy development.

"Jack has been an invaluable part of the organization for 34 years and understands the company and industry inside and out. He's an excellent choice for president as WinWholesale continues to offer opportunities for hard working people who want to succeed in a local wholesaling company," Schwartz said.

CONTINUED from PAGE 3

GF Piping Systems Opens Atlanta Facility



GF Piping Systems staff at the new Atlanta Distribution Center includes from left: Kartson Stuart (Warehouse Clerk), Darryl Edwards (Regional Sales Director), Jorge Morgan (Manager), Nicholas Shields (Warehouse Clerk), and Jamon Mosely (Warehouse Clerk).

GF Piping Systems announced today opening of its new warehouse and distribu-

tion facility in Atlanta, Georgia. The new 60,000 square-

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Coburn's Supply Co. New MAPA Associate Member



Plumbing & Mechanical magazine named Coburn's Supply their 2010 "Wholesaler of the Year".

Now Coburn's Supply has opened a branch in Memphis, at 3332 One Place. Coburn's Supply operates locations in Texas, Louisiana, Mississippi, and Tennessee serving the needs of the construction

industry. Their customers include plumbing, HVAC, mechanical, municipal, utility, general contractors as well as home builders.

Memphis branch manager Jack Joyner and assistant manager Terry Felder opened the new location in June this year along with Coburn's Kitchen and Bath

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Publisher's Message



Jack Morgan
Editor and Publisher

Greetings Plumbing Pros. I hope you all are having a wonderful summer and were able to take a very deserved

and needed family vacation. It's hard to believe that we are approaching the end of summer and fall is just around the corner. With this in mind, I would like to remind you all that many of the ASPE, PHCC, MAPA, ABPA, etc. are starting up their meetings. For those of you who may not had a chance to attend and or are not members, please take the opportunity to go once. You'll find out these organizations are here to help you and our industry. This is an excellent opportunity to network with friends and indus-

try professionals. As we approach late summer and early fall there are a couple of events that I would like to mention. The PMA of Georgia will be hosting their annual Memorial Golf outing September the 19th. This year the tournament will be honoring PDI legends Glad and Sid Meador. The National PHCC & QSC will hold their connect 2011 in Minneapolis, MN. Mark your calendars for all these exciting events and I hope to see you there! Please email us any other events your organization may have coming up and we will be happy to place it in our event calendar. I also wanted to mention, we have been get-

ting a few calls on how long the Newspaper takes to get in the mail. That's our wonderful USPS at work. May I suggest you send in your name and address with your email address and receive our digital version. This way you will get your Newspaper right away. Thanks to all who

support our industry and please support our advertisers. Without them it would not be possible to publish every month. Wishing you all success as we move forward and hope I you enjoy the end of summer. Best Regards to all and I'll see you down the Pipeline. ♦

CONNECT 2011 Can Move Your Business Forward!

Experience new strategies, new tools and new energy, Sept. 21-24, 2011, in Minneapolis. For p-h-c contractors, the only place to be September 21-24 is at CONNECT 2011, where three powerhouses – the Plumbing-Heating-Cooling Contractors–National Association, the Construction Contractors' Alliance (CCA) and Quality Service Contractors (QSC) – are teaming up for the biggest and best annual convention tailored exclusively to the p-h-c industry. This year's schedule is packed with new business-building ideas and tactics to increase your profits, run your business more efficiently and learn about new technologies and trends.

More than 20 education sessions will be offered, ranging from managing the younger, changing workforce, to managing the younger, changing workforce, to opportunities in the mature market.

Experts will provide valuable advice on topics like: hydronic heating and solar thermal systems; social media; -retirement financial planning; selling energy and water audits; how to calculate profit; improving profitabil-

ity with mobile devices, and much more!

Since QSC's and CCA's programming will run concurrently with CONNECT 2011, this is an ideal opportunity to explore what these two PHCC enhanced service groups offer. Also, PHCC's Union-Affiliated Contractors (UAC) will offer educational sessions for the union-employing contractors. This year's partners are: Diamond – Bradford White Corp., Federated Insurance, InSinkErator and Kohler Co.; Platinum – Viega; Gold – Hammond Valve, PHCC Educational Foundation, Reed Mfg. Company and WinWholesale; Silver – Delta Faucet Co., Moen and NIBCO. ♦

CONTINUED from PAGE 1

Johnston

Johnston started as an accountant with the organization in 1977. He became CFO in 2005 and is a certified public accountant. His replacement as CFO will be named in the future, Schwartz said. Schwartz has been with WinWholesale since 1971. He became president, CEO and chairman of the board in 1998. WinWholesale is one of the nation's largest distributors of domestic and industrial supplies and equipment. There are more than 500 local companies across the country representing the Winnelson, Winair, Winlectric, Winustrial, Winwater, Winfastener, Winpump and Noland Company brands.

WinWholesale Inc. (www.winwholesale.com) is a leading supplier of domestic and industrial supplies and materials headquartered in Dayton, Ohio. The privately-held company consists of more than 450 wholesaling corporations in which WinWholesale is an equity partner, and also Noland Company, a wholly-owned subsidiary. Noland is a wholesaler with more than 70 locations mainly in the Southeast. Collectively, WinWholesale is referred to as "The Win Group of Companies." ♦

Ferguson Dream Bathroom Giveaway Grand Prize Awarded



Michigan resident, Cynthia Weaver, was selected from more than 1.2 million entries to receive a \$50,000 bathroom remodel from Ferguson Bath, Kitchen and Lighting Gallery. Weaver will receive the bathroom of her dreams featuring premium Kohler® products. The remodel with

include a new toilet, sinks, faucets, showering system, bathtub, cabinets, countertops, lighting, wall covering and flooring. A Ferguson showroom consultant from Ann Arbor, Mich. as well as professional remodeler, Paulson's Construction, will execute the renovation project.

"I was right in the middle of an unsuccessful bathroom remodel, so went online to look for ideas and

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Coburn

Showroom at 1645 Bonnie Ln in Cordova.. Coburn' has scheduled its GRAND OPENING open house for September 28, 2011 and want to invite everyone to make plans to come by and meet all the staff at 3332 One Place. ♦

CONTINUED from PAGE 1

Brad Sims

treated. Our mission statement here at Lee Company is "creating a workplace in which the employees can thrive" and this company has always held true to that statement."

Brad also serves as the Vice-President of PHCC Middle Tennessee and loves being able to give back to this trade that has provided so much for his family for generations.

Brad resides with his wonderful wife, Lindy and their two beautiful children, Garrett and Sydney. In his free time, Brad loves to throw his line in the water, play golf and travel.

PHCC Middle Tennessee would like to congratulate Brad Sims on being the PHCC Member of the month! ♦

CONTINUED from PAGE 1

THE PIPELINE

because I don't like playing the game. Let's just say that if I tried to grow tomatoes, they'd come up sliced. In any case, it should be a fun time for everybody. Taking place from September 21-24, there is the PHCC Connect in Minneapolis, MN which, in addition to being a great place to find inspiration and network to improve your business, will have plenty of entertainment for you as well. Also, please note that MAPA's fishing tournament has been cancelled due to prior flood damage at the location. But do not be discouraged. After all, good things come to those who bait. Carry on, good people! ♦

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Scenes from Ferguson Nashville's RIDGID Reputation Roadshow



Brian Zeilman of Ridgid, Stephen Schween of Viega



Lindsay Matway, Ridgid Calendar Girl signing autographs



Rigid's Will Peck, Brian Zielman, Jim Vild, Brad Sturgell, Neil Mason



Jennifer Rodgers, Dennis DeBlock, Janice Rewers of State Water Heaters



Carol Knox and Beth Gurley provided lunch catered from Slick Pig and Life's Daily Bread



Neal Green and David Clark of Mid America Marketing



Jim Vild of Ridgid, David Burkeen of Flow Construction



Former NFL Pro-Bowler Blaine Bishop and Brent Dougherty of 104.5 The Zone hosting their sports talk radio show "Three Hour Lunch" on site



Ross Smell, Bo Green, and David Dulaney of Mid-South Maintenance

EVENTS CALENDAR

Send all of your open house, continuing education, seminar, and trade show information to:
 THE TENNESSEE PLUMBING NEWS CALENDAR P.O. Box 68 Bethlehem, Georgia 30620 or Fax 770-868-1856

2nd Tuesday of Every Month
 North East Tennessee PHCC Meeting
LOCATION: Call for Details
CONTACT: 423-926-2665 (M. Vance)

2nd Thursday of Every Month
 Memphis Area Plumbing Association
LOCATION: Call for Details
CONTACT: 901-763-3109

3rd Monday of Every Month
 Nashville Chapter ASPE Meeting
LOCATION: 2995 Sidco Dr., Nashville
CONTACT: (615) 889-8900 (VP Membership)

3rd Tuesday of Every Month 12 PM
 East Tennessee Chapter ASPE Meeting
LOCATION: Rothchilds Catering
CONTACT: www.eastmaspe.org

3rd Tuesday of Every Month 11:00 AM
 Middle Tennessee PHCC Meeting
LOCATION: Pickadilly's at Murfreesboro
CONTACT: 615-224-1024

CALL FOR DETAILS
 Clarksville, PHCC Meeting
LOCATION: Call for Details
CONTACT: Alana Ward 931-645-2859

CALL FOR DETAILS
 Chattanooga PHCC Meeting
LOCATION: Wally's on Ringold
CONTACT: 423-622-3178

4th Monday of Every Month
 Memphis Chapter ASPE Meeting
LOCATION: 969 Ridgeway Blvd., Memphis
CONTACT: (901) 795-0045 (VP Membership)

4th Monday of Every Month
 Knoxville PHCC Meeting
LOCATION: Calhoun's Bearden Hill
CONTACT: 865-522-1124 Ann Harris

September 7-11th, 2011
 World Plumbing Conference
LOCATION: Edinburgh, Scotland
CONTACT: www.wpc2011.co.uk

September 20th, 2011
 PHCC - MT Tradeshow
LOCATION:
CONTACT: www.phccmt.com

September 21st-24th, 2011
 PHCC Connect
LOCATION: Minneapolis, Minnesota
CONTACT: www.phccweb.org

September 22nd 2011
 Coburn Supply Memphis Open House
LOCATION: 3332 One Place
CONTACT: http://www.coburns.com

October 4-7th, 2011
 Greenbuild 2011
LOCATION: Toronto, Ontario
CONTACT: www.greenbuildexpo.org

October 5-7th, 2011
 WaterSmart Innovations Conference & Expo
LOCATION: Las Vegas, Nevada
CONTACT: www.WaterSmartInnovations.com

February 8-11, 2012
 NAHB International Builders Show
LOCATION: Orlando, FL
CONTACT: www.buildersshow.com

April 19th, 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

CONTINUED from PAGE 1

GF Piping

foot logistics center has space for a large product inventory, a sales department as well as a customer reception and specialist-training areas. The plant was opened to shorten lead times and provide better customer service in the region, putting muscle behind the company's corporate mantra of "We Act Fast" while underscoring the company's commitment to its customers in the US market.

With GF Piping System's North American headquarters in Tustin, California, goods sent from Europe by ship have been unloaded in Los Angeles until now. From there, it's a lengthy ride by truck to eastern parts of the US. With the new distribution center in Atlanta, the logistics chain is greatly shortened. Now goods can be shipped directly from Atlantic ports to Savannah, reducing the sea route by half over 4,300 miles. The shortened delivery cycle continues by truck as many customers can be reached more quickly from Atlanta. The faster deliveries are also a major improvement for the products shipped from the company's manufacturing plant in Little Rock, Arkansas.

Beyond the clear benefit of faster deliveries, closer proximity also means more intensive communication with customers in the region, ultimately providing the company with a much stronger position in the US. Along with the important benefits of improved sales, service and delivery, shorter transport time also translates into reduced emissions into the environment. According to Brian LaBelle, Director of Marketing, the decision to expand to the southeast was well thought-out and planned. "We discussed the project in depth with our end customers and distributors. We wanted to know what they thought of our strategy. The feedback was really encouraging. Our distributors expect the new center will be an advantage for them too." Now in operation, the resulting expansion provides a stronger company presence and faster response times." Heading up the Atlanta facility is Jorge Morgan, who moved from the company's Tustin, California headquarters after four years with the company in purchasing. Morgan has 10 years of logistics experience and is well-equipped to man-

age the dynamics and challenges an undertaking of this size brings. "It's a fast-paced atmosphere here at GF Piping Systems," says Morgan. "The business is constantly developing and that represents a real challenge. I feel my experience in logistics will be a benefit to this new position." With the successful introduction of the Atlanta logistics center, the company plans to open another facility in Pennsylvania to continue the momentum for improving coverage in the US market.

The GF Piping Systems' Atlanta facility is located at 5570 Westfield Drive, Atlanta, Georgia 30336. GF Piping Systems supplies a full range of plastic pipe, fittings, tubing, valves, actuators, rotameters, fusion machines, secondary containment, tank linings, heat exchangers, custom products, and sensors and instrumentation for industrial process control.

For further information, please contact GF Piping Systems, Toll Free (800) 854-4090 and on the web: www.gfpiping.com.

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Giveaway

came across the Ferguson Dream Bathroom Giveaway," said grand prize winner Weaver. "I entered the contest almost every day, but didn't think I would ever win. I cannot put into words my level of excitement when I received the news that I had actually been chosen!"

Paul McClorey, President of Paulson's Construction, commented, "We look forward to working with Ferguson on this job to make Cynthia's dream bathroom a reality. Her current bathroom is rather small and cramped, typical of homes built in the mid-1970s. We will completely change the space and create a spa-like experience."

"Cynthia has a lot of great ideas about the design of her dream bathroom and our role is to educate and guide her Kohler product selections to fit the design scheme," said Heidi Gillespie, Ferguson showroom manager in Ann Arbor, Mich. "The bathroom is going to be amazing and we can't wait to see the end result when it's complete."

This is the second year Ferguson has sponsored the Dream Giveaway contest. Last year, a family from Delaware won a \$75,000 kitchen remodel. ♦

Efficient, Low-Maintenance Solutions For Space and Design-Savvy Commercial Baths

Good things come in small packages. American Standard illustrates this adage in two new commercial bath offerings that combine high-performance and low-maintenance features with innovative small-space designs. The new Lucia™ wall hung lavatory and Huron™

toilet are small in stature, but offer full-sized features and performance.

Lucia Wall-Hung Lavatory Sink

The strikingly stylish Lucia wall-mount lavatory sink offers integral side shelves – perfect for storing toiletries – and suitable for

small spaces such as medical offices, hotels, restaurants and condominiums.

The practical design offers nearly 15-inches of usable storage surface and a graceful bowed front bowl that is complemented by an arching 2-inch back splash.

CONTINUED on PAGE 13

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Discount Plumbing & Electrical Supply

Discount Plumbing & Electrical Supply, located in Franklin, TN, would like to recognize Adam Breece at their Counter Sales Representative.

Adam Breece began his career with Discount Plumbing & Electrical Supply 9 years ago and currently holds the position of Counter Sales Representative.

Adam is a 10 year veteran of the plumbing and electrical industry and recently stated to the Plumbing News that he really enjoys working for Discount Plumbing &



Adam Breece

Electrical Supply and enjoys working with a great group of co workers and customers!

Adam Breece resides with his wonderful wife Angela and their two children,

Seth and Cohen. In his spare time, Adam enjoys spending time with his family and watching and rooting for the Atlanta Braves.

You may reach Adam Breece at 615-794-1068. ♦



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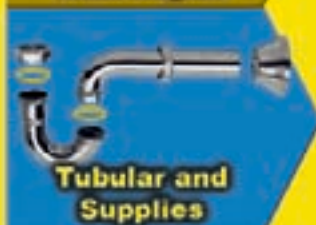
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New Ditch Witch All Terrain Air Hammer Conquer's The Hardest Rock



The Ditch Witch® organization announces the release of the All Terrain Air Hammer, which is designed to work with All Terrain directional drills to penetrate the hardest rock.

Ditch Witch All Terrain directional drills are proven to install utility conduit with exceptional efficiency in the widest range of ground formations, from mixed hard soil to cobble to solid rock. Designed for use with the JT4020 All Terrain and JT100 All Terrain directional drills, the All Terrain Air Hammer expands the range of

Ditch Witch All Terrain directional drills to include the hardest rock.

Along with Ditch Witch All Terrain directional drills, air hammers and mud motors are designed for penetrating solid rock. But one advantage the All Terrain Air Hammer has over its competitors is patented All Terrain technology, which enables the All Terrain Air Hammer to continuously drill as it is being steered, resulting in a faster, more efficient bore. Conventional air hammers require stopping the drill rotation to change directions, and mud

A.O. Smith & PHCC Educational Foundation Award College Scholarships

A. O. Smith (www.hotwater.com) announced the winners of two \$2,500 scholarships for students pursuing plumbing-heating-cooling related studies.

The Plumbing-Heating-

Cooling Contractors (PHCC) Educational Foundation administers the scholarship program and is responsible for selecting the award winners. The scholar-

CONTINUED on PAGE 10

Four Generations of Plumbers Count On General Power drain Cleaners



Plumbing runs in John Comerford Jr.'s blood. His grandfather and father were plumbers. So were two brothers. Now one of his sons is, too.

"Our name is on our businesses," Comerford says. "No one in my family has disgraced it yet - and I'm not going to be the first!"

Since 1978, Comerford Plumbing has forged a reputation for the highest standards of professional service at reasonable rates in the suburbs west of Cleveland. "We concentrate on basic residential work - drain cleaning and faucet fixing," John adds. "Bathrooms and kitchens have kept me very busy for three decades!"

The key to success, he claims, is simple: "don't do anything you wouldn't do in your own home - and choose the right tools for the job."

That's why four generations of Comerford plumbing professionals have trusted tough, reliable drain cleaners from General Pipe Cleaners.

"My father used a Handylectric™, and I started with a used Super-Vee™ - also from my dad," he recalls. "As the commercial says, 'don't leave home without it!'"

In fact, Comerford has owned four Super-Vee power drain cleaners since 1978.

The hand-held Super-Vee easily unclogs sink, shower, toilet, and laundry drain lines up to 3" in diameter. With a dependable motor, durable aluminum drum, and tough Flexicore® cable, Super-Vee withstands the most demanding small line jobs - and keeps working.

General's heavy duty Flexicore cable offers superior kinking resistance and unequalled strength with the right amount of flexibility. It's so tough that it carries the best warranty in the business - one-year protection against breakage.

"None of my Super-Vees ever went bad," he laughs.

"The motors never wore out. They just got kinda beat up from all the abuse I put them through. And I thought I deserved nice clean new ones!"

Replacement never stopped any of Comerford's older Super-Vees from working, either. "I simply gave one to my son - and sold another to a plumber friend of mine," he reveals.

The Super-Vee automatically adjusts to 1/4" to 3/8" diameter cable - no special tools or parts required. A slide-action chuck built into the front grip shield also engages and releases the cable with a quick push or pull - even while cable is rotating.

"I prefer the hands-on feel of Super-Vee," Comerford says. "You just

push in a little at a time - then lock-in the cable when you really need it."

Convenient, quick-change cartridges of General's Super-Vee also make messy cable switching clean and easy.

"It works great," Comerford contends. "I easily use it five or six times a week - maybe even more."

He even employs it preventively. "On new sinks, I'll snake the drains with my Super-Vee - just to make sure they're clear of debris and everything's working well."

Comerford also says he's retrieved some pretty surprising things with his Super-Vee.

"Drain cleaning can be pretty messy, and you ex-

pect to see some nasty stuff," he admits, "But imagine my surprise when my Super-Vee™ once snaked a Batman toy from a line. I still don't know how I did it!"

"Super-Vee is very easy to use," Comerford concludes. "It's well worth the money, and I tell everybody that it's my preferred tool for small-line jobs!" ♦

CONTINUED from PAGE 6

Hammer

motors typically begin to lose their effectiveness beyond 20,000-psi rock.

Mud motors also typically require a great deal of downhole fluid, while the All Terrain Air Hammer does not. It has a very low flow rate, only 4 gpm (15 L/min), so fluid costs are minimal, as are cleanup time and expense. Used properly, the All Terrain Air Hammer leaves only dry cuttings and a relatively small amount of foam that is used downhole to remove the cuttings. And unlike other air hammers on the market, the All Terrain Air Hammer requires no oiler

or drilling mud, which reduces maintenance expense and overall cost of production. The All Terrain Air Hammer comes in a kit that includes everything the operator needs: the unit itself; a 6.5-inch (165 mm) convex bit, convex bit jaw, and 4-inch (102 mm) jaw assembly; two slide pins; the Rockmaster Air Housing; and a fluid pump and air adapter kit. Featuring larger air ports, the Rockmaster Air Housing is designed to help maximize the productivity of the All Terrain Air Hammer.

For more information about the All Terrain Air Hammer, please call 800-654-6481 or visit ditchwitch.com. ♦

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Standing Tall in a Flat World

When you call most companies at any time, let alone at 7:07 AM as I recently did, you would expect your call to be managed by an automated response system and eventually dumped in a voice mail account.

Now let's say that company was an American manufacturer, and you believe the stereotypes. If, by chance, you did avoid the auto-pilot, you might expect, at best, to reach a dispirited employee counting the days until his or her job is outsourced to some impoverished country on the Eastern rim.

The company I called, however, was no ordinary American manufacturer.

A real person answered the phone, a woman with a soft Missouri drawl and a lively spirit, "Welcome to Sioux Chief," she said brightly, "can I connect you?"

Startled, I asked for my extension. Even more startling, my contact, Sioux Chief's vice-president for product development, Rex Baer, picked up his line. As I explained to Baer, I have been the executive editor of

a regional business magazine for the last dozen years, and no company I have called at 7 AM ever had a real person answer the phone, let alone with enthusiasm. Baer seemed unfazed. "Well," he said as casually as if everyone did what Sioux Chief did, "it's 8 AM on the east coast, and we've got clients there who want to do business."

Sioux Chief also has clients on the west coast and competitors throughout the world. Its employees get to work early and energetic, eager to grab a little more market share. If American manufacturing is on decline, or if the housing industry is in the dumps, no one seems to have sent them the memo.

This one unexpected transaction shed some clarifying light on a question that I had been asking myself since I had started studying Sioux Chief:

What specific set of virtues enables a family owned and operated American manufacturing company to prosper in a less than robust market that is already dense with large German

and American multinationals as well as scores of importers of state-subsidized Chinese product?

An American Brand

As I was beginning to see, Sioux Chief was building its brand on its intrinsic Midwest values: a strong work ethic, an unforced feel for customer service, a genuine enthusiasm about the products it creates, and a respect and admiration for its customers. These have been and continue to be a useful foundation in a world that had grown increasingly small, flat, and competitive. If it was 7 AM in Kansas City, it was 2 PM in Stuttgart and 9 PM in Shenzhen.

But trying to understand Sioux Chief in relation to its worldwide competition misses the mark. Sioux Chief competes, for sure, but only secondarily with the world. Sioux Chief competes primarily with itself.

That self-driven approach to business has resulted in explosive growth since Baer first joined the company in 1987. Then, he was one of 18 employees at a 23,000 square foot facility. Today, he is one of about 350 employees in a 300,000 square foot facility on a 140-acre campus. That campus is located in Peculiar, Missouri, hard by a major highway, a half-hour south of Kansas City. Here, in an airy, modern plant, Sioux Chief invents and produces the vast majority of its 5,000-plus rough plumbing products.

Touring the Brand

In the past few years, hundreds of customers have visited the Sioux Chief campus for plant tours. Upon visiting, a common reaction from guests, according to Dominic Ismert, Sioux Chief's Director of Marketing, is, "We had no idea you made all of this."

In a market known for buying and selling instead of manufacturing, visitors are stunned to learn that one company could invent and manufacture so many products—enough to fill hundreds of catalog pages—in a single factory. Well, it can, and it has. The factory is real. So is the brand.

Visitors have an even harder time believing that Sioux Chief has patented many of its products and engineered the tooling and equipment used to automate and manufacture the products—all in the same

plant.

"We develop across several product lines," says Sioux Chief President and CEO Joe Ismert. "We avoid niches and slots. This is unusual in our business, but we want to play with the big boys." Indeed.

Sioux Chief focuses on three rough plumbing product groups: supply, drainage and support. These are big categories. They encompass much of rough plumbing. Sioux Chief needs this backdrop in part because it dreams big. But the line is more than mere dreams. Over its 50 plus years in business, Sioux Chief has amassed a significant offering in each rough plumbing category. And, they have done so one product at a time.

Sioux Chief holds patents in supply systems, drainage systems and support systems. This is very rare in the rough plumbing market, and this rarity makes it harder for many to comprehend the brand. Sioux Chief's extraordinary story, however, is beginning to spread, and customers are taking notice. More and more contractors, wholesalers and other customers of every stripe are looking to Sioux Chief as a primary vendor for all things rough plumbing.

When asked what has accounted for the company's growth and advancing market position, Joe Ismert says succinctly, "We don't rest on our laurels. We invent. There is something new on a quarterly basis." Sioux Chief employees invent by listening, by implementing, by being, says Ismert, "one with the plumber."

Customers seem to agree. "It is apparent that Sioux Chief does its homework," says Keith Koster, quality assurance manager of Price Brothers Plumbing in Charlotte, North Carolina. "Their people get out into the field. They see what's in the field. They see what we need, and they come up with better mousetraps."

One recently developed Sioux Chief "mousetrap," the Finish Line drainage solution, was invented just a couple of years ago. It solves an age-old problem with drainage installations. Plumbing contractors typically install a floor drainage system before the concrete is poured. As a result, the drain cover is rarely finished flush with the floor. It is low or high. It is often damaged

or crooked. It even might be the wrong finish.

The solution was simple but revolutionary: a drain that could be adjusted after the pour. This allows for all kinds of possibilities and fixes: an adjustment up and down, a fix from crooked to straight or even a change of the finish strainer. Sioux Chief was able to refine the product, patent it, test it, list it, manufacture it and bring it to market – and all from its plant in the heart of America.

While no American company can compete with the Chinese on manpower costs alone, Sioux Chief competes through productivity. "We make our own stuff," says Joe Ismert. "So we are extremely efficient on the floor. I can have one person running ten machines. This allows us to compete on a world-class basis."

A tour through the Sioux Chief factory proves this out. Automated and robotic equipment, invented and manufactured on the premises, can be seen every few feet turning out quality, tested products with a crisp American manufactured cadence.

A Brand Embraced

The Sioux Chief brand might be nurtured in its Missouri plant, but it comes fully alive in the field. The Sioux Chief brand, in a sense, is complete only if the needs of its rough plumbing customers are considered.

Keith Koster observes that Sioux Chief makes a good contractor partner. "I think you feel a true partnership with Sioux Chief," he says. "They listen to the challenges we have and are very interested in seeing us succeed."

Quality, for Koster, is critical above all else. As he explains, his plumbers install systems that carry water under pressure, often behind sheet rock walls. "It is important that we are installing quality products," says Koster, "and just as important that there is someone who stands behind them. Sioux Chief has quality control measures you can count on."

He continues, "The Sioux Chief trademark matters. It gives our guys confidence they are installing quality."

If Sioux Chief quality and innovation begin relationships with its customers, its breadth of line helps to grow them "When you look at Sioux Chief catalogue," says

CONTINUED on PAGE



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CONTINUED from PAGE 7

Scholarship

ship program is designed to attract the new talent essential to the future of the plumbing and HVACR industry.

The 2011 scholarship recipients are Katie Burns of Social Circle, Ga., and Megan Schroeder of Maple Grove, Minn.

Katie Burns has enrolled as a full-time undergraduate student at the University of Georgia in Athens, Ga., pur-

suing a degree in business management. Her aspirations are to own and run the family plumbing business, which has been in the Burns family since 1920. Katie will be the fourth generation to work in the industry, hoping to expand the business's reach to a wider clientele.

Megan Schroeder has enrolled as a full-time undergraduate student at the University of Wisconsin-Madison pursuing a degree in mechanical engineering. Her in-

terests lie mainly with creating applications for renewable energy technologies and conservation strategies that protect the planet and preserve energy. While working with her father, Jon Schroeder, Megan has learned about some of the industry's new processes and products available to residential and commercial applications.

For eight consecutive years, A. O. Smith has supported the future leaders of the PHCC industry with an-

nual collegiate scholarships. We are proud to sponsor these qualified and talented students in their pursuit of a career within our industry," said A. O. Smith Brand Manager David Chisolm.

To qualify for a PHCC Educational Foundation scholarship (www.foundation.phccweb.org), students must submit a detailed application including a letter of recommendation from an active member of the PHCC ? National Association and enroll in a

plumbing-heating-cooling related course of study or apprentice program such as business management, construction management or science specializing in mechanical construction or mechanical engineering.

About A. O. Smith

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is a leading manufacturer and marketer of residential and commercial water heaters and boilers. A. O. Smith offers contractors an additional competitive advantage in that the company designs, builds, distributes and field supports the world's broadest and deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation. For more information, visit www.hotwater.com.

About PHCC Educational Foundation

The PHCC Educational Foundation, a partnership of contractors, manufacturers, and wholesalers, was founded in 1987 to serve the plumbing-heating-cooling industry by preparing contractors and their employees to meet the challenges of a constantly changing marketplace. Students interested in pursuing a career in the plumbing or HVACR professions are invited to visit www.foundation.phccweb.org for information on 2012 scholarships. ♦

A. O. Smith Names Rajendra President

Milwaukee-based A. O. Smith Corp. announced that Ajita G. Rajendra has been named president and chief operating officer, effective Sept 1. He will be responsible for A. O. Smith's water heater operations in North America, China, Europe and India, as well as the company's water purification business in China. The \$1.5 billion business has 17 manufacturing plants around the world and employs approximately 10,000 people. In addition, Rajendra will be responsible for the Lochinvar global boiler business, once the acquisition of that company is complete. He also will oversee A. O. Smith's global technology centers focused on research, development and product engineering, and the corporation's information technology function. ♦

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Standing Tall

Koster, "it is like going to a hardware store."

As part of his firm's process improvement, Koster often explores the Sioux Chief inventory to replace alternative products that simply do not work as well. As a result, the 175-employee Price Brothers is doing ten times the business with Sioux Chief that it did just ten years ago.

Sioux Chief has also become close with its wholesaler partners, many of whom have come to realize the power of pleasing the contractor with a proven brand, one whose perceived value helps them move off the shelf.

"They have good insight as to what market will bear," says Mike Hickock, executive vice-president of the multi-state wholesaler, First Supply. "They make a very good wholesaler's partner."

Hickock's colleague at First Supply, executive VP, Elliott Collier describes Sioux Chief as "aggressive" in their partnership.

What Collier means is that Sioux Chief is not just helpful, but pro-actively helpful. "Every time that we have asked them to be involved," Collier elaborates, "They are the first ones to sign up." The First Supply executives cite Sioux Chief's excellent independent representation, its cooperative marketing efforts, its willing participation in product shows, its new product innovations, and its comprehensive product listings.

A manufacturer, who can provide what the wholesaler wants, when he wants it and at a fair price, will have a customer for life. Accordingly, Sioux Chief and First Supply have been working together as long as anyone at either company can remember. Sioux Chief and Price Brothers have been working together at least 15 or 20 years.

Collier sums up the Sioux Chief outreach with the word "touches." From the CEO on down, Sioux Chief has impressed its customer with "the number of touches throughout the year." Even during boom years, Sioux Chief never took the relationship for granted.

Standing Tall

With engineering as precise as the Germans and pricing that is competitive with the Chinese, Sioux Chief has proved that an American manufacturer can succeed in the international market-



Rex Baer, V.P. New Product Development; Wade Long, National Sales Manager; Charlie England, Dupree Plumbing; Joe P. Ismert, President/Owner - Sioux Chief; Mike Dupree, Dupree Plumbing; Larry Reno, Dupree Plumbing; Mike Stallings, Division Sales Manager; Brad Hall, McKee-Nix

place—even in rough plumbing. The growth of its brand of rough plumbing products testifies to the same. As the story spreads, this American brand will continue its march.

If you want to learn more about how a family owned manufacturer of rough plumbing products right here in the U.S.A. can stand tall in a competitive world, you might take a look through the Sioux Chief catalog, take a peek at the Sioux Chief website, or even make a phone call to the plant.

And 7AM is not too early. ♦



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CONTINUED from PAGE 5

Efficient



The stylish Lucia™ wall-mount lavatory sink from American Standard is ideal for small spaces. The addition of a hands-free Selectronic® sensor faucet is well-suited for healthcare and institutional use.

The sink's upscale and modern appearance is accompanied by an optional vitreous china shroud that offers a polished, clean-looking installation.

The ADA-compliant sink features a single faucet hole, with additional models offering four- or eight-inch centers available in early



With its sturdy floor-mount design and comfortable Right Height® and ADA-compliant features, the Huron™ high-efficiency space-saving toilet is ideal for healthcare /bariatric applications.

2012.

Huron Floor-Mount Rear Outlet Toilet

The Huron high-efficiency toilet (HET) offers a unique space-saving shape in a floor-mount, rear-outlet design. Measuring a scant 24 1/2-inches from the wall –

nearly four-inches shorter than a standard toilet – the Huron toilet combines leading HET performance and product features not traditionally available to commercial specifiers.

“Specifiers need versatile products like the Huron for space-challenged applications that require

floor-mounted, rear outlet designs along with HET performance,” explains Tony D’Amato, senior product manager, commercial products for American Standard. “The Huron combines all of these leading features in one of the smallest footprints available.”

The sturdy floor-mount design of the Huron toilet is ideal for institutional and healthcare/bariatric applications, while its Right Height® rim measurement of 17 1/4-inches makes it a solid choice for accessible and ADA-compliant installa-

tions. The high-efficiency, low-consumption toilet utilizes between 1.1 and 1.6 gallons per flush (gpf), while offering direct-fed siphon jet action with a 2-inch fully-glazed trapway and a 1 1/2-inch top spud opening.

In addition to its compact design, the Huron toilet mounts directly against the floor and wall, eliminating hard-to-clean areas. The Huron toilet features the EverClean® permanent glaze that inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface, helping it stay cleaner, longer.

Both the Lucia sink and Huron toilet have a one-year warranty.

For more information on American Standard commercial products, visit www.americanstandard.com or call (800) 899-2614.

American Standard Brands is a leading North

American manufacturer of a wide range of high-quality building products, including faucets, fixtures, furniture, vitreous china fixtures, cast iron sinks, whirlpool tubs and other wellness products for the bath and kitchen as well as decorative panels. The company currently offers total project solutions for residential and commercial customers; employs more than 5,000 people in the United States, Canada and Mexico; and markets products under well known and respected brands, such as American Standard®, Jado®, Porcher®, Safety Tubs®, Crane®, Eljer®, Fiat® and Decorative Panels International®. American Standard Brands is an affiliated portfolio company of Sun Capital Partners.

For more information, visit www.americanstandard.com. ♦

Kohler Sponsors Wasting Water Is Weird Campaign

PSA Campaign puts onus on Americans to consciously stop wasting water, rather than just thinking about it

Kohler Co., the 2008 and 2009 EPA WaterSense Partner of the Year and 2010 Excellence Award recipient, is part of a concerned coalition pleased to announce its latest water conservation effort – Wasting Water Is Weird – a national public service campaign launching today and running through the remainder of 2011.

The campaign focuses on engaging consumers about the looming freshwater shortage and encourages individuals to embrace water conservation efforts around their own homes and kick bad habits – such as running a faucet while brushing one’s teeth, or running an almost empty dishwasher. Within the next five years, experts predict that 36 states will face serious water shortages, and yet, each American uses about 100 gallons per day.

That is the rationale behind the PSA campaign, which was developed by the Shelton Group, a marketing and advertising agency focused on sustainability, and supported by Kohler and other coalition sponsors including Lowe’s, Bosch home appliances, Proctor & Gamble and the EPA’s WaterSense program.

The Wasting Water Is

Weird PSA campaign takes a fresh approach away from gloom-and-doom messaging in favor of a more positive, humorous tone to help make consumers make conscious choices. The central figure is a fictitious “weird” man referred to as Rip the Drip, who “shows up” while people are going about their daily activities and begin wasting water. While using more water than they need, these homeowners are then exposed to Rip and that’s when they realize they are wasting water – and that wasting water is weird – so they abruptly stop.

The new public service campaign features myriad media platforms, including a series of video PSAs for broadcast coverage, a Web site, social media, and outdoor and online advertising. Individuals are encouraged to visit WastingWaterIsWeird.com to learn about Rip and the campaign, and view the videos. They can also go to Facebook and “Like” Rip the Drip, and follow him on Twitter @RipTheDrip.com.

“Kohler has a large stake in the availability of clean, safe water. And we understand the importance to educate homeowners about reducing water usage,” said Rob Zimmerman, water conservation and sustainability manager for Kohler Co. “We need Americans to take

personal responsibility and shift their behaviors from passively thinking about how to save water to proactively taking action, such as installing high-efficiency toilets, showerheads and faucets.”

After winning back-to-back WaterSense Partner of the Year awards in 2008 and 2009, Kohler received a 2010 Excellence Award for its efforts to bring to-

gether industry leaders and bolster the WaterSense program. The company has hosted a series of “Save Water America” educational and promotional events across the United States, as well as an interactive Web site – SaveWaterAmerica.com.

“Save Water America is just one example of our strategic collaboration with EPA and was a multi-fac-

eted initiative involving touch points with consumers and trade alike in delivering key messages about water conservation,” added Zimmerman. “This latest multi-pronged PSA campaign with the Shelton Group, EPA WaterSense and the other sponsors is yet another endeavor demonstrating Kohler’s commitment to environmental responsibility.” ♦

Stand Up to Tough Welding, Threading and Grooving Demands with RIDGID® TRISTAND® Chain Vises

Not only has RIDGID® improved its line of portable TRISTAND® chain vises with upgrades to the Model 460-6, but the company has also expanded the line with the introduction of the Model 460-12, a chain vise capable of gripping up to 12-inch diameter pipe.

The TRISTAND chain vises are intended to hold PVC, steel and copper pipes.

The Model 460-6 can hold pipe between 2 and 6 inches in diameter, while the new Model 460-12 has a 12-inch jaw and an extended chain to grip pipe diameters ranging from 2 to 12 inches.

The chain vises are versatile and durable, and are designed to meet rugged jobsite needs year after year. The base is optimized to provide more working area – with

the pipe benders located at the rear of the base for bending or adjusting pipe, and tool hangers for equipment storage during use. The large vise base also overhangs the front legs to allow for clear tool swing.

The 460-6 and 460-12 feature an integrated ground lug that provides a conductive surface to connect the weld ground, and a jack screw to help stabilize the unit during use. Both are self-hooking for pipe up to 4 inches, a feature that is ideal when a second hand is not available to engage the chain into the wear plate.

“The portable 460-6 and 460-12 TRISTAND chain vises provide a variety of features that are designed with tough welding, threading and grooving demands in mind,”

said Larry Feskanich, product manager, pipe tools, RIDGID. “Building upon the attributes of the 460-6, the Model 460-12 is a first-of-its-kind, providing maximum convenience for those applications involving larger pipe diameters.”

The chain vises feature a leg chain that helps retain legs, even when subjected to rugged use during operation and transport, and a rugged tool tray to provide prolonged stability before requiring a leg adjustment. The Model 460-12 has an additional adjustable rear leg, making it easy for the end user to level the stand.


The 47-pound 460-6 and the 71-pound 460-12 fold easily for storage or transport and are backed by the RIDGID lifetime warranty. ♦

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Milwaukee® M12™ Heated Jacket Available in Realtree AP™ Camouflage this Fall



Milwaukee Electric Tool Corporation continues to expand the industry's largest sub-compact battery system with the introduction of the new M12™ Realtree AP™ Heated Jacket. The new addition to the M12™ family follows the Fall 2010 launch of the very popular red M12™ Heated Jacket to satisfy mounting user requests to expand the jacket line to include gear for activities off the jobsite like hunting and fishing. This fall, Milwaukee will offer the M12™ Heated Jacket in the most popular and versatile camouflage pattern, Realtree AP™. Coupled with Milwaukee innovation and powered by RED LITHIUM™ battery technology, the new jacket provides unmatched performance for the outdoorsmen.

"Compatible with the entire line of M12™ professional power tools, users can easily utilize the same battery they have been using all day on the jobsite for a weekend of hunting or fishing with their M12™ Realtree AP™ Heated Jacket," says Mark Senske, Sr. Product Manager, M12™ Cordless Tools for Milwaukee Electric Tool Corporation. "Features such as a special fabric blend to reduce noise during movement, a concealed heat controller and a back tag patch to visibly display hunting licenses, demonstrate Milwaukee's commitment to provide innovative products whether users are on or off the jobsite."

Designed with best-in-class durability, the jacket will actively warm the body and stimulate blood circulation in even the coldest conditions. Hidden in a sleek back pocket, which can now expand to hold an XC battery, the M12™ RED LITHIUM™ battery delivers superior runtime, with up to six hours of continuous heat on a single battery

charge. Providing unparalleled warmth and comfort, the new heated jacket utilizes three carbon fiber heating zones, positioned in key areas, to warm the

user's core. This durable heating element can be set to high, medium, or low with a simple touch of a button. While the red M12™ Heated Jacket's

easy-touch heat controller is located on the lapel, the controller for the M12™ Realtree AP™ Heated Jacket is concealed just inside the lapel so that the blinking light of the controller is not visible while the user is trying to blend in to their surroundings. The

heated jacket is also water and wind resistant to provide comfort and durability in harsh environments. With constant innovation in Lithium-Ion, MILWAUKEE® continues to expand its leadership position in the sub-compact category. ♦

Rheem Debuts the XR90 – A 29-Gallon Residential Water Heater That Heats Water Faster Than Any Standard 50-Gallon Gas Water Heater



The new 29-gallon Rheem XR90 heats water faster than any standard 50-gallon gas water heater and costs less to operate annually.

Today, Rheem has unveiled the new XR90 Extreme Recovery Gas Water Heater. Needing only 29 gallons of storage, the Rheem XR90 is unique to the marketplace because it can heat water faster than any standard 50-gallon gas water heater. Plus, the XR90 costs less annually to operate than any standard 30-, 40- or 50-gallon gas model.

The XR90 meets, and in most cases, exceeds the available hot water provided by a standard 50-gallon gas water heater. 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.

In addition, the Rheem XR90 heats water 42 percent faster than a typical 50-gallon gas model. The XR90 has a recovery rate of 61 gallons per hour at a 90°F rise in temperature,

whereas a standard 50-gallon gas model has a recovery rate of 43 gallons.

The cost and energy benefits associated with the XR90 can help contractors augment their product portfolios with a unique, cost-effective offering. The XR90 costs less to operate annually: only \$261 versus \$315 per year for a standard 50-gallon gas model—a 17 percent savings. The unit has an Energy Factor (EF) of .70, exceeding the requirements of ENERGY STAR® Phase II.

Depending on the municipality, the XR90 qualifies for certain local and state rebate opportunities, thereby lowering the upfront investment for the homeowner.

"Contractors can now offer homeowners a smaller, more compact water heater that doesn't sacrifice power or performance," said Tommy Olsen, Rheem senior product manager. "With the Rheem XR90, the household gets more hot water faster, at a lower operating cost."

The Rheem XR90 is the only gas tank-type water heater that can fit in the same space as many 30-gallon and most standard 40- or 50-gallon gas water heaters, while still providing enough hot water for standard 50-gallon applications. The height of the XR90 is 65.56 inches, but the diameter is only 17.75 inches, versus 21.75 for a standard 50-gallon unit. The slimmer profile facilitates locating the unit in tight-fitting spaces, such as attics, utility closets and garages, as well as basement mechanical rooms. One-man installation is a practical reality, with an installer-friendly shipping weight of only 136 pounds.

"Although the XR90 will work in any residential application, it is especially ideal for retrofit situations in which a homeowner wants to upgrade to a higher-performing

model, but has only a small footprint available or simply needs to save space," said Olsen.

How it works: The XR90 is able to outperform a larger water heater because it features an eco-friendly, low-NOx (40 nanograms per joule) gas burner with an input of 60,000 Btu per hour (Btu/h). This represents a substantial increase over the 40,000 to 50,000 Btu/h inputs typically offered by 50-gallon gas models.

The key to delivering better than a 50-gallon performance in a 29-gallon package is the application of commercial water heating technology to a residential product. A proprietary baffle and flue design in the Rheem XR90 retains the burner's heat longer and thus transfers more of it to the stored water. As a result, the by-products of the combustion process must be propelled through the flue. The XR90 does this with a 110-VAC, fan-assisted draft inducer, powered by a standard household current. All an installer need do is connect the factory-supplied eight-foot, three-prong power cord to the nearest available outlet.

"Manufacturers can drive energy efficiency only so far in a conventional, atmospheric gas water heater," Olsen explained. "To reach our targeted .70 EF, we introduced electrical power to the unit to upgrade the venting process to handle the higher, 60,000 Btu/h input."

The inducer is designed to work with a standard three-inch or four-inch Category I, double-wall B vent, usually the venting that is already in place in the home. "Not having to switch to some other material, such as PVC, saves time and money on a retrofit installation project," Olsen noted, adding that, "fan-assist draft induced technology must follow standard atmospheric venting practices." A factory-supplied four-inch adapter is included

with the XR90. Other key features of the new Rheem XR90 include:

Integrated, self-diagnostic Honeywell® gas valve: This key control monitors all water heater operations, using an LED readout to identify problems and facilitate troubleshooting and servicing. Eight flash codes are programmed into the valve, some are functional and others are for service work. The system ultimately helps simplify installation, troubleshooting and servicing.

Guardian Flammable Vapor Ignition Resistance (FVIR) System: This maintenance-free protective system, which includes a flammable vapor detection sensor, automatically disables the XR90 in the presence of such vapors.

High Altitude-Compliant: The XR90 is certified up to 7,700 feet above sea level, so it can be installed in most homes throughout the United States. **Six-Year Warranty:** The XR90 includes a patented magnesium anode rod with a special resistor to protect the tank from rust. The warranty can be extended to 10 years with the Rheem ProtectionPlus™ Kit, containing a second anode rod for inclusion at the time of the initial installation.

For more information on the Rheem XR90 (Rheem Model No. 43V30-60), visit www.rheem.com. Rheem Manufacturing Company (www.rheem.com) is privately held, with headquarters in Atlanta. 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..♦

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