

# THE PLUMBING *ADVOCATE*

A PUBLICATION OF EQUITY PLUMBING

SPRING 2018 | VOL. 4, NO. 2



## ENHANCE YOUR DIGITAL PRESENCE

TO INCREASE SHOWROOM TRAFFIC, SALES

Launch E-Commerce  
to Stay in the Game

What Are the Best  
Slotting Practices?

Member Profile:  
Burdine Supply Inc.

Supplier Profile:  
AMMEX Corp.

MSP Profile: Wolfepromo





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# MESSAGE

## GET INTO THE E-COMMERCE GAME

If you are considering launching a webstore or looking to enhance your current website, this issue of *The Plumbing Advocate* provides insightful articles about how to successfully accomplish both.

In these pages, you will discover the vast expertise and resources available from several Equity member service providers. They offer proven and cost-effective solutions to aid your efforts in providing a robust e-commerce solution for your customers.

Second Phase and Trade Service recently launched a new resource called the Equity eQuote Catalog. The eQuote Catalog provides your customers with the flexibility and convenience of requesting a quote through your website. Your customers can place quote requests any time 24/7 from any type of device (phone, tablet or PC). For more details, please read the article "Get into the Game" on page 35.

Creative Marketing Alliance asks, "Is It Time to Redesign Your Website?" The article on page 7 provides helpful tips on maintaining a cutting-edge website that your customers will want to use.

Members with showrooms should read "Enhance Your Digital Presence to Increase Showroom Traffic, Sales" on page 11 to discover how Bravo Media and Earn More Do Less can help drive more business into your showroom.

Equity's 2018 Annual Meeting will take place in the Windy City. Please mark your calendar and save the dates, Oct. 29-31. We look forward to seeing you at the Hyatt Regency O'Hare in Rosemont, Illinois later this year.



Highlights of this year's meeting will include a Sloan factory tour on Oct. 29. Keynote Speaker Elliot Eisenberg, a nationally-acclaimed economist and former senior economist at the National Association of Home Builders, will cover multiple topics including economic forecasts, economic impact on the plumbing industry and consequences of government regulation.

Member registration will open in May and suppliers can start registering in July. For more information about the 2018 meeting, visit the Equity website and click on the "Annual Meeting" icon.



### EQUITY PLUMBING STAFF

#### President

Matt Roos

#### Executive Vice President

Steve Perencevich

#### Vice President, Marketing and Supplier Relations

Ted Havel

#### Marketing Coordinator

Dan Potter

#### Operations Manager

Pradeep Lodha



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## EDITORIAL STAFF

*The Plumbing Advocate* is published quarterly, for plumbing distributor members and suppliers of Equity Plumbing by Creative Marketing Alliance.

### Executive Editor

Ted Havel  
Thavel@equityplumbing.com

### Publisher

Jeffrey Barnhart  
JBarnhart@cmasolutions.com

### Editor

Erin Klebaur  
EKlebaur@cmasolutions.com

### Advertising Manager

Jude Martin-Cianfano  
JCianfano@cmasolutions.com

### Managing Director

Kenneth Hitchner  
KHitchner@cmasolutions.com

### Managing Editor

Jennifer Kohlhepp  
JKohlhepp@cmasolutions.com

### Creative Director

Dave Sherwood  
DSherwood@cmasolutions.com

### Production Manager

Scott Elgart  
SElgart@cmasolutions.com



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# IS IT TIME TO REDESIGN YOUR WEBSITE?

Your website is the public face of your business in the digital realm and often the first interaction between your company and its prospects. Take a long look at your website and its offerings. Do you see outdated information and tired webpage elements staring back? Does your site look like your competitor's site? Is it tough to navigate? Does it load slowly? If you answered yes to at least one of these questions, you'll want to think about a website redesign.

## Other reasons to redesign your website include:

- **Your current site is not responsive, meaning it's not mobile-friendly.**
- **You need more leads and are not getting the results you want.**
- **Your business has shifted products or service offerings.**
- **Your brand strategy has changed.**
- **You need to show up better in search engine results.**

While there's not a major departure in website design from what we saw in 2017, you'll start to see a widening gap between companies implementing the latest web design trends and those that are falling behind them this year. If you want your website to be current and stay ahead of your competition, here are some top trends to consider:

**Responsivity is a must.** Mobile web browsing has hit an all-time high with no signs of slowing down. A recent Google survey of mobile users found that 72 percent of respondents said it's important that websites are mobile-friendly, yet 96 percent have visited sites that don't work well on their devices. Almost three-quarters of respondents said they are more likely

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to revisit a mobile-friendly site. If the site isn't optimized for mobile use, users are actually five times more likely to abandon the task they are trying to complete. Seventy-nine percent said that they will ultimately go back to search and try to find another site to meet their needs if the one they click on does not load correctly.

**Think like a customer.** What does your target audience want? What are your customers' pain points? How can you get them to where they want to go quicker with less clicks? By focusing your efforts on the customer, rather than your offerings, you will connect with your audience faster and help them understand how you can provide them with the solutions they seek. You can accomplish this by engaging and informing them through key messaging that targets their interests and allays their concerns. You should also showcase your unique selling propositions to show value.

**Consider video.** More and more, you'll see websites with video components. In fact, internet video traffic will be more than 80 percent of all customers' internet traffic in four years. Cisco, a multinational technology conglomerate, recently stated that live internet video will account for 13 percent of the total video traffic. Video is a natural fit when companies are trying to convey complex messages, connect with customers on a deeper level and motivate prospects to a purchasing position.

**Incorporate animations and movement.** As the internet evolves at breakneck speed and the amount of content continues to grow, grabbing the attention of your customers and moving their eyes through your website while keeping them engaged has become

crucial. Scroll-triggered animation, which will help unclutter your website, inspires users to scroll deeper into your web pages and their content. It's also important to include interactive components to amplify engagement.

**Add more color.** With browsers evolving and designers looking for new ways to engage readers, color gradients are starting to take over and blend away the boxy white/grey backgrounds of yesteryear. Consider color temperature and hue when trying to grab potential customers' attention away from the competition.

**Use big fonts.** See you later squinting eyes. Headlines need to be big, bold and able to tell a story as thumb-flicking intensifies. You should use multiple headlines of various font sizes to convey your messages as users skip, scan and scroll feverishly through your site.

To stay top of mind, tip of finger and relevant in the ever-evolving digital landscape, you are going to have to learn to look at your website from your customer's perspective. Let go of the past and what used to work. Instead, focus your web redesign efforts on what's currently happening all around the web and what your customers are expecting when they visit your site. ■

**About the Author:** Daniel Beldowicz is the director of digital marketing at Creative Marketing Alliance in Princeton Junction, New Jersey. CMA is a full-service, award-winning strategic marketing and integrated communications firm recognized nationally as one of the electrical industry's premier marketing partners. Contact CMA at [info@cmasolutions.com](mailto:info@cmasolutions.com) or 800-852-4269. For more information on how CMA can help you with your marketing needs, visit [CMAresults.com](http://CMAresults.com).



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# ENHANCE YOUR DIGITAL PRESENCE

## TO INCREASE SHOWROOM TRAFFIC, SALES

Despite the proliferation of big-box stores and online retailers, local plumbing showrooms are not obsolete.

Plumbing showroom owners maintain competitive advantages over the competition. Mainly, they take pride in curating diverse and high-quality stock and retaining salespeople who have extensive product knowledge and can provide expert project advice. Showroom owners should not rest on their laurels, however, as the retail industry is undergoing a dramatic shift.

Overall, in-store foot traffic is down, online product research is up and smartphones are becoming increasingly important in a customer's purchasing journey. Showroom owners must take all of this into account and plan wisely now to maintain their competitive edge in the near and far future.

Plumbing showroom owners have been

slow to embrace the digital marketing landscape but are starting to incorporate a digital strategy into more effectively connecting with current and potential customers. It may sound daunting and costly, but there are new resources available to Equity Plumbing members that greatly reduce the logistics burden and expense of developing and maintaining an effective online presence.

The reality is online information, such as showroom location and hours, product availability and pricing and targeted ads, can drive more people to shop in your brick-and-mortar showroom.

A long-term plumbing showroom success strategy is one that includes "bricks" (physical location) and "clicks"

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(online presence), according to Ace Rosenstein of Bravo Business Media.

The Pennsylvania-based Equity Member Service Provider provides an online catalog service called MyPlumbing-Showroom.com to independent plumbing showrooms throughout North America.

"The service is aimed at returning the selling advantage to local plumbing showrooms by publishing a product-centric website that applies the store's business rules and pricing while maintaining the information on their behalf so they do not need to have technical expertise or resources to handle the site," Rosenstein said.

Consumers today expect fast, slick online product searches that display photos and specs for a vast array of fixtures and hardware. Online catalogs have to be attractive, easy to navigate and constantly up to date. MyPlumbing-Showroom.com provides independent

plumbing showrooms with a simple and affordable turnkey website solution that establishes them as multi-channel businesses.

"There's no software or hardware to buy," Rosenstein said. "It's all cloud-based. You couldn't hire a part-time employee for what you would pay us."

The digital service can also save sales associates hours of valuable time while increasing customer service levels to plumbers, builders and homeowners.

"If you're like most showroom operators, you don't have the budget to keep an army on the floor," Rosenstein said. "Spending an hour with a customer hunting through printed catalog pages means if somebody else walks in, you have to abandon your conversation or make your new arrival wait around. This is bad. Your customer gets overwhelmed, especially if they see a bunch of stuff they like, but can't

use (like a wall-hung versus a floor-mounted toilet)."

To further enhance showroom visibility and profitability, owners should consider pairing the aforementioned service of Bravo Business Media with those offered by Equity Plumbing Member Service Provider Earn More Do Less in Massachusetts.

"We take Bravo Business Media's core offering and add the next level of ammunition to it," John Gosselin of Earn More Do Less said.

The consulting firm focuses on business growth with a six-part approach to improving the bottom line. Earn More Do Less can help Equity members communicate their unique benefits and value proposition, optimize their website for maximum visibility in search engines, restructure marketing campaigns to cut wasteful spending with better demographic targeting and ad copy, improve site design with

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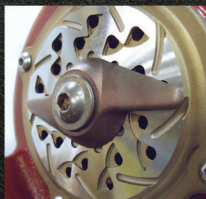


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proven principles to compel more visitors to take the next step, set up call tracking and mouse heatmapping to build a tight and predictable sales process and improve results based on feedback from real data and strategic decisions made with consulting insights.

"We know how to help a showroom that uses a consultative sales approach," Gosselin said. "We work well with them because we know the top 100 words typed into Google to find retail destinations and products at Equity members with counter sales. We organically connect with prospects through ads and retargeting campaigns that follow people around the internet. We help Equity showrooms become big fish in the ocean of information."

By setting up heatmapping on Equity member websites, Earn More Do Less can track the behavior and mouse movement of every visitor to discover where design needs improvement for a more conversion-friendly experience. Call tracking provides the showroom owner with further insight into the precise location on the web where a browser turned into a selling opportunity.

"Did they come from a Google ad, Yelp, social media, the website," Gosselin said. "You know where they came from before you pick up the phone."

Earn More Do Less prides itself on turning all of the insights coming in from the internet into income for showrooms.

"At the end of the day, we get our clients sustainable, measurable and predictable results by helping them out think, out position, out strategize, out market and out sell their competitors," Gosselin said. "We know what works and the right questions to ask because we've harnessed the power of analytics in 30+ impact points to eliminate wasted activities and uncover hidden sales and marketing opportunities in your business."

J. Katz, president of H2O Supply Inc. in Texas, said his company is phasing out traditional means of marketing, such as sending postcards and direct mail pieces to potential customers.

"Instead of spending money in that direction, I decided to put money into digital advertising," Katz said. "That's

*continued on page 16*

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what people are doing. That's where people are looking. People are online, particularly with their phones."

H2O Supply has employed the services of both Bravo Business Media and Earn More Do Less. "Their intent is to drive business into our showroom through online ads, social media and search engine results when people are looking for plumbing supplies."

Boosting H2O Supply's digital presence initially seemed like an expensive process, Katz said. "When you actually see the traffic increase, you realize you are directly hitting and impacting the market you have been trying to hit. Now it's part of our operating expense. And it doesn't call in sick. It's always doing its job."

Plumbing showroom owners can use digital tools and insights to better connect and engage with customers throughout the entire purchasing process. From providing product information online to customizing in-store customer experiences to targeted internet advertising initiatives, the digital marketing landscape presents new opportunities to move more prospects to purchasing decisions.

For more information about Bravo Business Media, visit [bravobusinessmedia.com](http://bravobusinessmedia.com). For more information about Earn More Do Less, visit [earnmoredoless.com](http://earnmoredoless.com). ■



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AMMEX Corp. evolved from a one-man operation in a basement office in Bellevue, Washington into more than 275 employees working in 10 cities worldwide to enhance health, hygiene and safety across a wide spectrum of industries.

## AMMEX PROVIDES PERSONAL PROTECTION EQUIPMENT TO THE PLUMBING INDUSTRY

AMMEX Corp., which is celebrating 30 years in business this year, started when founder Fred Crosetto saw a developing worldwide demand for barrier protection and infection control products at a time when they were sold only in dental and medical environments.

The company evolved from a one-man operation in a basement office in Bellevue, Washington into more than 275 employees working in 10 cities worldwide to enhance health, hygiene and safety across a wide spectrum of industries. AMMEX's operations in the Philippines and Malaysia support its manufacturing, supply chain, marketing and other essential functions, while AMMEX China is seizing the opportunity in a fast-growing market to build a sales and distribution network that meets the nation's ever-increasing demand.

While achievement is highly regarded within AMMEX, the human element is at the heart of everything the company

does. AMMEX's 2020 Vision business plan stresses culture and people first while the company continues to embrace innovation, support, speed and growth.

"One of the things that the president of our company always says is our business is successful because of the people we have on our team," said Kelley Miller, AMMEX's national sales representative. "They all want to do and be the best they can and that's true throughout the entire company. No one feels like a cog in the wheel. We're able to think and do for ourselves and we have a strong team."

AMMEX offers a variety of personal protective equipment including disposable gloves, cone masks and coveralls for the plumbing market. "We have anything you need to keep you and your team of employees safe from biohazardous conditions and chemicals," Miller said.

The U.S. Occupational Safety and Health Administration (OSHA) regulates and mandates safe and healthful working

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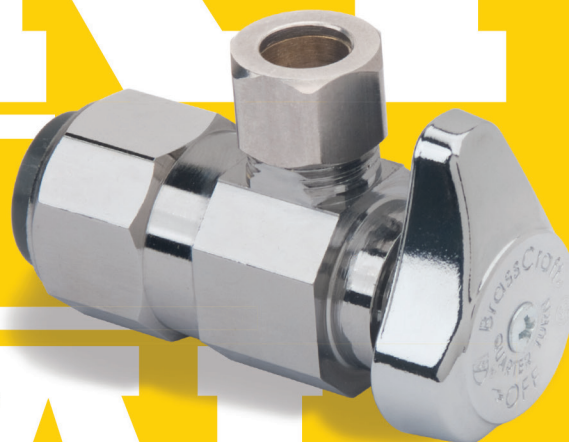


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AMMEX Founder Fred Crosetto and President Keyo Gold are developing a 2020 Vision business plan that stresses culture and people first while the company continues to embrace innovation, support, speed and growth.

conditions by setting and enforcing standards and by providing training, outreach, education and assistance. AMMEX works with Equity Plumbing members to help their customers comply with OSHA regulations.

OSHA mandates that employers select and require employees to use appropriate hand protection when employees are exposed to hazards. The plumbing industry was previously slow to respond to this mandate, but now employers are protecting their businesses by making sure their employees are protected.

"We saw that in the automotive industry 10 years ago," Miller said. "Now, you walk into an automotive repair shop and see technicians protecting themselves and wearing gloves. We're seeing the same trend happening now in the plumbing industry and it's happening very quickly."

AMMEX has put together a program for Equity members that allows them to build up sales within the category slowly. "We

provide all of the support they need to help them stock product that rotates monthly turning into a significant source of revenue for them," Miller said.

AMMEX supports distributors' sales efforts with marketing initiatives. The company's marketing department currently includes three photographers, two videographers, ten graphic designers and a copy writer. "We offer free customized marketing support to help our distributors grow glove sales," Miller said.

AMMEX's top-selling glove in the plumbing market are Gloveworks Black Nitrile Industrial Latex Free Disposable Gloves, which are more than 50 percent thicker than standard nitrile gloves. Gloveworks HD Orange Nitrile is the second largest revenue-generating glove. Its raised diamond texture offers a superior grip on a glove that is above average for durability.

To learn more about AMMEX and its products, visit [ammex.com](http://ammex.com). ■



AMMEX offers a variety of personal protection equipment including disposable gloves, cone masks and coveralls for the plumbing market. The company's top-selling gloves are its Gloveworks Black Nitrile Industrial Latex Free Disposable Gloves.





Robert Burdine started Burdine Supply in his basement in 1968. Vincent Lenning purchased the company from him in 2003 and built a new building to house the growing business in 2008.



Burdine Supply primarily stocks plumbing products but offers electrical products as well. President Vincent Lenning works alongside of three employees and his wife, Elizabeth, who keeps the books.



Burdine Supply earned Equity Plumbing's Platinum status in 2017. President Vincent Lenning attributes the company's continuing success to superior customer service and maintaining a large product inventory.

## BURDINE SUPPLY: GROWING STRONG AND KEEPING CUSTOMERS LOYAL SINCE 1968

Vincent Lenning has worked at Burdine Supply Inc. in Mount Juliet, Tennessee since he was 14 years old. Robert Burdine, who started the company in his basement in 1968, served as Lenning's mentor over the years and Lenning purchased the business from him in 2003.

Burdine Supply primarily provides plumbing products to plumbers and contractors but offers electrical products as well. Lenning, who serves as the company's president, works alongside of three employees and his

wife, Elizabeth, who keeps the books.

"I do all of the purchasing," Lenning said. "As far as waiting on customers and deliveries, we all chip in and do everything."

Burdine started the company in his basement and then moved it into the basement of a store without road frontage in the 1970s. He and his wife, Jean, ran the business themselves until Lenning started helping them in 1981.

"When Mr. Burdine started the business, he mainly did a territory run on Mondays

and Tuesdays," Lenning said. "He would go within 70-80 miles of here and take orders. On Wednesdays and Thursdays, he would go pick up products if he did not have them in stock and then deliver them on Fridays."

In the early 1980s, the business served two to three plumbers. When Lenning started working for Burdine, he waited on customers. "Some days I would see two people and some days I would see 10," Lenning said. "Now we've really grown."



The company's growth propelled Lenning to build a new building for Burdine Supply in 2008. "We're still small enough to take care of our customers," Lenning said. "We don't rush them out of the door. We take our time and explain our products, not like big-box stores where customers have to find everything themselves."

Equity Plumbing membership has also helped the business evolve. Burdine Supply has been an Equity Plumbing member since 2010. "Equity members get special treatment from Equity suppliers," Lenning said. "A lot of times we receive lower freight terms, an extra 30 days or an extra percentage off. Plus, we get to meet a great bunch of people just like us at the Annual Meeting every year. Equity membership has benefitted me tremendously. People are paying you to buy stuff. That's basically what it is."



Burdine Supply achieved Platinum status in Equity Plumbing in 2017 by attending the 2017 Annual Meeting, increasing 2017 purchases with Equity suppliers, converting business from non-approved suppliers to approved Equity suppliers, participating and achieving success on 2017 GainShare plans and completing all Equity surveys including the 2017 Equity to the Maax survey.

Lenning said he was honored to learn that Burdine Supply earned Platinum status for last year's accomplishments. He attributes the company's continuing success to superior customer service and maintaining a large inventory of products.

"Nowadays people don't want to wait," Lenning said. "They want what they want when they come in the door."

Keeping customers loyal isn't just about stocking product and providing product knowledge. "It's not just business," Lenning said. "We have a great time one-on-one with our customers. We like to cut up."

Lenning said he'd like to see members of the younger generations get into and sustain businesses like his. "We can't find any help," he said.

Lenning appreciates everything Burdine, who is now 91 years old, taught him about the plumbing business.

"He was a great mentor to me," Lenning said. "He taught me a great deal about this business and he has been a big inspiration to me in my life." ■

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David Wolfe, owner of Wolfe Promotional Services (Wolfe promo) in Connecticut, makes it his business to help clients order promotional items that strategically work to make the best impression. He prides himself on client-oriented and fast service.



The Wolfe promo tagline is "Creative Ideas that Work." Helping clients get the most they can out of a promotional product is one of the reasons the company has succeeded in the past 30 years.

# Wolfe promo:

## Providing Clients with 'Creative Ideas that Work' for 30 Years

Part of the fun of going to a trade show is walking the floor and collecting promotional items from each booth.

David Wolfe, owner of Wolfe Promotional Services (Wolfe promo) in Connecticut, makes it his business to help clients order promotional items that strategically work to make the best impression. He prides himself on client-oriented and fast service.

"As technology use grew, so did my geographic reach," Wolfe said, adding that he often conducts client meetings via Skype or Facetime. "Even in this digital age, I am virtually around the corner with responsive, proactive service."

A lot of thought goes into selecting the right promotional item. Wolfe helps clients determine which items make sense for what they're trying to accomplish. Promotional items can help Equity Plumbing members:

- Increase sales
- Retain customers
- Improve employee performance
- Increase visibility
- Promote goodwill

Wolfe analyzes an item's use, audience, logo space and color options among other considerations. He also factors the client's budget and time restrictions into each promotional item request.

"Aside from size of an imprint area, I consider the kind of item we'll be using, especially the material," Wolfe said. "Printing on a steel commuter tumbler is different from

printing on a foam can holder. First, curved items use a different print process than flat ones. Also, steel is not a porous surface like foam. A small type size that will print clean on the steel mug may not work on the can holder. I will rework the art accordingly."

Managing the fine details of creating the perfect promotional piece is not an easy task. That's why Wolfe suggests businesses work with highly experienced and knowledgeable promotional companies to get the job done right.

With a degree in advertising and an MBA in marketing, Wolfe started his career as an account executive at an advertising agency in Philadelphia. He managed several large accounts there, including a national pet food company, and his job included recommending and ordering promotional items. He later served as the marketing manager for two large beverage companies and was responsible for purchasing promotional items.

"I got to see what went on with both sides of the business and I wasn't very impressed with what I saw in terms of the service I was getting," he said. "People were coming in, throwing product at me and saying get this. They didn't have a strategy. They didn't really care about my business all that much. All they wanted to do was sell stuff to me."

After a couple years of having "stuff" thrown at him, Wolfe decided to start his own promotional item business. "Instead of going to companies and saying here's a bunch of stuff, I look at them as marketing clients and develop a personal strategy for each one," he said. "I don't sell stuff, I sell ideas."

*continued on page 28*



Rather than spending their valuable time sorting through many products and ideas, I provide the most effective and cost-efficient solutions for their needs."

The Wolfepromo tagline is "Creative Ideas that Work." Helping clients get the most they can out of a promotional product is one of the reasons the company has succeeded in the past 30 years. An example of one of the company's creative solutions is using a retro-looking metal lunchbox as a unique presentation vehicle. "Fill the lunchboxes with information from suppliers and give them to customers at a 'Lunch and Learn' session," Wolfe said.

Wolfe presents new promotional ideas and special offers in *The Promotional Pipeline*, an e-newsletter he creates for Equity members.

Technological advances in recent years have helped grow Wolfepromo's customer base and make business more efficient. "When I first started to get artwork to my suppliers, I had to use FedEx or the mail," Wolfe said. "Now we do it digitally. Technology has also sped up the production process.

A typical order could take two to three weeks or even longer. Now, most suppliers can ship us product in an average of five to seven days or even faster. Since some clients require 24-hour or 48-hour service, that's often standard now without an additional charge. Suppliers know customers want things quickly because the world has sped up."

Wolfe has witnessed promotional item trends come and go throughout the years. In the late 1980s everyone wanted pocket protectors. Now everyone wants mobile device chargers. Although styles change with the latest fads, pens, hats and t-shirts remain the most popular promotional items.

"Thirty years ago, I was selling pens and I'm still selling pens today," said Wolfe. "When I started, everyone wanted the trucker hats. They went out of fashion, but in the past few years the caps have come back in style and are hip again."

Only time will tell if there's hope for the pocket protector making its way back onto the tradeshow floor.

For more information, email [dave@wolfepromo.com](mailto:dave@wolfepromo.com) or visit [wolfepromo.com](http://wolfepromo.com). ■

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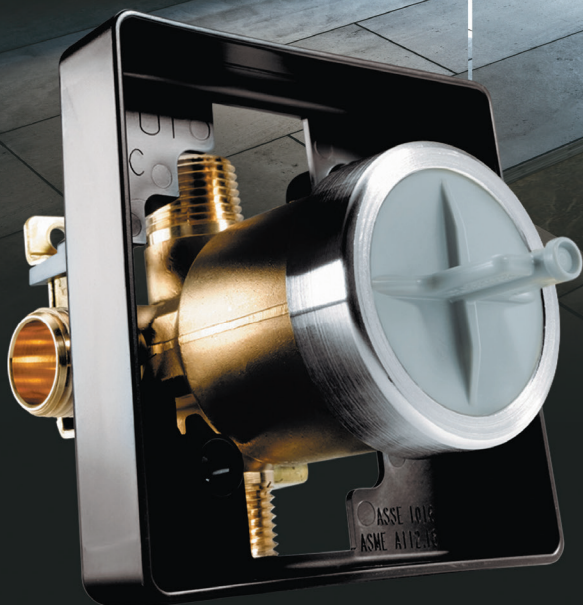
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# WHAT ARE THE BEST SLOTTING OPTIMIZATION PRACTICES?

Wholesale distributors with one, a few or many stocking locations can be well served by employing warehouse inventory positioning (often called “slotting”) best practices.

Where and how you store your products within a physical brick-and-mortar stock location should not be guesswork. Data-driven analysis should be used to ensure inventory is correctly positioned for orders (both sales orders and transfer orders) to be fulfilled efficiently.

## Optimizing Inventory Positioning Criteria

Consider the criteria of the first key to maximizing warehouse inventory positioning. First, product velocity (order hits). Second, the product’s physical weight and size characteristics. Third, whether the product is picked by the case, partial case/inner packs or “each.” All of these factors make a big difference when positioning for warehouse “speed of flow” fulfillment. These factors will also impact your choice and allocation of storage media, particularly if one of your aspirations is to save space.

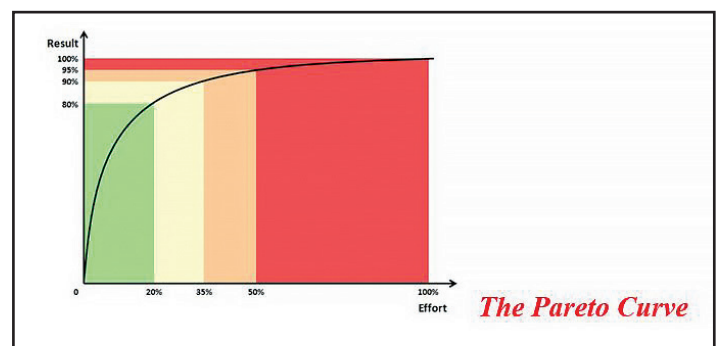
Start to optimize your inventory positioning with an order hits velocity analysis. Just about every ERP system has some sort of velocity analysis reporting. Why? The products you pick most frequently are often good candidates for a high-velocity pick zone and/or positioning at the ends of aisles (end caps).



A hits velocity analysis can help you reduce warehouse employee “travel time,” help pickers get to and pick items much faster, speed warehouse flow and order fulfillment and elevate the level of warehouse performance.

## The First Challenge of Inventory Positioning

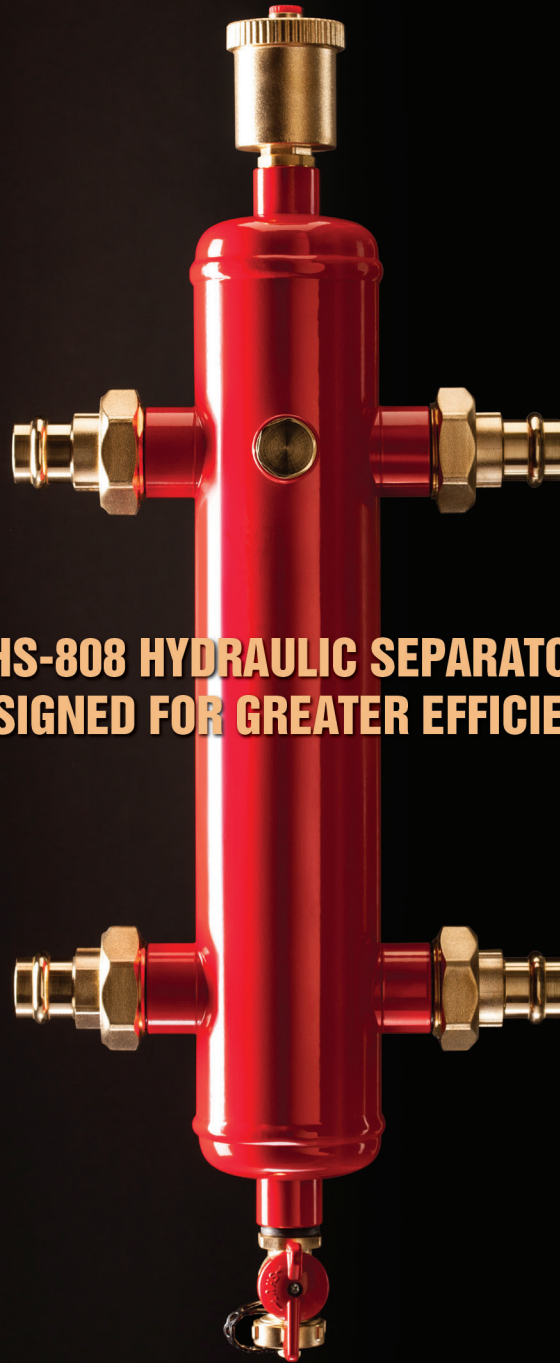
Vilfredo Pareto was the first to bring an important issue to light, although back in 1906 I can guarantee you he wasn’t thinking specifically about its application in distribution centers or warehouses.



Pareto understood that certain occurrences generate approximately 80 percent of the results. As old as this “rule” is now, a high percentage of warehouses that I visit have yet to integrate it into their daily operations. Is this due to a simple lack of awareness, lack of curiosity or aversion to change?

*continued on page 33*





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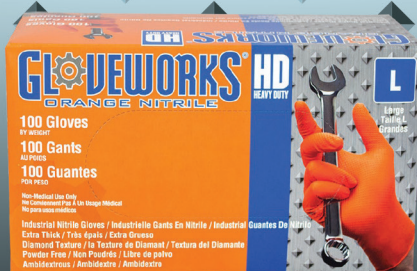


What I can tell you is that approximately 70 percent of a picker's time is spent walking (getting there). Approximately 30 percent of a picker's time is spent picking. In an eight-hour workday, that equates to less than two-and-a-half hours of actual picking.

Appropriate inventory positioning assures your pickers don't have to walk by up to 80 percent of the products to find the one(s) they want.

To further understand how hits velocity analysis impacts warehouse product flow and operational processes, warehouse design, the integration of appropriate product storage media and performance metrics, email [hcoleman@mcaassociates.com](mailto:hcoleman@mcaassociates.com). ■

**About the Author:** Howard W. Coleman is principal of MCA Associates in Derby, Connecticut. MCA Associates has been working with wholesale distribution and manufacturing companies that seek and are committed to operational excellence since 1986. The firm provides thought leadership and helps implement continuous improvement solutions focused on business processes, inventory and supply chain management, distribution center/warehouse improvement, sales and revenue generation, information systems and technology and organizational assessment and development. For more information, call 203-732-0603, email [hcoleman@mcaassociates.com](mailto:hcoleman@mcaassociates.com) or visit [mcaassociates.com](http://mcaassociates.com).



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# E-COMMERCE: GET INTO THE GAME

In 2018, it is clear that wholesale distribution is bracing for some major changes over the next five years due to the momentum of e-commerce. Clearly, the retail sector is already evolving with major retail chains closing every month and even the winners realizing that “business as usual” is not going to work. For example, Walmart has embraced a hybrid model of online sales mixed with face-to-face sales for the best of both worlds including easy product pickups and returns.

Wholesale distribution will need to embrace the same hybrid model to remain competitive in the coming years, but first distributors need to get in the game. Equity introduced a way to get into the e-commerce game over a year ago by providing a product content and webstore solution from Second Phase and Trade Service for a monthly software as a service (SaaS) fee. However, many members still believe it's too expensive to enter the game at this time. To help minimize the cost barrier to entry, Equity is introducing an eQuote Catalog solution. Here are the details:

## **eQuote Catalog Solution**

- This online catalog features your company's logo and colors, showcases your products and allows your customers to request quotes for all SKUs in their eQuote shopping carts.
- The eQuote requests will be emailed to you and you simply reply with your quote and proceed with the resulting sale in the traditional fashion.

- Your customers can request quotes any time 24/7 from any device (PC, phone, tablet).
- You can subscribe to the Equity Product Content program and have custom e-commerce-focused content created for 5,000 of your SKUs to make this solution even more effective. The custom content will have search attributes that make it easy for your customers to quickly find the right products using “narrow your search” features like those found on the best e-commerce websites.
- The cost for the eQuote Catalog is \$195 per month. An initial fee will be determined by the effort required to load your product data into the eQuote Catalog.

Equity members who implement the eQuote Catalog will see how quickly customers embrace online quote requests. When they start asking for more e-commerce features, such as customer-specific pricing, current product availability and online account management, you can convert this tool into a complete webstore for additional

fees. The bottom line is that this tool is not a dead-end solution or a waste of money on your path into e-commerce. Instead, the eQuote Catalog is a cost effective way to get in the e-commerce game and prepare for the future of wholesale distribution.

For more information, watch the eQuote Catalog for upcoming webinars or email [sales@secondphase.net](mailto:sales@secondphase.net). ■







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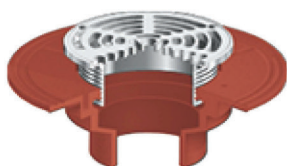
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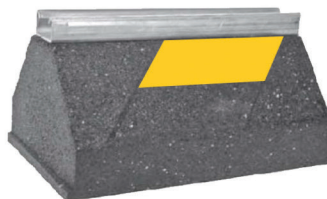
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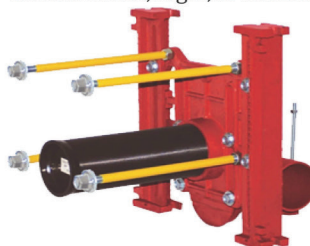
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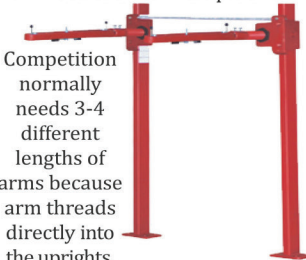


Faceplate is heavy duty and invertible for use both with siphon jet or blowout.

## Lavatory Carriers

(MC-41) Brackets offset and are reversible allowing for multiple points of adjustment eliminating the need to stock multiple arms.

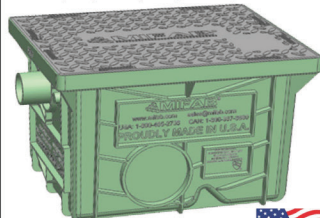
Competition normally needs 3-4 different lengths of arms because arm threads directly into the uprights.



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## SUPPLIER & PRODUCT UPDATE

### Matco-Norca, SVF Flow Controls Promote Scott Bardreau to VP of Sales



Matco-Norca and its sister company, SVF Flow Controls, recently promoted Scott Bardreau to vice president of sales for both companies.

The recent merger of Matco-Norca and SVF Flow Controls expanded Matco-Norca's line of industrial product offerings and provided applications into new industries. Matco-Norca focuses on globally-sourced plumbing and PVF products. SVF Flow Controls, which is based in

LaPalma, California, provides high-performance industrial ball valves, actuators and controls that meet ISO-9001:2008 standards.

Going forward, all Matco-Norca and SVF Flow Controls regional managers will report to Bardreau, a 10-year veteran of Matco-Norca based in Houston, Texas.

"Scott has a proven track record of leadership and sales growth and we look forward to having him on our team," said Wayne Ulanski, president of SVF Flow Controls.

For more information, visit [matco-norca.com](http://matco-norca.com).

### NIBCO Announces Key Personnel Change

The NIBCO Inc. Board of Directors recently appointed Ashley Martin to the executive leadership team and as an officer of the board.

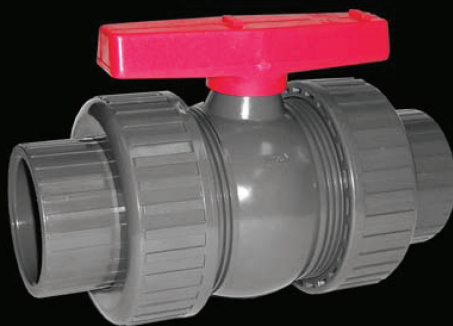
Martin continues her responsibilities as senior vice president of sales, overseeing whole-sale sales, retail and specialty sales. She has held a variety of positions at NIBCO

since joining the team in 2012. She began her career as a sales



*continued on page 41*

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trainee and won the Sales Trainee of the Year Award. Her other positions have included director of distribution and transportation, general manager of the PEX product line and vice president of wholesale sales.

Martin co-founded the American Supply Association Women in Industry group in 2013. She served a two-year term as chairperson beginning in 2016.

She received her bachelor's degree in marketing from the University of Notre Dame in Notre Dame, Indiana. She holds a master's degree in business administration with a concentration in strategy and operations management from Southern Methodist University in Dallas, Texas. Prior to earning her MBA, Martin studied at the Copenhagen Business School in Denmark.

NIBCO also recently introduced a new

line of press lead-free brass ball valves that simplifies transition from one piping system to another. The innovative design can save up to 75 percent in installation time. No extra components are needed to transition from copper piping to other systems, including PEX.

NIBCO Press x PEX configuration's compact design allows easy installation in tight spaces. A side drain on three configurations allows easy drainage of water lines or flow shut off. Valves feature a lead-free copper dezincification-resistant alloy that resists corrosion.

For more information, visit [nibco.com](http://nibco.com).

#### **Matco-Norca Expands CPVC Fittings Line**

Matco-Norca recently added a lead-free F1960 Transition

Fitting (CPVCPXCELFF) for use in new and retrofit residential and light commercial plumbing systems to its line of CPVC Fittings.

This durable over-molded one-piece fitting eliminates a union tail piece connection and possible leak path. Composed of a molded CPVC connector with a slip connection, a rubber O-ring and brass Pex connector, the new F1960 Transition Fitting is pressure rated to 100 PSI at 180°F.

Available in three sizes (1/2", 3/4" and 1"), it is ASTM F1960, cUPC and NSF/ANSI 14 approved.

For more information, visit [matco-norca.com](http://matco-norca.com).



*continued on page 43*

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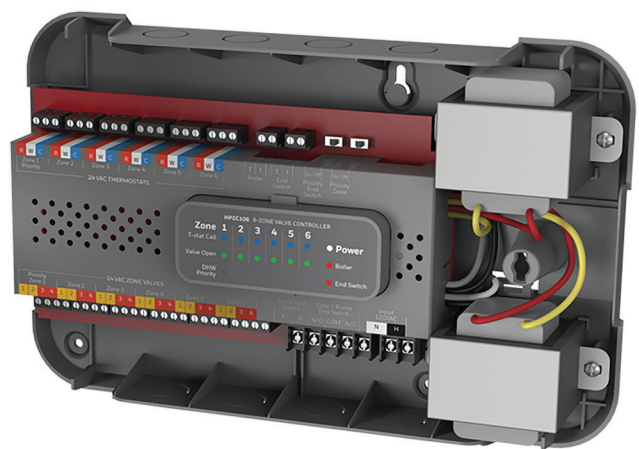
**Control Supply Corp.**

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- \* 1-3-4-5 or 6 Zone Panels for Valves
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**PRIER Announces  
New Product**

PRIER's new C-144XC Anti-Siphon Wall Hydrant is specifically designed for irrigation in mild climate areas, as well as work space-restricted installations. This code-approved valve provides a back flow check and vacuum break in. The solid brass valve will offer years of service with minimal to no maintenance required.

Like the original C-144, the C-144XC also includes enclosed screw holes for easy mounting, a female packing nut to allow for a loose-key conversion and a solid brass body, stem and valve stem cap. The C-144XC is available in four common inlet options to offer customers a variety of solutions to specific plumbing needs.

For more information, visit [prier.com](http://prier.com).

**Webstone Launches New Air Separator**

Webstone's new air separator is compatible with optional union accessories. Made from forged brass, it has a stainless steel coalescing medium, pin guided float and removable vent head.

The vertical model comes in two sizes (3/4" and 1"), has MIP, FIP, SWT or press connections and is compatible with the optional G1 Union Isolator, isolation ball valve and temperature gauge fitting.

The horizontal model comes in two sizes (3/4" and 2") and has FIP, SWT or press connections.

Advantages of this product include:

- Noise reduction
- System efficiency and operation improvement
- Wear reduction on system components
- No regular maintenance required
- Lifetime guarantee

For more information, visit [webstonevalves.com](http://webstonevalves.com).

**New Colors Coming to Woodpro**

Woodpro is introducing two new stain colors and two new paint colors. Navy will be available for maple wood species and with pewter and black glaze.

In addition to navy, the company has introduced Beachside stain, Walnut stain and Fog Gray paint. Beachside stain will be available for cherry, maple and



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*continued on page 44*





oak wood species and will also be available with mocha glaze. Walnut stain will be available for cherry wood species and will also be available with black glaze. Fog Gray paint will be available for maple and oak wood species and will also be available with mocha glaze.

Woodpro also recently introduced its Yorkshire Collection, which will have a similar look to the company's Gentry Collection but with wider door and drawer front frames. The new champagne gold knob will be the standard hardware for this collection.

For more information, visit [woodpro.com](http://woodpro.com). ■



#### **Interstate Pipe & Supply Celebrates 50th Anniversary**

Interstate Pipe & Supply Co., headquartered in Butler, Pennsylvania, is celebrating both the opening of a new Grove City location and 50 years of business.

"Throughout those 50 years, our vendors have always supported us and made sure to provide us with quality products and superior service," said President Bill McCarrier Jr. "We pride ourselves on being friendly, authentic and reliable.

Over the years, excellent customer service provided by energetic and fun employees who possess a strong work ethic have been keys to our success."

With locations in Butler, Titusville and Washington, Interstate Pipe & Supply's new Grove City location further enhances the company's ability to service customers throughout western Pennsylvania.

For more information, visit [interstatepipe.com](http://interstatepipe.com). ■



#### **Wolfe Promotional Services Celebrates 30th Anniversary**

Wolfe Promotional Services is celebrating 30 years in business with a new name, Wolfepromo, and logo.

"I began Wolfe Promotional Services with a simple goal to provide creative promotional ideas backed with top service," Founder David Wolfe said. "Now it's 30 years later and my goal hasn't changed. But in order to keep doing that, we have to freshen up things."

For more information, visit [wolfepromo.com](http://wolfepromo.com). ■

## **Check this out . . . .**

### **Meet our New Model 4992**

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- Cuts non-ferrous tube and plastic pipe and tube
- Cuts thin wall material like traps and tail pieces with no distortion
- Great for under vanities, close to walls, waste and overflows
- Eliminates sawing which can loosen joints

#### **Check out these enhancements!!**

- Now offering a plastic cutter wheel to cut through the wall thickness on larger diameter plastic pipe (ie: 2" yellow plastic gas line).
- A sleeker look, tool-less pin. The pin holds in place with a ball detent feature.
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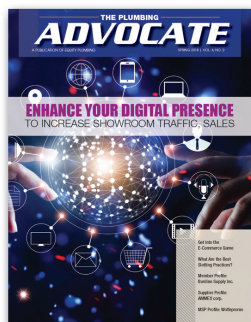
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