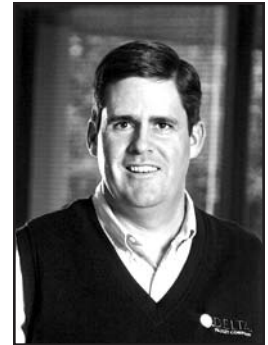


Taking a Look Back at an Action-Packed PMI's Year

By: Ken Martin, President of the Plumbing Manufacturers Institute and Director, Commercial of Delta Faucet Company



Ken Martin

As my term as PMI president nears an end, I suppose it is only natural to take a look back. We have covered a lot of ground this year.

Coming off of an attendance record-setting Fall PMI Meeting (120 attendees with 68 members from 28 companies), we have seen the passage of the first-ever PMI-sponsored legislation to establish a workable market transition to High Efficiency Toilets and Urinals in California. This model will now be rolled out to other states including Texas, and nationally.

We have made modest progress in our sincere efforts to clarify and strengthen the new California lead-in-plumbing-products law (which, last year, we opposed unsuccessfully) through our bill SB651. We have signed a third Memorandum of Understanding (MOU), this time with our Australian counterpart the Plumbing Products Industry Group (PPIG), to enhance our networking and knowledge base. We have strengthened our relationships with the Canadian Institute of Plumbing and Heating (CIPH), the Bathroom Manufacturers Association (BMA) of the U.K., our own U.S. government (most notably the U.S. Department of Commerce and the Environmental Protection Agency (EPA)), and the National Association of Manufacturers (NAM) through PMI Executive Director, **Barb Higgins**, as she begins her three-year term on the NAM Board of Directors.

We have launched a public outreach campaign to earn the credit our indus-

try deserves for strides in promoting public health and resource-efficient products. Our new PMI microsite will tell our success stories and provide an accurate snapshot of our views, positions, and contributions to society at large. The effort is to dispel myths and misperceptions about what we “really” think. Look for the new site, www.safeplumbing.com coming your way soon. We also hope that you saw the PMI booth at the Greenbuild Show in Chicago, the first time ever for us to exhibit there.

Through all of these initiatives, we have raised PMI's visibility and involvement in the industry. We are firmly established as an entity that is making an impact on behalf of our members.

We have looked inwardly as well. Beyond the traditional and valuable meetings/forums satisfaction surveys, we developed a PMI Report Card to measure, in a qualitative way, PMI's progress. In addition, a new annual member satisfaction survey will provide the Board of Directors with feedback from the membership. The results will enable PMI's leadership to identify, measure, and track potential areas of improvement and growth.

This year, we welcomed a new Technical Director. While we all recognized that former Technical Director, **Dave Viola** left some big shoes to fill, we could not be more impressed with **Shawn Martin**. He has hit the ground running and is off to a very impressive start, as you saw at the PMI Fall

Meeting. (And no, he is *not* my little brother!) We are also pleased to have

Diane Turuc, Administrative Assistant, as the new voice of the PMI office, fielding phone calls and holding down the fort at the Plumbing Manufacturers Institute. We have added a Massachusetts lobbyist to the fold. **Martin “Matt” Fisher** continues to help us navigate the uncertain and volatile political waters of the Commonwealth. Stay tuned.

With all of these additions, PMI has had some losses, too. Tempress and **Herb Barnhart**, Executive Vice President resigned from PMI due to a corporate policy decision by Grohe. Herb will be missed. Most recently, 33-year American Standard veteran and industry icon **Pete DeMarco**, Director, Compliance Engineering resigned from

continued on page 12

Holiday Schedule

The PMI office will be closed on the following dates:

*November 22 - 23, 2007

*December 24 - January 1, 2008

To observe the Holidays

Be Careful...Perception Isn't Always Reality Around Here

By: Barbara C. Higgins, Executive Director



Barbara Higgins

It was a sunny Easter morning in 1960-something. The Simcoe clan (that's my family name), exhausted from the crack-of-dawn egg hunt and a big breakfast,

were now packed into the sky blue Pontiac Bonneville and headed to church, dressed in our newest finery. Chubby little Barbie, hands neatly folded in her lap, was decked out in an itchy new frock (always liked the smocking but not the crinoline), complete with white gloves, a flowery hat, lace anklets and newly Vaseline-ed patent leather shoes.

Next to me in the seatbelt-less back seat was my little brother, John, (now 6' 4" and the president of a manufacturing company based in Atlanta, Georgia). He, too, was cleaned up, slicked back, and neck-tied in his Sunday best. A Norman Rockwell moment that stays with you for a lifetime... right? Well, not exactly. As Dad backed the car along the hedge-lined driveway, he turned to John and prompted, "Doesn't your sister look nice?" Without missing a beat, the darling little fellow responded, "She has something in her nose." And that was the end of that.

So there we have it. Our intentions, goals, and self-image sometimes don't match up with the message we are sending to others. Sometimes our outside appearance and the perception of others, belies our good intentions.

So how do we change perceptions? First through our actions, which as we all know, speak louder than words. If we, as the plumbing industry, want to be taken seriously by, for example, the conservation community, we must be sure that our actions are in line with our words. PMI is in fact doing exactly that, first by adopting and then by liv-

ing our mission statement. We have backed up our words with our sponsorship of the Laird bill AB715 in California (mandating High Efficiency Toilets and Urinals, HET/HEU), signed into law last month. It has been interesting to watch the publicity on this new legislation. It has been said that "Success has many fathers." This is certainly the case here. While a number of environmental groups are claiming a victory for the passage of the bill, these groups overlook the fact that a similar bill was introduced last year and vetoed by **Governor Arnold Schwarzenegger**. The variable? This year's bill included a market conversion plan devised and unanimously endorsed by PMI's members.

Assemblyman John Laird has been publicly appreciative of manufacturers' support of his bill and of our innovative way to ensure that HET/HEU products will be ready on a prescribed schedule. We will not have a repeat of the EPACT '92 debacle in which deadlines were set without input from manufacturers. When legislators work with industry, everyone wins!

PMI will continue to proactively pursue similar legislation in other states (Texas is next) and on the Federal level. We have moved away from a reactive posture to one of leadership in promoting change. However, sometimes even when such a dramatic change has been made, outsiders don't recognize it. Now proactive, PMI in the not-so-distant past often took a position of resistance or took no position at all. We have a long road ahead to align public perceptions with the good that we are doing today.

We are working hard to get the word out through our international alliances including the World Plumbing Council (WPC) and the World Health Organization (WHO), by continuing to be proactive in introducing appropriate legislation through an enhanced public relations outreach and through our new PMI microsite that will offer up our positions and news of our achieve-

ments. Stay tuned!

All of these initiatives are well and good but we must check back to be sure that the message we *think* we are sending is the one that we are *in fact* sending. (Know that I took great pains on that Easter morning to present my best self, overlooking that final check to catch the minor detail that spoiled the whole look). Benchmarking and reality checks are essential to verifying that the messages being sent are being accurately received; that our activities are being noted and appreciated; that our efforts are having the desired affect and impact. With the results of the member satisfaction survey you completed this fall, we now have a baseline to measure our performance as seen by you, and we will do the same to external audiences through a variety of means.

As I mentioned, we know that we have a long road ahead. It is likely that it will take sometime for our outreach and image campaign to pay dividends, but at least we have started the process to seek and secure the credit we deserve. The difference between PMI and that pudgy eight-year-old girl with something in her nose, is our collective strength and confidence in our value. We won't be deterred by "nay" sayers and skeptics. We will continue on the right path, following the precepts of our mission statement, and gain the full recognition that we are indeed the good guys after all. The shift in perception has already started!

Oh, and as a side note, decades later as my little brother was waiting at the school bus stop with his young daughter before leaving for work, she looked him up and down and asked sweetly, "Daddy, why are you wearing two different colors of shoes today?" Sure, it took 30 years to prove it, but I know now that karma and balance exist in our world.

One more thing, if you see me with something in my nose or between my front teeth, tell me, will you please?

Getting to Know One of PMI's Newest Members: Duravit, Inc.

By: Lori Palcheck, Member Services Coordinator with input from Duravit, Inc.

Nearly 200 years of history have witnessed the development of Duravit, from a small factory in Hornberg, Germany, to an international designer bathroom brand. Founded in 1817 in the heart of the Black Forest, Duravit today is a leading manufacturer of ceramic sanitaryware, bathroom furniture, whirl tubs and accessories. With a tradition of excellence and a forward-looking stance, the company prides itself on being design-driven, technologically cutting-edge, and environmentally sensitive.

Today, the company no longer regards itself simply as a think-tank for beautiful design products but increasingly as a supplier of unique bathroom experiences. For management board

chairman **Mr. Franz Kook**, a dream bathroom today goes hand in hand with a "real lifestyle factor that guarantees a higher quality of life, greater comfort and a greater sense of well-being."

Duravit sees itself as a brand-oriented company. The slogan "Living Bathrooms" incorporates Duravit's idea to create bathrooms that reflect the way we live. The Duravit brand stands for self-confidence, creativity, design, quality and trust. A clear-cut brand promise reinforces product identification and strengthens customer loyalty and the decision to buy.

Because of Duravit's commitment to high-quality design, functionality and aesthetics, the company has continued to collaborate with world-renowned architects, including **Philippe Starck**, **Norman Foster**, **Sieger Design**, **EOOS**, **James Irvine**, **Jochen Schmidem** and **Andreas Struppler**, to develop its innovative bathroom collections.

Duravit's Design Center is also in Hornberg, Germany. The trapeze-shaped building, which features a distinctive giant toilet as an observation platform, was designed by Philippe Starck. Individually conceived exhibition areas, including six in-house test bathrooms, inspire visitors from around the globe.

Duravit has been developing low-flow toilets for the past 45 years, and has been at the helm of providing green solutions for the plumbing industry in the U.S. Currently, Duravit offers a wide variety of wall-hung toilets (a growing trend in both the commercial and residential markets) as well as floor-standing toilets that exceed green standards in the U.S. As "green codes" continue to evolve in the market,

Duravit products will be altered accordingly, to reflect the company's commitment to developing products that guarantee a higher quality of life.

Duravit foresees the growth of the "wellness" concept, as applied to the bathroom. The significance of the bathroom as a sanctuary, a space in which to achieve ultimate relaxation, is a growing trend that highlights the importance of creating a healthy environment in the home. All of Duravit's bathtubs and spa tubs feature backrests set at an ergonomically-precise 28°-31° and comprise high quality sanitary acrylic.

According to Duravit's board chairman Mr. Kook, "We are entering into an era of health and wellness. Water is the number-one wellness element and the bathroom is the ideal place to satisfy these needs. We therefore, have every reason to be

optimistic about the future."

There have been some recent product updates and introductions to the Duravit product line.

Duravit has introduced D-Code, a complete new line of bathroom sanitaryware, Seadream a combination shower and bath, and the Blue Moon whirlpool. Also, Duravit has introduced new features available for its multifunctional spa tub, Sundeck, and has extended its Vero washbasin collection to include a full range of corresponding bathroom sanitaryware.

Duravit joined PMI in March of 2007 because of the tenets of the organization's mission statement. **Tim Schroeder**, President and active PMI member states, "Whatever the future



Lori Palcheck



Sundeck



Vero

may hold in store, Duravit will face upcoming challenges with foresight and a progressive corporate and brand promise. As a key basis for success, the development of innovative and highly functional designer

products and ranges will continue to be one of the company's top priorities. Our primary goal remains to meet the needs and requirements of users all over the world." **Maja Jankov**, Product Manager is also an active member of PMI. Both Tim and Maja attended the 2007 Spring Meeting.

Welcome to PMI!

Meet Committee Chair and 2008 Board Member Jeff Baldwin

By: Lori Palcheck, Member Services Coordinator



Jeff Baldwin

Jeff Baldwin, Engineering Manager for T&S Brass and Bronze Works and newly elected PMI Board Member, says he has been involved in the metalworking

industry since graduating from Clemson University with a Bachelors of Science in Mechanical Engineering.

Before joining T&S Brass and Bronze Works in 1999, Jeff was a Manufacturing Engineer for Hoke, Inc. (Watts) in Spartanburg, SC. Hoke, Inc. is in the business of precision valve and pipe fittings for the fluid control industry. He spent almost 10 years as a Manufacturing/Process Design Engineer before transitioning to Design Engineering in 2005.

Also in 2005, Jeff became involved personally with PMI. He explains, "I feel that the issues affecting the PMI members have a direct effect on the success of T&S Brass and Bronze Works and the success of T&S Brass has a direct effect on the professional success of myself and the personal success of my family." Jeff's vision for PMI is that the members will remain cohesive in their efforts involving the various issues that affect the way they conduct business in the U.S. and abroad. He feels that PMI can become the driving force for positive change, instead of being on the defense and opposing change.

Since he became involved, Jeff has been Universal Conformity Assesment Committee Co-Chairman, member of the Lead Task Group, and he will be on the PMI Board beginning January of 2008. Jeff believes that the members of the Plumbing Manufacturers Institute will always be stronger as a team of plumbing manufacturers working together on common objectives,

than as individual companies with disjointed efforts.

A team effort also is the essence of Jeff's management philosophy. Jeff believes that the key to successful management is hiring and then empowering dedicated individuals who can excel in a true team environment. Also, he feels that managers should be willing to go the extra mile in setting strong examples for their department, whether it's working a little late or traveling somewhere to resolve an issue. He feels it's important to set the example instead of expecting others to do what you're not willing to.

Jeff's strong morals and ethics form the foundation for his "secrets to his success." Simply put, Jeff suggests to always trust in God. That's what Jeff and his family believe. Whenever times get tough at work and or at home, for example when deadlines are hanging over his head, he remembers that he is on Earth for a higher purpose. His words of wisdom are, "Focus on family and friends. You work to live - not live to work." Sometimes, he says that it is hard for him to take his own wise words of advice, though it is important to try. That is why Jeff tries to slow down and enjoy life when he can. He explains that time flies, especially after you have kids.

For advice and guidance, Jeff looks to his hero and most influential person in his life, his paternal Grandfather, who he claims was always humble and happy, no matter what life brought his way. Jeff admires him because he never had to live in the glitz and glamour of fancy cars and big houses. He just kept life simple and focused on the

important things.

His family is very important to him. Jeff and his wife **Ruth Ann** just celebrated their ten-year anniversary this past summer. They have two children, a son **Foster**, who just turned six years old on November 2 and a daughter, **Taylor** (Daddy's little Tater Tot) who is three and a half years old. The Baldwin family calls Easley, South Carolina their home and Jeff looks to his home and the outdoors when he takes time to unwind by working out in the yard or just enjoying the solitude of the natural environment. Vacationing in Charleston, SC is another way the Baldwin family relaxes. Jeff also enjoys country music and a good book, but admits he only has time to read bedtime stories these days. College Football and NASCAR racing are also among Jeff's interests, but people would be surprised to know that Jeff spent over five years in the U.S. Army between active and reserve duty status.

Although Jeff says that he has only been involved with PMI for two and a half years, he has followed its development through veterans like **Claude**

Theisen, President of T&S Brass and Bronze Works and he is amazed at its transformation into a well-organized and effective trade association that it has become in

recent years. He feels that that success speaks highly of **Barb Higgins** and the whole staff at PMI. Jeff believes that PMI can help him be more successful by keeping up the good work and to always stay in tune with the winds of change in our market.

We appreciate Jeff's continued contributions and welcome his participation in 2008 on the Board of Directors.



The Baldwins: Jeff, Foster, Taylor and Ruth Ann

Regulating Electrical Efficiency For Plumbing Products?

By: Shawn Martin, Technical Director

As hard as it may be to believe, one of the latest developments in green and sustainability relating to plumbing products has nothing to do with water. It's all about saving electrical energy. A quick survey of the product lines of PMI members reveals that more and more companies are offering and developing products that are electrically powered. Whether they are hands-free faucets, flush valves, heated toilet seats, or advanced controls for showers and tubs, electrical and electronic components are becoming more and more common in our industry. As we expand into this and other fields, we will also be impacted by their sustainability and green issues. In this case, efforts are underway in a number of states, and on the Federal level to tighten the efficiency requirements for AC/DC external power supplies.

These power supplies have become ubiquitous in our increasingly battery-driven and electronic society. They take in the power packs we use to plug in our laptops, charge our cell phones, and operate the plethora of gadgets that we find in our homes, not to mention several plumbing products. They convert the alternating current (AC) electrical power found in homes to low-voltage direct current (DC) power required by most electronic devices. In making this conversion, a certain amount of power is lost in the form of heat. The ratio of the AC power going into the supplies to the DC power coming out and available for use is the efficiency of the device. The U.S. Environmental Protection Agency (EPA) notes that most current external power supplies are 30-60% efficient, while 90% is feasible. Interestingly, the supplies continue to consume power when plugged into an outlet, even when the product they serve is disconnected from the power supply or turned off. For this reason, each has an "Active Mode Efficiency" (applies when the product is turned on) and a "No-Load Efficiency" (applies when the product is turned off or disconnect-

ed). Regulators are seeking to specify ever-higher efficiency performance in both categories for these supplies.

At the Federal level, the EPA was the first out of the chute with a voluntary program for power supplies under its ENERGY STAR program. EPA's version 1 external power supply efficiency standards went into effect in January 2005. As with WaterSense, power supply manufacturers can enter into partnership agreements with EPA to develop power supplies bearing the ENERGY STAR logo and meeting performance specifications. This voluntary program has expanded steadily, and in June 2007, the EPA announced an effort to revisit the performance specification and increase efficiency levels. The first draft of the revised specification was released in October 2007 and is tentatively scheduled to go into effect in July 2008.

The Energy Policy Act of 2005 established a timeline and process for the U.S. Department of Energy (DOE) to establish a test procedure and conduct an analysis of potential energy conservation standards for battery chargers and external power supplies. According to that timeline, DOE is to make a determination if mandatory specifications are to be created by August 2008. They would then have three years to develop the regulations and another three years before they would become effective. Under that timeframe, any regulations would become applicable in August 2014. To date, DOE has released reports detailing a method to develop a performance standard and an analysis of the market for these devices. In a public workshop in January, 2007, DOE provided an overview of their approach and progress, and it appears likely that DOE will decide to move ahead with the development of regulations in 2008.

California has been at the forefront, developing regulations for external power supplies under its Appliance

Efficiency Regulations, released in December 2006. They adopted a two-tiered approach, tightening efficiency requirements



Shawn Martin

for the active and no-load conditions. The first tier went into effect in July 2007 and the second tier will become effective in July 2008, based on the manufacture date of the supply. The California regulation also includes requirements for testing and labeling that are being used by a number of other states.

Several other states have created legislation mimicking California's regulations. Arizona, Washington (state), Oregon, Vermont, Massachusetts, Rhode Island, and Connecticut have adopted efficiency regulations identical to California's Tier 1 requirement. Some went into effect in July 2007, while others will go into effect January 1, 2008. Thus far, only Oregon has adopted California's more stringent Tier 2 requirements, and has the same effective dates. Several other states, such as New York, are considering or developing similar regulations.

Sustainability is taking root in the U.S., and is expanding to impact more and more aspects of the business of product manufacturers. For this reason, the PMI Board of Directors has renamed the Water Conservation Issue Committee as the Water Efficiency and Sustainability Issue Committee. Industry organizations such as PMI are an essential way for manufacturers to stay up to date on this dynamic and evolving marketplace.

For more information on the programs and documents described here, please visit the new Power Supply Efficiency web page in the Members Only section of the PMI website.

2007 Fall Meeting - Sa



Top Row: Megan Inouye and Emily English of NAHB, Erin Shaffer of the Green Building Initiative, Stephanie Tanner of the EPA, Mary Ann Dickinson of Alliance for Water Efficiency, Gary Klein of the CEC, and Shabbir Rawalpindiwala of Kohler;
Bottom row: Shawn Martin of PMI, John Watson of Sloan Valve and Jason Bourque of CIPH



First Time Attendee Alexander Wolf of Dornbracht



2008 Board Member Stewart Yang of Kohler Company



Caroline Hermann of the U.S. EPA with Steve Tokarz of BrassCraft Manufacturing



Larry Gildea with First Time Attendee, Alfred Cheng both of Jing Mei Industrial



Claude Theisen and Gary Cole of T & S Brass and Bronze Works



PMI President Ken Martin (center) presents Pete DeMarco of American Standard (left) and Tom White of Haws with plaques for their contributions as Board Members



First Time Attendee Jim Dempsey of Moen, Inc.



PMI's Shawn Martin with Bill Ball of WCM



Speaker Pat Cleary of Fleishman-Hillard



PMI President Ken Martin and Dinner Keynote Speaker Gary Langer Director, Polling of ABC News



First Time Attendee Ronn Jefferson of Chicago Faucet with Daniel McKinnon of Messe Frankfurt, Inc.



First Time Attendee Zheng Chen of American Standard and Prospective Member John Wojtaszek of California Faucets, Inc.



PMI President Ken Martin and Lunch Keynote Speaker Dan Esty, Author and Professor



Speaker David Audrain of Messe Frankfurt, USA

Protecting Our Resources



First Time Attendee C.J. Lagan of American Standard and Robert Easter of H2O Guard



First Time Attendee Jeffrey Reilly with Dominic Solis, both of Symmons Industries



Discussing World Best Practices in Water Efficiency- Standing: Ken Martin of Delta Faucet Barb Higgins and Shawn Martin of PMI Seated: Tim Fisher of the PPIG, Yvonne Orgill of the BMA, Jason Bourque of CIPH and Chris Philpot of Waterwise



2008 PMI President Rod Ward and Chris Miedzius of Speakman



Rick Reles of Kohler Company, Steve Halsey of Gibbs and Soell and Mark Malatesta of American Standard



Walt Strader and First Time Attendee Dale Philippi of Price Pfister



Legal Counsel, Pam Taylor of Jones Day with Arturo Robles of Fluidmaster



Stephanie Leonardos of Amerikam with husband George and 2008 Board Member Jeff Baldwin of T&S Brass and Bronze Works



Steve Cummings of Caroma with Consultant Rashod Johnson of The Roderick Group



Speaker Fern Abrams of the IPC on RoHS/WEEE



PMI Staff: Lori Palcheck (left) and Maria Bazan with help from Karen Cioni (center) of the Window and Door Manufacturers Association



First Time Attendee Gunnar Baldwin of TOTO USA



First Time Attendees Kevin McJoynt and C.K. Lim of Gerber

PMI Member Companies in the Industry News

(From *Contractor*, Oct. 2007)

Sloan Valve Co.'s representative Hamel Associates Inc. was named 2007 Manufacturers' Rep of the Year by the Plumbing-Heating-Cooling Contractors Association of Minnesota.

(From *Plumbing Engineer*, Oct. 2007)

Delta Faucet Company received the Stevie Award in the "Best New Product or Service-Consumer Products" category for its Water-Efficient Shower-head with H2Okinetic Technology® at the 5th Annual American Business Awards held June 11.

Jeff Baldwin of T & S Brass and Bronze Works, Inc. has published an article, *Water Conservation Begins at the Source*, citing Federal guidelines and plumbing improvements that have impacted the essential need for curtail- ing water consumption.

(From *Reeves Journal*, Oct. 2007)

Pete DeMarco of American Standard, Inc. was quoted in the arti- cle, *It's Easy Being Green* saying that we are just in the early stages of green consumerism and that plumbers who work with their customers to match them with the proper water-saving products and systems, will have an advantage going forward.

Caroma Industries Limited's Adelaide 270 Cube high efficiency dual flush toilet and **Fluidmaster's** PRO Series™ toilet repair product line exclusively for plumbing professionals were featured in the Fall Product Launch.

Sloan Valve Company has released the Eco-Design Guide, a pocket-sized brochure that features water-efficient fixtures and water-saving charts based on the Energy Policy Act of 1992.

(From *Supply House Times*, Oct. 2007)

The U.S. Environmental Protection Agency (EPA) has announced that 44 high-efficiency toilets (HET) from **American Standard Co.**, **Caroma Industries Limited**, **Kohler Co.** and **Sterling**, and **VitrA** have earned the WaterSense label since April.

Kohler Co.'s **Michelle Kowalski**, manager of the Kohler Store located in the Merchandise Mart's LuxeHome, will present design trends at the ASA Showroom Managers Council Meeting.

TOTO's Neorest water closets have been installed in the public restrooms in Cregger Co.'s Design On Tap deco- rative plumbing showroom in Murrells Inlet, SC.

(From *Southern PHC*, Oct. 2007)

Caroma Industries Limited's High-Efficiency Toilets (HET) were highlighted in an article on WaterSense. Caroma's HET's help to encourage water-conservation behavior by providing consumers with a high- quality product that fits their design needs as well. Caroma received their WaterSense certification in June.

(From *Plumbing & Mech.*, Oct. 2007)

American Standard's Director of Design, **Gray Uhl**, commented in the article, *Commercial Plumbing, Style is on the Rise*, that the hospitality market is concerning itself with offering guests more unusual and upgraded commercial fixtures. By meeting higher style and performance needs, destination hotels are marketing them- selves in a whole different way by giving guests an experience they can't get at home.

The same article features the aes- thetic appeal of **Sloan Valve's** 7000 Series SloanStone lavatory systems and its Guildmark Collection of sen-

sor-operated commercial faucets and manual flushometers as additional examples of products that give hotel guests an upgraded and trendy "bath- room experience."

(From *The Wholesaler*, Oct. 2007)

After 32 years with American Standard, **Pete DeMarco** has been named Director of Special Programs for IAPMO.

Chicago Faucets is promoting "Green" by introducing a new brochure that features fixtures and components that help to increase and maximize water conservation, as well as reduce costs. Product Manager- Marketing, **Patrick Tanzillo** says that the brochure offers options such as electronic and metering faucets to help control and curtail water consumption throughout a facility.

(From *Contractor*, Sept. 2007)

Kohler Co. has "teamed up" with Dolphins Enterprises (Miami Dolphins) to create the "Kohler Fan Experience" at the Dolphins' newly renovated stadium. The luxurious restrooms on the Club Level will fea- ture Kohler's all touchless fixtures. Paying attention to water conservation, the stadium has also installed Kohler's waterless urinals, faucets with low- flow aerators and WaterSense toilets.

(From *Plumbing & Mech.*, Sept. 2007)

Shawn Hardy, product manager for Moen's Showhouse® brand, cited the increased popularity of pot fillers in today's new kitchens. He commented that the professional kitchen is influ- encing the residential market.

(From *Reeves Journal*, Sept. 2007)

Bradley Corp. has broadened its commercial wares with the compact

continued on page 9

PMI Member Companies in the Industry News

continued from page 8

LavCare 840 unit. It combines a lavatory and water closet to create a water source for intensive care units.

Chicago Faucets has redesigned its bubbler line with an increased emphasis on safety and durability. The designs include heads that flex on impact, anti-rotation, vandal-resistant pins and a new heavy-duty design.

In an article on Commercial Kitchen Trends, **Ray Fisher Jr.**, President of Fisher Manufacturing discusses the use of alternate materials in the production of faucets, due to the California law AB 1953 which limits the amount of lead in any fixture.

Eva Fox, Vice President of Marketing for T&S Brass and Bronze Works, is quoted in the Commercial Kitchen Trends article as saying that owners of commercial kitchens are concerned about energy efficiency, water conservation and safety. Manufacturers are responding to these needs. All commercial kitchen products made by T&S Brass have been endorsed by the Green Restaurant Association.

(From *Wholesaler*, Sept. 2007)

Alsons is recognized as remaining a leader in water conservation while continuing to give consumers an enhanced shower experience by offering products that use up to 36% less water with no loss of coverage or comfort.

Elkay's Mystic sink was highlighted at the new Ferguson showroom.

Kohler Co. teamed up with Cherokee Investment Partners to build a home that will reduce water consumption by at least 50%. The National Homebuilder Mainstream GreenHome™ is using Kohler's water-efficient KOHLER and STERLING

brand fixtures and faucets, including the WaterSense-labeled Cimarron EST toilet and sensor-faucet technology.

Symmons Industries, Inc. has developed a Signature Design Studio (SDS) which creates custom-designed and custom-manufactured bathroom fittings for luxury hotels, resorts, destination locations, and condominiums.

SDS helps designers and architects customize bathroom designs for their clients using less time and money.

TOTO will place a white bar across its "Clean is Happy" billboard in Times Square (thus clothing the "happy bottoms") as part of their Washlet marketing campaign.

Nanotechnology Speakers Presented at the PMI Fall Meeting

The grand finale of the 2007 PMI Fall Meeting was a Wednesday morning session devoted to the expanding role of Nanotechnology throughout Industry. The forum, coordinated by PMI Technical Director **Shawn Martin**, featured a variety of speakers. **Vincent Caprio** and **Sean Murdock** of NanoBusiness Alliance presented an Overview of Nanotechnology.

Dr. Cynthia Kuper of Versilant Nanotechnologies presented, Nanotechnologies for Plumbing Manufacturing Application.

Dr. Robert Shull of the National



Nanotechnology Speakers:
Dr. Cynthia Kuper of Versilant Nanotechnologies with **Vincent Caprio** of NanoBusiness Alliance



Nanotechnology Speakers:
Dr. Alan Rae of NanoDynamics, Inc., **Vincent Caprio** and **Sean Murdock** of NanoBusiness Alliance, **Phil Reynolds** of BYK USA and **Dr. Robert Shull** of NIST

Institute of Standards and Technology (NIST), presented Nanotechnology and Metals: Are They Connected?

Phil Reynolds of BYK-Chemi USA presented, The Use of Nano-sized Particles as Functionally Dispersed Materials in Paint and Plastic Application and Additional Chemistries for Surface Protection.

Dr. Alan Rae of NanoDynamics presented Nanotechnology Application in Domestic and Industrial Water Handling.

The session concluded with a question and answer session. Members can find the speakers' presentations on the PMI website in the Members Only section.

Survey responses from attendees confirm interest in a follow-up forum.

Watch for details!

Take a Look at the PMI Website Members Only Section Updates

By: Maria Bazan, Operations and Events Coordinator



Maria Bazan

Have you visited the Members Only section of the PMI website in the past couple of months? If not, you should! **Shawn Martin**, PMI's Technical Director, has

added new sections packed with valuable information.

The New Nanotechnology Resources section hosts copies of presentations made at the recent 2007 PMI Fall Meeting, reference

documents, and several links to websites dedicated to Nanotechnology.

In the Regulatory Information section Shawn has added three new subcategories - Lead in Plumbing Products – which houses documents pertaining to California bills SB 651 and AB 1953, a Waxman/Norton Lead Legislation update, and Vermont Senate Bill S.152. There are also case study presentations and website links; Power Supply Efficiency – which hosts documents regarding state legislation, documents and presentations from the Department of Energy (DOE) and the Environmental Protection Agency (EPA), a PMI matrix comparing the provisions of the various state and

Federal programs, as well as website links; State Plumbing Code Adoption Summary – A reference report listing each states model code adoption, when, and if they have any state amendments.

The Members Only section of the PMI website is locked to the public protecting information produced specifically for PMI members. Please contact **Maria Bazan** at the PMI office if you need a username and password to access all of the information in the Members Only section of the PMI website at 847-481-5500 or mbazan@pmihome.org. We look forward to hearing from you.

PMI 2008 Dues – Once Again No Increase!

By: Maria Bazan, Operations and Events Coordinator

As 2008 approaches and PMI enters its eleventh year since the emergence of the new PMI in 1998, we are pleased to report that the Board of Directors has again voted to not increase dues. PMI staff continues to work to add value to your dues dollars by increasing the services provided, such as topic-specific forums and workshop, while monitoring administrative costs and continual cost-cutting efforts at PMI headquarters.

The 2008 dues information packet will be mailed to members the first week of January. Watch your mailbox. The 2008 dues structure reflects the next step of the dues simplification program, rounding the dues levels to the nearest \$1,000.

Please remember that all plumbing products you manufacture which are covered within PMI's scope must be included when computing your annual dues level. We ask that you return the "Verification of Products" form indicating the products manufactured and/or supplied by your company and that encompass the range of products covered. PMI staff will update our

database with this information to help us keep you informed of activities affecting your product lines.

Your dues declaration form, verification of products form and dues payment (full, half or first month) are to be received at the dues collection address no later than Friday, February 1, 2008. Late payments will be assessed a penalty. If you have any questions regarding the PMI dues collection process, please contact

Executive Director **Barbara Higgins**

at: (847) 481-5500, or
bhiggins@pmihome.org.

The forms and your payment should be sent to:

Plumbing Manufacturers Institute
36644 Treasury Center
Chicago, IL 60694-6200

Thank you in advance for your continued support of PMI in 2008!

Announcing PMI's New 2008 Board

The 2008 PMI Board of Directors include **Rod Ward**, President of Speakman Company as President;

Walt Strader, Vice President, Engineering/Research and Development of Price Pfister, as First Vice President; **Lee Mercer**, Director, Product Compliance of Moen, Inc., as Second Vice President and **William Ball**, Vice President of WCM Industries, Inc., as Treasurer.

New Directors at Large are **Jeff Baldwin**, Engineering Manager of T & S Brass and Bronze Works, Inc.; **Fred Fraise**, Vice President, Sales of NEOPERL, Inc.;

Tim Kilbane, National Sales Manager of Symmons Industries, Inc. and **Stewart Yang**, Vice President, Engineering-Global Faucets of Kohler Co.

Returning Directors at Large are **Jack Krecek**, Vice President, Marketing of Elkay Manufacturing Company and **Stephanie Leonardos**, President and CEO of Amerikam, Inc.

An Overview of PMI's Legislative Efforts in California

By: Jerry Desmond, Jr., California Lobbyist

PMI is moving forward with the sponsorship of clarifying legislation regarding the prescriptive, 0.25% maximum lead content restriction that is in state law with a January 1, 2010 effective date as enacted by AB 1953 of 2006. **Senator Ron Calderon** placed the revisions to Health and Safety Code Section 116875 into his SB 651 on July 5.

SB 651 would clarify the scope of impacted products, confirm the interpretation of the placement into commerce provisions, eliminate potential loopholes with regard to the formula, provide for the promulgation of state regulations, and establish a third-party certification requirement.

The introduction of the bill has been accompanied by lobbying efforts with the Chair and Members of the Senate Committee on Environmental Quality. Efforts have also been continuing with the Governor's administration as well as the coalition of supporting organizations and companies.

PMI made a strong showing at the first legislative hearing on SB 651 which was held on August 28, with Executive Director **Barb Higgens**, **Craig Selover** (Masco), **Walt Strader** (Price Pfister) and myself. Opposition to the bill is being expressed by East Bay Municipal Utility District (EBMUD) together with 65 other interests including the Sierra Club and environmental organizations.

The extensive consideration given by the Senate Committee, together with the statements made during the hearing, were significant to our efforts. On a bipartisan basis, legislators were receptive to the issues being raised by Senator Calderon and PMI. The Committee requested that the SB 651 be continued to provide time for the administration to move forward in the interim, especially with regard to the enforcement issue and the concept of third-party certification.

Separately, EMBUD has submitted a proposal to the NSF Joint Committee

to include within NSF 61 provisions related to California Health and Safety Code Section 116875.

The proposal addresses three of the issues addressed by the Senator's SB 651. PMI believes very strongly that the issues raised in the proposal would not have been advanced if not for Senator Calderon's leadership on the issue and pursuit of SB 651. The issues are:

1. The proposal would establish a voluntary third party certification program for manufacturers to certify compliance with the standard established by AB 1953 of 2006.
2. The text of the proposal includes statements that clarify the scope of products.
3. The text of the proposal includes statements that clarify the formula for determining maximum lead content in a plumbing product/fixture.

The EBMUD proposal does not address the authority of the Department of Public Health to adopt regulations, nor does it clarify the definition of placement into commerce that SB 651 also addresses.

The schedule for consideration of the EBMUD proposal is: (a) November 15: NSF committee teleconference presentation and discussion of the proposal; and (b) November 28: NSF joint committee meeting to vote on the adoption of the proposal.

As this article goes to print, PMI is reviewing the proposal and its provisions, in order to adopt a position and strategy that will be helpful to the members.

High Efficiency Toilets and Urinals.

Governor Arnold Schwarzenegger signed into law AB 715, legislation that establishes a reasonable and workable market transition plan to high efficiency toilets that use no more than 1.28 gallons per flush, and efficiency urinals that use no more than one-half gallon per flush.

The legislation and therefore the

new law includes a market transition plan that PMI developed and that Assembly Member **John Laird** agreed to incorporate into his legislation. This occurred through a meeting with Assembly Member Laird in which PMI Executive Director **Barb Higgens**, **Pete DeMarco** (American Standard), **Rob Zimmerman** (Kohler) and I presented the PMI proposal.



Jerry Desmond, Jr.

The AB 715 plan prescribes a specific timetable that will provide the industry with the necessary time to gradually convert existing 1.6 gallon per flush models to high efficiency models. The phase-in commences in 2010, requires an increasing percentage of models to be high efficiency during a four-year period, and requires 100 percent of models to be high efficiency toilets and urinals by January, 2014.

The engineering and development work required to do this will require significant investment by every manufacturer. The structure and timing of the market transition plan established by AB 715 acknowledges the technological challenges and capital costs required to develop designs and construct new tooling for all of the configurations of toilets and urinals, in order to transform entire product lines to successfully perform using at least 20% less water.

This plan is sound and enforceable, and will avoid a repeat of the performance problems experienced in the early days of EPACK '92 and 1.6 gallon per flush toilets when that standard was prematurely mandated without input from industry.

With the plan incorporated into AB

continued on page 12

A Look Back at an Action-Packed Year

continued from page 1

the PMI Executive Committee in view of his new role with IAPMO. He will be missed for his strategic vision and insight. In a classic bad news/good news scenario though, the vacancy will be filled by **Lee Mercer**, Director, Product Compliance of Moen. Lee was a member of the PMI Board of Directors from 2002 to 2004 and has served PMI as the chair of various committees (Government Affairs, Materials Performance). He has also represented PMI and industry by testifying at a number of hearings on the lead issue in California and elsewhere.

Finally, this summer, the Plumbing Manufacturers Institute relocated its headquarters to Rolling Meadows, Illinois after nine years at its Schaumburg location. The move to more modern and spacious surround-

ings has already proven to be a wise decision on a number of fronts. Only a 20-minute drive from O'Hare, the office is an easy stop for those visiting the Chicago area. Members are encouraged to drop in!

I am pleased with the direction in which PMI is going and energized by the new initiatives on the horizon. As PMI enters its 11th year under its new structure and leadership, we clearly have an exciting future ahead. It has been my pleasure to serve as your president. I wish **Rod Ward** and the incoming 2008 Board of Directors continued success. I look forward to assisting and serving you as your Immediate Past President. With all that we have accomplished and with all of the opportunities that lie ahead only one question remains...

Can I keep the gavel?

An Overview of PMI's Legislative Efforts

continued from page 11

715, PMI worked in support of the Governor's signature of the bill. Individual PMI members gave assurances as manufacturers that we can transition the market successfully with the program proposed by this legislation. The support of PMI for AB 715 was an important part of the Governor's decision to sign this bill into law. He had vetoed a very similar bill in 2006.

With this law on the books in California, the PMI market transition

plan can hopefully be pursued nationally and in other states.

Recycled Water and Toilets

The Governor has signed into law AB 1406 [Huffman], legislation that amends Section 13553 of the Health and Safety Code to add condominiums to the list of structures [commercial, retail and office buildings, theaters, auditoriums, schools, hotels, apartments, barracks, dormitories, jails, prisons, and reformatories] where use of potable water for toilets is deemed unreasonable if recycled water is available.

The bill was intended to remove the deterrent to install recycled water piping in apartment buildings that may subsequently be converted into condominiums, and to promote greater use of a growing supply of recycled water. Consistent with our discussions in the Capitol, efforts are being made to work with the Department of Public Health to address the necessity for a standard for the recycled water.

barbz tHank You

Thank you to all of you who emailed or called me to comment on last issue's editorial on the user-un-friendliness of PDAs.

It appears that I am not the only one out there who is "all thumbs" with these devices!

Thank you for your support!

Barb Higgins

2007 PMI LEADERSHIP

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Ken Martin, Delta Faucet Company
President

Rod Ward, Speakman Company
First Vice President

Walt Strader, Price Pfister
Second Vice President

Peter DeMarco, American Standard, Inc.
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Immediate Past President

Directors at Large:

William Ball, WCM Industries Inc.
(1/06-12/08)

Open
(1/05-12/07)

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/06-12/07)

Fred Fraisse, NEOPERL, Inc.
(1/07-12/08)

Jack Krecek, Elkay Manufacturing Co.
(1/07-12/09)

Stephanie Leonardos, Amerikam, Inc.
(1/07-12/09)

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