

PMI Member News

Compiled By: Amy Berg-Ferguson, PMI Membership Development

Symmons Industries S-6090 series gooseneck Ultra-Sense® faucet, **Speakman Company's** new bathroom accessories sets to match five full bathroom collections, **American Standard Brand's** high efficiency DECORUM™ FloWise® urinal and **Bradley Corporation's** HALO eye/face wash station were featured in the Product News section.

Moen Incorporated promoted **Tim Bitterman** to Director of Marketing and New Product Development for Creative Specialties International.

Duravit USA appointed **Robert Matsuka** Eastern Regional Sales Manager. He will manage all Duravit sales activities spanning the Eastern U.S. and Canada.

T&S Brass and Bronze Works and **InSinkErator** were featured in the Supplier Profile 2012 section.

Hansgrohe has increased production at its Alpharetta, GA headquarters to expand export distribution of its American-assembled, German-engineered products.

The Wholesaler, March 2012

KWC America's Ava Single-Lever Faucet with Coolfix technology was featured in the Green Choice Products section.

Contractor, March 2012

Bradley Corporation has promoted **Jon Dommissie** to Director of Global Marketing and Strategic Development.

Gerber Plumbing Fixtures promoted **Eric Peterson** to Vice President of Sales for the Wholesale Division. Mr. Peterson was most recently Director of Sales.

Franz Kook retired from Duravit USA after 41 years, 11 as chairman of the company's management board. Mr. Kook started with Duravit in 1970 as an administrator for internal and external sales processes and was promoted to the board in 1988.

American Standard Brand's CEO, **Jay Gould**, was the subject of a feature article in the magazine.

Supply House Times, March 2012

Gerber Plumbing Fixtures North Point ADA-compliant wall-hung lavatories and medical fixtures was featured in the Product Focus: BIM Technology section.

T&S Brass and Bronze Works Hydro-Generator, **Elkay Manufacturing Company's** CuVerro antimicrobial copper sink series were featured in the New Products: Green Scene section.

The New Products section noted **American Standard Brand's** Lucia wall-hung lavatory sink.

PM Engineer, March 2012

Conference Features Noted Author

PMI's Spring Conference was held April 1-4 in Rohnert Park, CA to rave reviews. The "Godfather of Green" and noted author **Jerry Yudelson** (left) was a keynote speaker and the moderator of our panel discussion, "The Future of Water." PMI President **Stewart Yang** (right) presents Jerry with a gift after the close of his presentation. Look for an article and photos regarding the conference in the May issue of *PMI News*.



Plumbing Manufacturers are Deeper than Water

By: **Len Swatkowski**, PMI Technical Director



Len Swatkowski

In the normal course of managing technical and marketing issues within a major trade association, the PMI staff has opportunity to visit members in their home offices and manufacturing facilities. These trips give us a chance to view things from a different perspective; one that isn't the normal, most-common denominator perspective of an industry association. We always learn something new during our time with members in the comfort of their own backyards, and sometimes we get a fresh perspective that reminds us of who we really are and how we are perceived in the public domain.

During a recent trip to our Georgia/South Carolina members, Executive Director **Barb Higgins** and I visited Vitra in Suwanee, Georgia. **Dawn Robinson**, Special Marketing Programs Manager at Vitra, noted that PMI members were not just run-of-the-mill manufacturers; they are stakeholders and stewards in the overall issue of water. There are always going to be business concerns as with any other industry, however manufacturers of plumbing fixtures and fittings are more than that; as Dawn put it, we're deeper than water.

That was a profound statement about the industry. PMI members have been manufacturing products contributing to the safety, health and sanitation of the global community for decades, and in many cases, well over a hundred years. Dawn added that Vitra, a leading brand of Eczacıbaşı, has focused on sustainability since its founding in the 1940's. Water and energy efficiency have been a continuous improvement goal, with recent reductions of 15% in power

consumption and a one-third reduction of water use measured from all manufacturing operations in just the last three years.

Vitra is not alone in the industry. PMI members have not only designed and produced the most water efficient products in the world, but have implemented programs internally that have saved millions of gallons of water and saved significant amounts of energy in their production. Some of those programs from PMI members include:

- Manufacturing three-quarters of production from raw materials using recycled material
- Each manufacturing plant recycles post-industrial gray water used in the building, reducing water usage by 37 million gallons per year for the last four years
- Developed a water-based degreaser for faucets and lavatory fittings
- Recycling imperfect and damaged china into roadbed and construction projects instead of generating more waste for landfills
- Green electricity is purchased from a gas-fired generator that uses methane produced at the local landfill
- Recycling more than 13 million pounds of metal from faucets and fittings, 6.5 million pounds of cardboard and 3.8 million pounds of solid waste

These environmental initiatives noted above are incremental to the current water efficiency levels set by national regulations, state mandates and voluntary certification programs. The Energy Policy Act (EPACT) of 1992 went into effect in 1994 and prescribed water

efficiency levels that reduced consumption levels of plumbing fixtures and fittings by 50% or more. The EPACT regulations have been supplanted by the voluntary US Environmental Protection Agency's WaterSense program which sets water consumption levels approximately 20% lower than the EPACT program. According to the US EPA, WaterSense has helped consumers save a cumulative 125 billion gallons of water and over \$2 billion in water and energy bills during the first five years of this program. By the end of 2010, reductions of 16.7 billion kWh of electricity and 6 million metric tons of carbon dioxide were achieved through the use of WaterSense labeled products. The overall water and energy saved during the last two decades through the use of PMI products is significantly greater than the WaterSense results.

Many of the environmental programs implemented by PMI members are driven by lean design and manufacturing efforts focused on environmental improvements. They are also supported by senior management and corporate boards that are committed to embracing the need to use our limited resources more efficiently in the creation of the plumbing products installed in each and every home. As an industry in the business of manufacturing plumbing fixtures and fittings, echoing Dawn Robinson; we are deeper than water.

Watch out for PMI staff at the K/BIS show next week in Chicago, April 24-26. Be sure to wear your PMI lapel pin!

PMI Gives Back With a Service Day in Santa Rosa, CA

By: Amy Berg-Ferguson, PMI Membership Development

Prior to the start of the Plumbing Manufacturers International Spring Conference, members and staff volunteered for a day of service at the Habitat for Humanity of Sonoma County's ReStore retail outlet. The PMI team assisted with pricing products, moving displays and cleaning merchandise while learning about the mission of Habitat for Humanity in Sonoma County.

It has become a PMI tradition to leave a positive footprint in the conference host city prior to the Spring Conference. We've helped out in San Diego, New Orleans and this year, Rohnert Park, Ca. Thanks to Bradley's **Dale Gallman** for sending these and so many other photographs of the event.

This year's volunteer group included PMI Technical Director **Len Swatkowski** and his wife **Betty**, PMI Board Member **C.J. Lagan**, American Standard Brands and his wife **Trudy**; **Debbie Drury**, American Standard Brands, **Kris Alderson** and **Dale Gallmann**, both from Bradley Corporation. The volunteers received on-site guidance and supervision from **Thomas Gonzalez**, the ReStore store manager. In addition to putting together the build day event, PMI will also make a \$500 donation to Habitat for Humanity of Sonoma County to help support their vision for affordable housing.

A group of Sonoma County residents who wanted to end poverty housing

formed the affiliate in 1984. As an all-volunteer organization with limited resources, the affiliate focused on rehabilitating existing housing for low-income households. Community volunteers completed 18 rehabilitations, and in 1991 built the first Habitat home in Sonoma County for the **Efren Carrillo, Sr.** family. In 2000, with the support of the Methodist Church, the affiliate initiated a 'blitz build' and built the second home for a family in need in one week. The proceeds from the ReStore support the mission of Habitat for Humanity of Sonoma County. For more information about Habitat for Humanity of Sonoma County, please visit www.habitatsoco.org.



The PMI Build Day volunteers: Kris Alderson, Bradley Corporation; Len Swatkowski, PMI; Thomas Gonzales, ReStore store manager; Betty Swatkowski; Trudy Lagan; Debbie Drury, American Standard Brands; C.J. Lagan, American Standard Brands; Dale Gallmann, Bradley Corporation.



Trudy Lagan, Betty Swatkowski and Debbie Drury learn more about Habitat for Humanity's mission from Thomas Gonzales, ReStore store manager.



C.J. Lagan poses next to a hot water heater that will be available for purchase in ReStore.



Thanks again to the PMI Build Day volunteers!

Swatkowski Visits Two California Members

While visiting Southern California to do some voiceover work on training materials to be jointly produced by PMI and IAPMO, PMI Technical Director **Len Swatkowski** took the opportunity to visit two PMI members located in the area. Representatives from Fluidmaster and Pfister welcomed Len and sat down to discuss PMI's role in the plumbing manufacturing industry and how PMI can best serve its members. Thank you to Fluidmaster and Pfister for their hospitality.



Fluidmaster: Barbara Booth, David Marbry, Adam Sampson, Michael Salek, Len Swatkowski and Scott McDonald



Pfister: David Downey, Alston Williams, Len Swatkowski, Rick McKee, Brian Marcin and Clare Ying

International Networking with PMI

PMI Executive Director **Barbara Higgins** and her husband **Trey** joined **Ahmet Cosan** from Valfsel when he came to the Chicago area on business from Turkey. Valfsel is a PMI member prospect. Barb met Ahmet through CEIR (European Valve Conference).



2012 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Stewart Yang, Kohler Co.
President

Jeff Baldwin, T&S Brass and Bronze Works
First Vice-President

Tim Kilbane, Symmons Industries
Second Vice-President

Fernando Fernandez, TOTO USA
Treasurer

Jack Krecek, Elkay Manufacturing
Immediate Past President

DIRECTORS AT LARGE

Bobbi Bieschke, Amerikam
(10/11-12/12)

Peter Jahrling, Sloan Valve Company
(1/12-12/14)

C.J. Lagan, American Standard Brands
(7/11-12/12)

David MacNair, InSinkErator
(1/12-12/14)

Paul Patton, Delta Faucet Company
(1/11-12/13)

Tim Schroeder, Duravit USA
(1/11-12/13)

PMI STAFF

Barbara C. Higgins
Executive Director
bhiggins@pmihome.org

Len Swatkowski
Technical Director
lswatkowski@pmihome.org

Jim Galvin
Senior Technical Advisor
jgalvin@pmihome.org

Amy Berg-Ferguson
Membership Development
abergferguson@pmihome.org

Newsletter Design By:
Maureen Baird Graphic Design
info@mbairdgraphics.com



1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008
Phone: 847 481-5500
Fax: 847 481-5501
www.pmihome.org
www.safeplumbing.org