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June | July 2017

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## On the Cover...

Pictured on our front cover is a beautiful contemporary-styled tub by MTI. Even though more people are showering than using a tub these days, the tub continues to make a statement for the bathroom.

**Southern PHC** is a bi-monthly publication devoted to the best interests of the plumbing, heating and air conditioning contractors and wholesalers in the South. News and articles from readers and friends are welcomed.

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### Bradford White Canada Moves to Larger Facility in Halton Hills

Bradford White Canada, the Canadian subsidiary of Bradford White Corporation, has relocated all operations from the Mississauga, Ontario facility to a much larger facility in Halton Hills, Ontario, commencing operations on May 1.

“When a customer calls Bradford White Canada, our goal is to be able to say, “We have it in stock, where would you like it shipped?” said Paul McDonald, General Manager of Bradford White Canada. “Our growth in this market and our need to provide more services to our customers made the move to the new facility more than a necessity. It was an obligation to the customers we serve.”



Bradford White Canada’s 75,000 square foot Halton Hills location more than doubles warehousing space available to the company. It offers higher ceilings and multiple shipping doors, increasing the ability to inventory more product and to ship it even faster than before. Convenient access to major transportation routes played a hand in the decision to move to Halton Hills, “Here in Halton Hills we have quick access to highways 401 and 407 and soon, with the construction of a major CN Railway transfer facility nearby, we’ll have a greater ability to ship by rail as well,” McDonald continued.

The new Halton Hills location, owned and designed by the company, allows Bradford White Canada to stock expanded product inventories from each of the Bradford White Corporation subsidiaries including Bradford White water heaters, Laars Heating Systems boilers, and Niles Steel Tank storage tanks. It will also help customers get the product they need quickly by offering same or next day pick-up and delivery.

Bradford White Corporation is a full line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. The company is headquartered in Ambler, PA and has manufacturing facilities in Middleville, MI, Niles, MI, and Rochester, NH, and a distribution and training center in Halton Hills, Ontario, Canada.

### MTI Rebrands to Better Reach Its Sophisticated Audience

MTI has announced a rebranding that reflects the company’s position in the luxury market. The new brand progression appeals to customers with an appreciation for high design, as well as showcasing the company’s continuing commitment to quality, service and customization.

“The new branding reflects better who we are today as a company and our vision going forward,” said Tijana Lehtikoski, MTI Bath VP of Marketing. “With this refresh we hope to inspire our loyal customers while engaging a new generation of buyers looking for the highest standards when selecting luxury bath products.”

Key components of the rebranding include an updated logo that reflects an art-infused sensibility, new brochure designs

beginning with the Boutique Collection and a completely redesigned website that celebrates MTI’s affinity for sensuous beauty and personal wellness.

As MTI unveils the rebranding to define their future, they also pay homage to the past, including their visionary leaders, founder J.C. Henry and our present CEO Kathy Adams, and an extraordinary array of more than 100 awards for design excellence and product innovation. The new branding will strengthen this heritage and support a mission to continue creating exceptional products in years to come, all designed for the purpose of satisfying the needs of discerning clients and enriching their lives.

### Florida Issues “Declaratory Statement” Concerning Building Code

The State of Florida Department of Business & Professional Regulation has issued an official “Declaratory Statement” concerning building code Chapter 7 (“Fire and Smoke Protection Features”).

The Department affirmed that fire-rated HVAC duct systems must be tested for vertical and horizontal configurations for “fire inside” and “fire outside” conditions. It comes after Conquest Firespray presented the matter of horizontal non-compliance in Broward and Dade counties which recognized the importance of compliance and trained their code

officials in the proper enforcement of fire-rated duct systems.

Conquest Firespray recently noted that within Florida and elsewhere, industry-standard, horizontal HVAC fire-rated assemblies are not in compliance with the International Building Code (IBC). That conclusion was confirmed during discussions with numerous state and local contractors and engineers, revealing broad non-compliance.

The Florida Declaratory Statement, now a matter of law, recognizes the need for testing of all types of ducts, vertical and horizontal.