

THE WHOLESALER

News of Plumbing • Heating • Cooling • Industrial Piping Distribution

2010 PVF Hall of Fame

Eastern Industrial Supplies Inc., based in Greenville, S.C., is the 2010 inductee into THE WHOLESALER'S PVF Hall of Fame. They will be recognized during the May meeting of the PVF Roundtable in Houston. Shown inside Eastern's Branch 1-Greenville Distribution Center are (sitting) Kim Miller and John Snover; (standing, from left) Alyn Judkins, Kip Miller, Richy Milligan and Robby Davis. See page 26.



'Important market'

Noland Co. opens Florida HVAC location

DAYTON, OHIO — In a move to broaden its reach with NuTone Heating and Cooling Products in the Florida market, Noland Company, a distributor of plumbing supplies and HVAC equipment in the Southeast, has opened a new location in Cape Coral, Fla., to serve commercial and residential contractors.

It's the second HVAC company Noland has opened on Florida's west
(Turn to Ohio... page 105.)

Noritz creates commercial div.

FOUNTAIN VALLEY, CALIF. — Noritz America Corporation has developed the Noritz Commercial Department, which consists of regional teams of commercial professionals to assist with all retrofitting and new commercial projects, according to Yoshi Asano, Noritz America senior marketing manager.

(Turn to New... page 105.)

Zoeller welcomes Clarus Environmental

LOUISVILLE, KY. — Zoeller Company recently introduced the newest member of the Zoeller Family of Water Solutions — Clarus Environmental.

Clarus Environmental is committed to providing environmentally sustain-
(Turn to Clarus... page 105.)



Gold highlights

This manufacturer has taken many of its best sellers and adorned them with a new polished gold finish. With over 40 styles to choose from, this new collection will add the finishing sparkle to cabinets. Alcott knobs and pulls are very retro, yet transitional, with designer details like beveled edges and an ergonomic feel. Adorned in finishes of polished nickel, brushed nickel and venetian bronze, Alcott defines modern decor with style and timeless class. **Atlas Homewares.**

www.atlashomewares.com

Faucet aerators

Changing faucet aerators is one of the most affordable components of a water conservation program in commercial and institutional buildings as well as multi-family housing and residential buildings. This company's products are WaterSense listed, help save 30% or more and gain LEED points towards building certification. **Neoperl.**

www.neoperl.com

Humidity sensing fan & light

ENERGY STAR® qualified recessed fan/lights now feature SensAire® technology to help ensure that moisture is effectively exhausted at the source by automatically ridding the



home of excess humidity. While it may look like a recessed light, inside is a humidity sensing switch that triggers the concealed and quiet ventilation fan. Like many other ENERGY STAR qualified fans from Broan and NuTone, this new Recessed Fan/Light costs only \$1 a year to operate – a small price to pay for superior indoor air quality in the home. **Broan NuTone.**

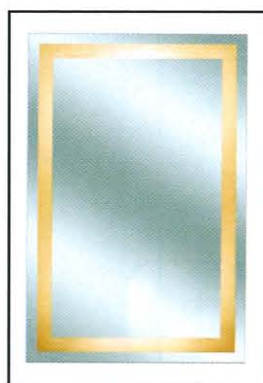
www.broan-nutone.com




Bottle filling station helps environment

The EZH2O bottle filling station is an environmentally-friendly innovation developed to provide consumers with a pure, clean and affordable filtered water option, while also offering plumbing professionals and specifiers high-quality, in-demand drinking water solutions in the ever-growing, ever-changing marketplace. Provides a rapid fill of cold, filtered water at a rate of 1.1 – 1.5 gpm, allows an end user to fill a 20-oz sports bottle in as little as 6 1/2 seconds. Can be retrofitted to any existing "EZ style" water cooler, installed in new construction as a stand-alone in-wall unit or paired with a SoftSides® or SwirlFlo® drinking fountain. **Elkay.**

www.elkayusa.com



Back-lit mirror

Back-lit mirror is a multi-tasking marvel. The frosting on the glass comes in three different styles to customize the look of your mirror to match or complement your décor. At 36"X24", it mounts either horizontally or vertically over any standard vanity. The lighting is bright enough to reduce and, in some cases, eliminate the need for additional lighting in the bathroom. This mirror changes an ordinary bathroom necessity into an attractive, decorative and functional piece. **Aptations.**

www.kimballyoung.com

Filter system

The Body Glove water filtration systems are available through this master distributor. The Body Glove filter system is manufactured by 3M and offers significantly more flow and up to 0.2-micron water filtration through a patent-engineered carbon-block technology. The Body Glove genuine recyclable filter cartridge contrasts systems that are made with fused aluminum and plastic compositions, which cannot be feasibly recycled. **Water Inc.**

www.waterinc.com



Walk-in bathtub

Advanced, environmentally friendly tubs made in America with U.S. Veterans being actively hired. Manufacturing process is similar to that used in marine applications so hazardous emissions are eliminated and substrate consistency is improved. Both sides are finished smooth and the high cross-linked polymer is highly resistant to bacterial growth. ISO 9001:2008 compliant and ETL, UPC and USPC certified. Leading name in walk-in bathtubs is now a leading name in green manufacturing. **Home Living Solutions.**

www.homelivingsolutions.com



Mosaic panel door

Comprehensive glass product line consists of JewelStone glass mosaics, braided glass mosaics, stained glass,



Murano Vena glass, signature series, Dazzling green glass mosaics and panel collections. Add "tile" to your bath and plumbing showroom to make it a one-stop shop. It is a highly profitable line with a great display program. **Hirsch Glass.**

www.hirschglasscorp.com



WaterSense labeled

The manufacturer has earned the WaterSenseSM label on the majority of its lavatory faucets. The company recently converted those faucets to 1.5 gpm, saving 20-30% water usage over other faucet options. The company's collections feature toilets, bidets, pedestal sinks, premium vanities, vessel sinks and matching mirrors that complement the brand's wide array of kitchen and bath faucets, specialty faucets, showerheads and bath accessories. **Danze.**

www.danze.com

Backlit vanity mirror

Backlit vanity mirror balances high fashion and functionality by integrating light and glass, to replicate a natural light and eliminate shadows. Add sleek luxury to any modern bathroom. The Impression Mirror TV (shown) combines simplicity and sophistication and is defined by strong lines, luminescent properties and advanced engineering. **Electric Mirror.**

www.electrictv.com



Rolling shower door

Rolaire's rolling door mechanism provides a distinct, simple design that results in a contemporary, edgy look. Its fixed panel options fit well in



spaces with limited accessibility or obstructions. Features 3/8" thick glass in a variety of options. The door includes a raised, roller-style header and 8" pull-through ladder handle. Additional hardware options include towel bars and knobs (in stainless steel finish only). **Basco.**

www.bascoshowerdoor.com



Bamboo kitchen sink

Bamboo kitchen sink has all the organic warmth and natural beauty of wood; highly durable and can easily withstand the rigors of daily use. Attractive apron front design with practical equal double-bowl with low-rise divider. Crafted from fully matured Moso bamboo using a 13-step process, then finished with a SGS-certified safe binding adhesive with low VOCs and a water-resistant top coat. Lifetime warranty. **Lenova.**

www.lenovasinks.com

Accessible bath

The Ava Bath offers an unprecedented ease of access; a roomy,



benchless, bathing well system; and a patent-pending, quick drain system. "We listened to what our customers wanted and, inspired by that, we leveraged the company's 65 years of experience to create an exceptional product and experience for everyone, including people who have the greatest needs for easily accessible hydrotherapy," said Gary Anderson, president of **Aquatic.**

www.aquaticbath.com

Unique tub

From the CUBE collection, this bathtub model displays four distinct sides and its design features slender edges and straight lines for compact outer dimensions. Narrow, flat edges allow



for a spacious interior with abundant space for two bathers, each of whom has an individual backrest for comfort. Manufactured with WETMAR™, an ultra-resistant composite material, this model comes in a glossy or matte white finish and with a built-in overflow and a soft toe touch drain in polished chrome or brushed nickel. **Wetstyle.**

www.wetstyle.ca



Walk-through shower system

Walk into the shower of your dreams with the WALK shower system. The finest Italian technology and manufacturing combine to create a therapeutic retreat. Featuring curved safety-tempered glass, shower sprays, accessories (i.e. seats and right or left handed fittings) and a variety of profile finishes in white, chrome and bright silver with antibacterial protection. This shower's sleek design maximizes space, allowing it to be placed in a corner. The enclosure can be mounted on a tray or a tiled floor for compatibility with all bathroom designs. **Novellini.**

www.novellini.com



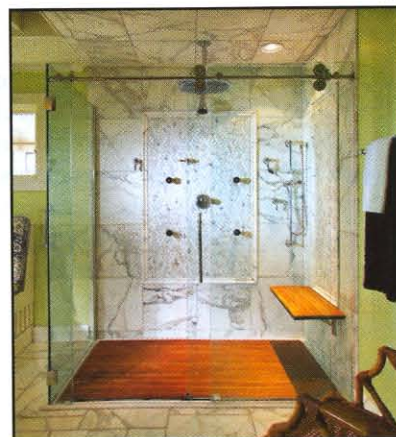
Vanity valet

The Vanity Valet (model VVF) turns unused cabinet space into a storage solution. Modifies existing false panel to store up to four appliances under the sink and save drawer or cabinet space. Eliminates clutter, organizes styling tools, hides cords when not in use, and allows styling tools to heat up in a safe and stable location. The VVF system provides customized cabinet efficiency economically. **POJJO.**

www.pojjo.com

Shower products

This manufacturer offers a wide variety of products that can meet the physical needs of all family members. Shown is the low-profile shower base with a teak shower tray



and coordinating teak shower seat, which folds up and out of the way when not in use. Complementing the manufacturer's extensive assortment of shower bases is the Teutonic Enclosure, which features a sliding glass door that glides with rollers along an overhead stainless steel rail, making entrance and exit of the shower easier. **MTI Whirlpools.**

www.mtiwhirlpools.com



Aromatherapy towel warmer

This aromatherapy towel warmer releases aromatherapy oils that may help with relaxation, reduce anxiety and invigorate the body. Easy to install, affordable and stylish, all Model 200 towel warmers contain the aromatherapy oil well that releases aromatherapy essences upon each use. The use of aromatherapy has become increasingly popular due to the potential healing benefits attributed to this alternative medicine, including stress reduction and mood improvements. **Mr.Steam.**

www.mrsteam.com

Pressure assisted flush

FLUSHMATE® pressure assisted technology is the leading flushing system for high performance and low consumption. The pressure assisted system harnesses the pressure from



the water supply line to provide the energy needed to complete the flush. The ULF model offers less than 1.6 gpf flushing and the HET model offers less than 1.0-gpf flushing. For outstanding one-flush performance and 25 years of proven reliability, look for Flushmate and its 10-year warranty.

Sloan Valve Company.

www.flushmate.com

Clean lines shower drain

Low-profile linear shower drain is clean and unintrusive; it is easy to clean and has a very high flow rate.



Ease of installation keeps this shower drain in demand by home builders and contractors as well as by discerning homeowners. **Quick Drain USA.**

www.QuickDrainUSA.com