

# the WHOLESALER

News of Plumbing, Heating, Cooling and Industrial PVF

OCTOBER  
2013  
VOL 68,  
NO. 10



## DRIVING SALES

APR Supply hosted its 11th Annual APR Selling Show this summer in Hershey, Pa. It gave 1,200 trade pros from 650 contracting firms across Pennsylvania, Delaware, New Jersey and Maryland the opportunity to buy inventory at best-of-

year incentives from this 29-branch regional wholesaler. Shown at B.J. Terroni Co.'s booth are (from left) Anthony Reikow of B.J. Terroni; APR's Chairman Randy Tice and EVP John Tice; and John White III of B.J. Terroni. See feature on page 48.

## MSC Holdings, Inc. acquires Farnsworth Wholesale Company

**FORT WORTH, TEXAS** — MSC Holdings, Inc., parent company to Morrison Supply Company — a leading wholesale distributor of plumbing, HVAC and builder products in the Southwest, and Express Pipe & Supply, a leading wholesale distributor of plumbing and builder products in

Southern California — has acquired the assets of Mesa, Ariz.-based Farnsworth Wholesale Company. As one of the largest plumbing supply businesses in the Arizona market, Farnsworth Wholesale Company has five locations and focuses on the Plumbing, HVAC and Waterworks markets. Farnsworth Wholesale will continue to operate under its existing brand name.

Chip Hornsby, Chief Executive Officer of MSC Holdings commented on the acquisition:

"With the addition of Arizona to our business, we have become a formidable supplier from Texas over to Southern California, giving us the opportunity to be a predominant supplier in the Southwest. Our focus will continue to be on servicing our customers at the local level. We look forward to working with Farnsworth Wholesale Company's leadership team to achieve their goals in the Arizona market. The performance of each location is what creates our success today and in the future."

(Turn to Morrison ... page 91)



### FIND US

[twitter.com/wholesalermag](http://twitter.com/wholesalermag)  
[facebook.com/wholesalermag](http://facebook.com/wholesalermag)

# INDUSTRY NEWS

## AIA Expo successful for QuickDrain



**FRISCO, COLO.** — At the 2013 American Institute of Architects Expo, in the Denver Convention Center, many attendees found themselves at the Quick Drain USA booth.

"This was a great show for us! Since we are manufactured here, we didn't have to travel that far," said Jim Van Landingham, Vice President of the Residential Division at QuickDrain.

Van Landingham and Jeff Kelley, Vice President of the Commercial Division at QuickDrain, educated visitors on advantages and differences between Quick

Drain and other brands. "Architects loved to hear that Quick Drain can be installed at the threshold of a curbless shower without dropping the sub-floor. Combine that with a two- to four-hour install — instead of three days — along with the long list of other benefits, and we had some very excited architects!" Van Landingham said.

Quick Drain USA is a manufacturer of stainless steel, low-profile channel drainage systems for showers and wet areas.

Visit [www.quickdrainusa.com](http://www.quickdrainusa.com)

## Gastite launches new mobile app

**PORLTAND, TENN.** — Gastite launched its new mobile application for sizing calculations on the iPhone and Android devices.

"The new app offers our installers the

gas piping for particular scenarios. It also includes an information button for frequently asked questions. Users can contact Gastite with questions from directly within

**Gastite Sizing  
Mobile App**

Now available for FREE download in iTunes and Android stores.

Gastite project sizing at your fingertips

opportunity to solve sizing on the fly," noted Craig Barry, Vice President of Marketing. "This is a huge leap from the existing method, referring to printed tables and making calculations manually."

Using scroll wheels, users select gas type, length of tubing run, supply pressure, pressure drop, and flow capacity. The application calculates the size Gastite flexible

the app.

Barry added, "Time is money. And our Gastite mobile sizing app uses complex formulas and most up-to-date mobile technology for the iPhone and Android to deliver solutions to our customers instantly."

Visit [www.gastite.com](http://www.gastite.com)



### Statement of Ownership, Management, and Circulation (Requester Publications Only)

1. Publication Title <b>The Wholesaler</b>	2. Publication Number 0 0 3 2 - 1 6 8 0	3. Filing Date 10-18-13
4. Issue Frequency Monthly	5. Number of Issues Published Annually 12	6. Annual Subscription Price (\$100)
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4) 2165 Shermer Rd, Ste A Northbrook, IL 60062		7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4) 2165 Shermer Rd, Ste A Northbrook, IL 60062
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer)		

Same as above

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)

Publisher (Name and complete mailing address)

Cate Brown  
2165 Shermer Rd, Ste A  
Northbrook, IL 60062

Editor (Name and complete mailing address)

Mary Jo Martin  
2165 Shermer Rd, Ste A  
Northbrook, IL 60062

Managing Editor (Name and complete mailing address)

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give the name and address.)

Full Name	Complete Mailing Address
Cate Brown	2165 Shermer Rd, Ste A, Northbrook, IL 60062
Brad Burnside	2165 Shermer Rd, Ste A, Northbrook, IL 60062
David Schulte	2165 Shermer Rd, Ste A, Northbrook, IL 60062
Laura Schulte	2165 Shermer Rd, Ste A, Northbrook, IL 60062

11. Known Bondholders, Mortgagors, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box □ Nons

Full Name	Complete Mailing Address

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:

Has Not Changed During Preceding 12 Months

Has Changed During Preceding 12 Months (Publisher must submit an explanation of change with this statement)

13. Publication Title <b>The Wholesaler</b>	14. Issue Date for Circulation Data Below September 2013
15. Extent and Nature of Circulation	Average No. Copies Each Issue During Preceding 12 Months      No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Not Paid or Requested)	31,594      32,018
b. Legitimate Paid or Requested Distribution (By Mail and Outside the Mail)	25,936      27,305
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing, and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing, and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g., First-Class Mail®)	
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4)) ►	25,936      27,305
d. Nonrequested Distribution (By Mail and Outside the Mail)	4,865      3,566
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (Include Sample copies, Requests Over 3 years old, Requests induced by Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	
(2) In-County Nonrequested Copies Stated on PS Form 3541 (Include Sample copies, Requests Over 3 years old, Requests induced by Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g., First-Class Mail). Nonrequested Copies mailed in excess of 10% Limit allowed at Standard Mail® or Package Services Rates)	
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms, and Other Sources)	329      300
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3) and (4))	5,194      3,866
f. Total Distribution (Sum of 15c and e) ►	31,130      31,171
g. Copies not Distributed (See Instructions to Publishers #4, (page #3)) ►	464      847
h. Total (Sum of 15f and g) ►	31,594      32,018
i. Percent Paid and/or Requested Circulation (Total divided by Formula 100)	83.32%      87.60%
16. □ Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.	

October 2013

17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the \_\_\_\_\_ issue of this publication.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner

*Cate Brown J.*

Date

Sept. 25, 2013

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

PS Form 3526-R, August 2012 (Page 2 of 3)