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THE WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



Coburn Supply Co. celebrated its 75th anniversary at the Marriott New Orleans with more than 1,700 employees, vendors, vendor representatives and special guests. Here, executive vice president A.J. Maloney checks out a surprise gift to the company from State Water Heater Company — a fully restored 1934 Ford V-8 Stake Bed Truck similar to Coburn's first delivery vehicle. Read more about Coburn Supply and its anniversary celebration on page 4.

Survey: Mfrs. predict better economy in 2010

WESTPORT, CONN. — According to a recent survey of more than 1,000 manufacturers, 70% of the respondents said that they expect the economy to be stronger in the first quarter of 2010. This bodes well for the 2010 AHR Expo® in Orlando this January as nearly 72% of respondents pre-
(Turn to Manufacturer... page 109.)

Zoeller launches new website, brand initiative

LOUISVILLE, KY. — Zoeller Company has launched a new website for the corporation and the four brands in the Zoeller Family of Water Solutions.

The new site is organized, easy to navigate and utilizes a cohesive template reinforcing the relationship between the different brands. The site
(Turn to New website... page 63.)

A new solution for customers

Hubbard Enterprises/HOLDRITE acquires Presealed Systems' Hydro Flame line

VISTA, CALIF. — Hubbard Enterprises continues a long tradition of valuing, driving and recognizing innovation through its recent acquisition of the entire Presealed Systems Hydro Flame product line. The patented Hydro Flame is a premier cast-in-place water, smoke and fire stop system.

Costly damage from smoke, fire and water penetration has made stopping solutions an obvious necessity for the building

and plumbing industry. And yet, many wholesalers have found it difficult to reap large-scale revenues in meeting a basic industry need. All too often, according to Hubbard Enterprises, makeshift fire-water-smoke stopping methods have resulted in stocking concerns for wholesalers and installation issues for contractors. The Hydro Flame stopping system is a truly integrated fire-water-smoke stop system that is currently available for distribution. The introduction of the entire HOLDRITE Hydro Flame product line represents a unique opportunity

to develop new revenue streams for wholesale plumbing distributors.

Hubbard Enterprises is ideally poised to leverage a network of stellar relationships with contractors, engineers, architects and developers in order to deliver a truly revolutionary product line to the wholesale customer. Educating sales channels to the existence of this new product category plays to Hubbard Enterprises' core strengths. HOLDRITE Hydro Flame will give rise to an entirely new class of wholesale revenue streams based on the pioneering nature of the stopping systems — and
(Turn to Hydro Flame... page 63.)



MTI offers multi-generational designs for the bathroom

SUGAR HILL, GA. — Multi-generational design is one of today's fastest growing trends in the housing industry. As more and more people understand the benefits that smart planning affords to those of all age groups and abilities, a demand is being generated for products that combine style, safety, beauty and comfort with practicality and versatility. In fact, it's what good, smart design should be.

Multi-generational design has applications throughout the house, but it is particularly important in the bathroom. A well-thought-out bathroom can easily accommodate the needs of young children, older adults and those with disabilities. And while there are many practical considerations that play an important role in the design process, including safety, space, comfort and ease of use, being "sensible" doesn't mean the bathroom has to look utilitarian. Quite the opposite, in fact.

Smart design has always been a

hallmark of MTI, whose designs are based on the premise that form must follow function. So while style is of paramount importance, the company believes it must simultaneously be thoughtful, not allowing versatility and functionality to be sacrificed. Hence, MTI's product range contains a multitude of offerings that can meet the physical needs of all family members, making its products a natural fit for active Baby Boomers, families with small children, those who are physically challenged and multi-generational households.

The oldest Baby Boomers will celebrate their 65th birthdays in 2011. According to government projections, by 2030 nearly 26% of the U.S. population will be age 65 or older, compared with just 17% today. This is creating a change in the profile of the typical American family as it is becoming more common for members of different generations to live together under one roof. According to

the U.S. Census, there are currently four million such households in the U.S., a number that is only expected to rise in the years ahead.

Multi-generational households come in many variations. One of the most prevalent is grandparents or older adults raising children under age 18. Another popular arrangement is a three-generation set-up with adults caring for aging parents while raising their own children and even grandchildren. Hence Baby Boomers have been called the "sandwich generation." Furthermore, experts predict that four-generation households will become more common as more Boomers reach maturity and life expectancy increases.

As the oldest of the Boomers begin to approach retirement age, they are developing an appreciation for the need and benefits of multi-generational design. But they are also assessing their own near-future needs. According to a recent study by the

AARP, 89% of 50-year-old-plus Americans intend to remain in their own homes for as long as they possibly can, or "aging in place." People want to know that they will be able to live

The idea of a bath healing the mind, body and soul is not a new concept. Bathing was used as a therapeutic and relaxing healing tool dating back to the early Romans.

comfortably and independently in their homes. With planning, homeowners can make smart choices now that can make all the difference later.

With the current state of the economy, people have begun to think long-term about their homes. Some are incorporating multi-generational design features in new homes from the very beginning. Others are deciding to stay where they are and remodel their homes because moving to a new house as needs change is no longer a viable option. Some families are combining households to save money, bringing generations under one roof. Homeowners are carefully considering how their purchasing decisions will affect their future.

This trend of "buy once; buy right" applies not only to the design of the house, but also to the quality of the products in the house. Making a wise choice and a smart purchase does not necessarily mean spending more. While cost is a consideration, equally important are durability, reliability and security — all of which equate to value. People are looking for quality products that will last and accommodate a wide range of ages and needs.

As the profile of the American family evolves to embrace a wide spectrum of ages and needs, the principles of multi-generational design become increasingly important, especially in the bathroom.

MTI offers a wide assortment of shower bases and frameless shower enclosures for the multi-generational family. Just one of seven different seated shower bases, the Jeu d'Eau can even be equipped with whirlpool jets for bathing young children or for an adult foot bath.

The company also currently offers over 50 shower bases in different sizes, shapes and materials. Some are constructed of engineered solid-surface material, which is a mixture of ground minerals and high-perfor-
(Turn to Generational, page 34.)

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INDUSTRY NEWS

Generational

(Continued from page 30.)

mance resins that are liquefied, poured and then hardened. These “molded stone” bases feature a low-profile, multiple-threshold design for versatile installation, great looks and easy entrance. These bases are high in both design and function.

Other bases are constructed of Lucite® cross-linked cast acrylic with strong reinforced backing to eliminate flexing of the floor pan. They are attractive and easy to clean. Some are single threshold, and others are low-profile multiple-threshold, which means that they can be specified from the factory to accept glass enclosures on one, two or three sides. The low-profile design presents a clean look and makes entrance and exit easier. If a zero-barrier entrance is desired, the low-profile multiple threshold bases can easily be recessed in the floor. When used in combination with a teak shower tray, a flat transition is created between bathroom floor and shower.

Teak shower trays are functional and enhance the aesthetics of the bathroom for a spa-like environment. They are comfortable underfoot, emit a slight teak aroma during showering and allow soap and shampoo to drain through to the floor of the shower base. Coordinating teak and stainless steel shower trays are available and can be installed inside or outside the shower for a convenient resting place and fold up when not in use.

Complementing the shower bases are frameless shower enclosures with a headerless design. When clear access to the shower is needed, MTI enclosures can assist. For instance, one enclosure mates with a 48"×48" dual threshold shower base. Two doors that meet at one corner open 180° each to provide a wide entrance to the shower. MTI's largest base of 72"×42" can be equipped with one or more sides of glass enclosure, while a large pivoting door provides access. Or, if space is a consideration, the Teutonic Series features enclosures with a sliding glass door with overhead rollers to provide easy entrance with no bottom track.

A luxurious tub is the centerpiece of any well-appointed bathroom. MTI has a collection of over 150 tub designs in all sizes, shapes and styles; 17 models are only 19" high or less for easy entry and exit.

MTI also offers two innovative models, the Metro 1 and Metro 2. Both are of clean, contemporary design and feature a generous front deck that is 11" wide, which serves as a transfer surface, allowing the bather

to sit on the edge and turn into the tub instead of climbing over the edge. A coordinating, handcrafted contemporary tub surround has been designed for this model and provides additional storage and decorative display space recessed in front under the wide deck area.

MTI Whirlpools president Kathy Adams was inspired after a knee injury to create Jentle Tread, an aquatic aerobic exercize vessel that combines the passive resistance of water with the power of full-size whirlpool jets to create a “no impact” workout. Jentle Tread is ideal for people suffering from joint pain, arthritis and sports-related injuries. Measuring 84"×72"×42" deep, the vessel allows plenty of room for full-fledged aerobic activity, and also is an ideal tub in which to sit and soak in whirlpool therapy. Jentle Tread's interior has two deep tiers against one wall of the unit, which facilitate entry and exit and provide a ledge for sitting or for elbow support while kicking.

The idea of a bath healing the mind, body and soul is not a new concept. Bathing was used as a therapeutic and relaxing healing tool dating back to the early Romans. Water is not just for cleansing but also for making us feel better and can be incorporated into the daily ritual of those who are older and may be fearful to bathe.

Therapy tubs can ease muscle tension and relieve pain while improving circulation by causing blood vessels to dilate. MTI offers four distinct types of hydrotherapy to appeal to every member of the family.

- Soaker tub — great for relaxation and rejuvenation; creates a renewed sense of tranquility.
- Air bath — imparts a light full-body massage via millions of tiny air bubbles; increases blood circulation and sense of wellbeing.
- Whirlpool bath — provides deep-tissue massage with pulsing jets of water; may be adjusted from light to vigorous.
- Combination whirlpool/air bath — provides deep-tissue and light body massages; may be used separately or together.

Water treatment is one of the oldest, most economical and safest methods for treating many common ailments, allowing those of all generations to treat minor ailments in the comfort of their own home. Bath therapy can be used to ease muscle strain, increase circulation, purify the body, reduce arthritis pain and maintain metabolic function.

For information, visit www.mti-whirlpools.com.

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