

WHOLESALE

the

SALE

NEWS OF PLUMBING, HEATING, COOLING AND INDUSTRIAL PVF

PHCP PROS



Located in the heart of Ohio, Waterhouse Bath and Kitchen studio stands out for its creative ways of driving customer engagement. Pictured above are painted toilets from a competition to raise funds and awareness for World Toilet Day. Read how the studio provides and excels at customer service and community engagement, which has formed long-standing customer relationships and loyalty. The story starts on page 60.

SPECIAL FEATURE: INDUSTRY OUTLOOK ON PAGE 48

Watsco Generates Record 3Q Performance, EPS Jumps 31 Percent

HVACR WHOLESALE DISTRIBUTOR WATSCO INC. reported record third-quarter and nine-month operating results for the periods ended Sept. 30, 2021.

Watsco's entrepreneurial culture, which empowers leaders to think and act locally, continues to drive record performance with nearly all operating metrics reaching record levels. The company achieved new performance records for sales, gross profit, gross margin, operating income, operating margin, net income and earnings per share (EPS) for both periods.

This performance includes stepped-up investments to grow customer adoption of Watsco's various technology platforms, which collectively enhance operational efficiency and help contractors grow and better serve homeowners and businesses.

(Continued on page 4)

WE'RE INTRODUCING
**SOMETHING
REVOLUTIONARY**
TO THE INDUSTRY:
SOLUTIONS.

GE APPLIANCES
a Haier company

AIR & WATER
SOLUTIONS

SEE OUR ADS ON PAGES 20-25

PVF Hall of Fame Inductee Dov Matz Passes Away



IN EARLY NOVEMBER, Dov Matz, co-founder of Matco-Norca, a PVF manufacturing and globally sourced company based in Brewster, New York, passed away after a two-year battle with Parkinson's and Alzheimer's. The Wholesaler magazine recognized Dov for his tireless industry support by inducting him into the PVF Hall of Fame in 2018. He fostered an environment of growth and excellence in PVF, and his unconditional support and love for the industry will be dearly missed.

1945 - 2021

Matz, Dov, March 28, 1945– November 8, 2021. Born to Lazar and Chassia Matz in Tel Aviv Israel, he traveled by boat to New York in 1955 and settled with his family in Queens. Dov was a proud alumni of Forest Hills High School and attended Baruch College and NYU for graduate school.

Dov was a successful entrepreneur, leading Matco-Norca, founded by his father, and built it into an international success by forging lifelong relationships around the world with suppliers, customers and his team over many years. With his work, he was able to

travel around the world, and give back to his community. Dov served as the President and a Board member for the Mt. Kisco Hebrew Congregation where he found brotherhood and belonging.

He lived life to the fullest with a smile, a song for any occasion and a shirt from every place he and Beth ever visited. While his biggest enjoyment was spending time with his immediate family and extended family in Israel and Italy, he also enjoyed a nightly egg-cream, a fine meal, any sport on the tv, golfing with his friends, bagels and laughs with Beth in the morning, and watching the grandkids and friends play in the pool.

He is survived by his beloved wife Beth, of 59 years, his children Melissa and Nora, Elliot Kraus, Illana Matz and grandchildren; Owen and Madeline Kraus, Evelyn and Leo Matz and a large extended family as well as the friends he collected and cherished throughout his life. He is predeceased by his son Michael.

In lieu of flowers, donations can be made to The Michael J. Fox Foundation for Parkinson's Research or the Alzheimer's Foundation of America.

HARDI Announces Staff Changes

HEATING, AIR-CONDITIONING & REFRIGERATION DISTRIBUTORS INTERNATIONAL (HARDI) has announced the departure of long-time Executive Vice President Emily Saving at the end of the year, and the promotion of Nick Benton to vice president of operations.

Saving joined the HARDI team in 2010 as education service manager, quickly overhauling and revamping HARDI's education and professional development programs and services. Saving steadily grew her role to vice president then executive vice presi-



dent in 2018. Saving played an integral role in the association's considerable growth throughout her tenure and she leaves the organization as its chief architect of the current performance management program and innovative rewards and bonus model largely unheard of among similar associations. During her tenure, Saving also led the design of HARDI's meetings and conferences content.

Saving is departing HARDI to pursue small business ownership outside of the HVACR or association industries. "I've never met a HARDI

member who didn't inspire me to work harder or dream bigger," Saving said. "I've learned so much from so many and I'm moving forward with confidence knowing I've learned from some of the best."

Nick Benton joined HARDI in 2014 as an education specialist, expanding HARDI's training offerings and eventually growing into the leader of HARDI's Talent Pillar. Most recently, Nick served as HARDI's director of information systems. Nick's rapid success in upgrading HARDI's technology infrastructure in that role earned him this latest promotion to vice president of

operations where he will oversee the execution of HARDI's products, services, and administration.

"This month is bitter-sweet for HARDI and me. Emily had grown into a true jack-of-all-trades and a strong leader who I'm excited to watch thrive in her next chapter. It will take a lot for us to replace what Emily had done for us and our members," said HARDI CEO Talbot Gee. Thankfully, we have talents like Nick eager and capable of growing their roles and careers with HARDI and I'm so excited to see Nick's vision for our continued excellence and improvement."

Patrick Vance Joins Lenova Group as Regional Sales Manager

LENOVA GROUP has announced the expansion of its sales forces with the hiring of industry veteran Patrick Vance as western regional sales manager and new support roles in key markets in the western United States. Founded in 2007, Lenova has grown into a leading brand in the decorative plumbing industry providing luxury sinks and faucets that are both stunning and affordable. The company has received multiple innovative product awards and accolades from leading designers across the US, propelling the company's growth.

Vance brings over 40 years of experience in the plumbing industry, from inside sales to western regional



sales manager for Santec Faucets and Watermark Designs, and then 15 years successfully heading up his own rep agency with Lenova as one

of his company's preferred brands. Vance was inspired by the quality of products in the Lenova line and joined the brand's sales team full-time. He plans to increase regional sales by enlisting new showrooms and suppliers, and working with hospitality contacts in the west to secure hotel and condominium projects. Vance has already begun the process of recruiting and training sales reps.

"We are excited to have Patrick on board to help expand our west coast coverage. He brings years of experience and exemplifies the core values of our company as we build into the future and focus on new heights of design and customer care", said Jay

Beaumont, Lenova Group director of sales and marketing.

Lenova has also announced that they have retained Milestone Marketing LLC to represent the brand in Colorado, Wyoming, and New Mexico. The family-operated agency has 40 years of industry experience and takes pride in exceptional customer service.

Other strategic additions to the Lenova sales reach include Chris Lindsay, a Texas-based sales professional who will cover the San Antonio and Austin markets. He joins the existing team at Focus Kitchen and Bath Sales, including owner Kyle Ford and sales associate Chris Cuzick.

Innovations Emerge from BDNY/ICFF 2021

New boutique hotel designs blend effortlessly with residential trends in NYC.



BY LINDA JENNINGS
Kitchen & bath specialist

TWO OF THE HOTTEST design shows came together in the heart of New York City in November, and the Jennings & Co. team was excited to be there! The 11th annual Boutique Design New York (BDNY) fair joined forces with the International Contemporary Furniture Fair (ICFF) for a two-day marathon of tours and networking, which offered endless inspiration.

The shows set the stage for unveiling the newest product introductions with a first peek at inspiring designs and trends from the most progressive companies in our industry. We've found that boutique hotels are often predictive of residential designs as people experience luxurious amenities and want to incorporate them into their homes. Here are a few of our favorites from the 2021 event.

MTI Baths pulled out all the stops at BDNY with its textural masterpiece fit for a king — Bowie. Immediately eye-catching for its unique pleated exterior, the Bowie adds unexpected texture. The tub and coordinating pedestal sink were developed in collaboration with Source, a prestigious Atlanta-based design firm.

The plumbing manufacturer also introduced its new DoloMatte material at the show. An innovative thermoformable solid-surface solution, DoloMatte is luxuriously beautiful, incredibly strong and velvety-soft to the touch. This incredible new material is available on Designer Collection freestanding tubs and low-profile shower bases.

Mixing metal finishes is an on-trend design choice that is rapidly gaining in popularity, particularly when it comes to the kitchen. On the leading edge of this movement is HamatUSA with its new Imagine faucet featuring a striking split finish that pairs an array of today's most requested metals.

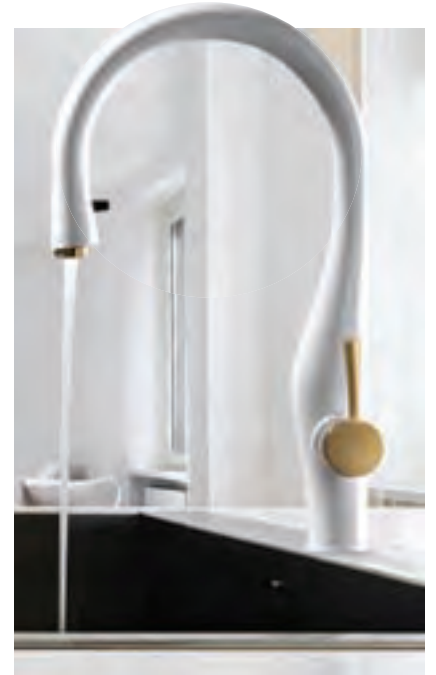
Measuring just over 17 inches in height, the Imagine split-finish faucet has a sophisticated style with elegant lines and graceful curves versatile enough to compliment any décor. The kitchen faucet is offered in five distinctive finish combinations, with the body of the faucet in one finish and the handle and concealed spray head in coordinated contrast.

of the faucet in one finish and the handle and concealed spray head in coordinated contrast.

Left: MTI Baths' Parisian tub in DoloMatte / Top: Bowie tub

MIXING METAL FINISHES IS AN ON-TREND DESIGN CHOICE THAT IS RAPIDLY GAINING IN POPULARITY, PARTICULARLY WHEN IT COMES TO THE KITCHEN.

Mockett showcased the latest in fine architectural hardware with its Impression Collection. Designed by Hannah Eckersley of Boone, N.C., CH59 was the winner of our 2018 Design Contest. Not only a hook, but a stunning statement piece as well. This



The Imagine faucet from HamatUSA



Mockett's Impression hook



Schmidlin's Riva Frame tub

art deco inspired coat hook takes an ordinary stamped triangle plate and layers it by bending out additional interior triangles that serve as multi-level hooks.

The triangular beauty is available in matte black, matte white, metallic silver and satin stainless steel. The company also showcased the new Pergola hardware. This raw, textured cast iron is shaped into a lean, low-rise handle with a contemporary shape and exquisite contours.

Swiss bath manufacturer Schmidlin unveiled its sculptural Riva Frame tub. Characterized by a flowing oval design and elegant shape, this free-standing bath is supported by a classic powder-coated steel frame. What sets this bath manufacturer apart is the product's material — high-quality titanium steel that is coated with glass enamel in the state-of-the-art production facilities.

GLAZED TITANIUM STEEL IS EXTREMELY ROBUST AND DURABLE, AND AN INORGANIC MATERIAL, SO NO BACTERIA OR PATHOGENS CAN GROW ON IT.

Like nothing on the market, these steel and enamel products combine perfectly to form glazed titanium steel. Glazed titanium steel is extremely robust and durable, and an inorganic material, so no bacteria or pathogens can grow on it. The shiny enamel surface is easy to clean and looks great for a lifetime. Sustain-

ably designed, all Schmidlin products can be reused or recycled.

Simas USA debuted its new Vignoni rimless, wall-hung toilet at the show. Handmade in Italy, the contemporary Vignoni collection features a softness through its oval, egg-shaped lines, designed to achieve a light and thin profile. This wall-hung toilet features rimless technology for a more efficient flush and comes with an extra slim, slow-close premium seat.

Needing only 1.2 gallons/flush, the Vignoni employs only gravity and precision engineering to complete each powerful, quiet flush. Featuring a hidden fixing set, the toilet elegantly combines performance with easy-to-clean practicality. The oval bowls offer maximum comfort and accessibility, while the precision jets reduce splashing to deliver a superior hygiene bowl. The Vignoni is offered in anthracite, black or white gloss and matte finishes.

Known for its innovative faucets and showers, Jaclo introduced a new accessory to make shower installations on a sloped ceiling a breeze. The angled/sloped adjustable ceiling escutcheon is made from an all-brass construction that works perfectly for slope ceilings up to a 45-degree angle. Available in Jaclo's rainbow array of 35 stunning finishes to complement any bathroom décor.

Its plating facilities use some of the most sophisticated finishing processes in the world. Every one of the brand's 35 finishes not only meets all industry standards, but is sure to meet the standards of even the most discerning customers.

It's not surprising that boutique hotels are at the forefront of innovative design, with looks and products that are a step ahead of what's



Simas' Vignoni Rim



Jaclo's Angled/Sloped Adjustable Ceiling Escutcheon

available in residential markets. The combined BDNY/ICFF was a great experience and a wonderful sneak peek into future design trends we expect to see making their way into home applications and consumer showrooms across the country. ♦

For more information on these brands, visit their websites at:

- HamatUSA www.hamatusa.com
- Jaclo www.jaclo.com
- Doug Mockett & Co. www.mockett.com
- MTI Baths www.mtibaths.com
- Schmidlin www.schmidlinusa.com
- Simas www.simasusa.com

LINDA JENNINGS is president of Jennings & Co., a public relations agency specializing in the decorative plumbing and luxury hardware industry. For more than 25 years, she has worked with significant editors and journalists in the consumer home market, identifying trends and providing newsworthy products. Jennings can be reached at linda@jenningsandcompany.com.



American Standard Cadet Touchless Flush Toilet

In response to the growing desire to create cleaner, safer homes by limiting touch points to help curb the spread of germs, American Standard engineered a touchless toilet. The Cadet Touchless Flush toilet combines the brand's top-selling Cadet flushing system and reliable no-touch flush operation. The dependable WaterSense-certified flushing technology uses 20 percent less water than regular toilets, with a water-saving 1.28 gallons per flush. As an added layer of protection, American Standard's EverClean surface inhibits the growth of stain and odor causing bacteria, mold and mildew, and the smooth, slab-sided bowl design makes cleaning a breeze. Available in both an exposed and concealed trap design, the elongated bowl models provide comfortable access and use with a slow-close seat to eliminate slamming. www.americanstandard-us.com



Delta VoicelQ Technology

Delta VoicelQ Technology pairs with connected home devices to dispense exactly the amount of water needed with features like metered dispensing and custom container commands. With a VoicelQ Faucet, users can ask their faucet to dispense one cup, six ounces, a gallon or just about any other amount they could need. Custom container commands make everyday tasks easier, like filling a coffee pot or dog bowl, while thoughtful features like water warm-up and voice-activated on/off lend a hand when theirs are full.

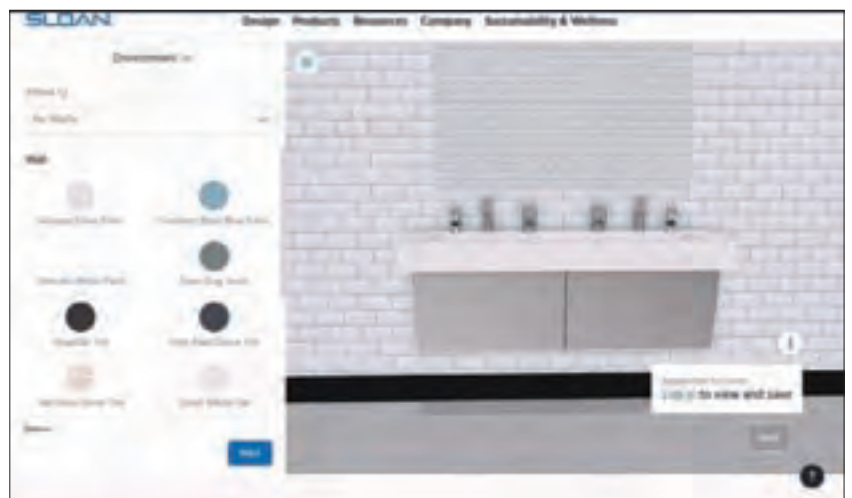
www.deltafaucet.com



HamatUSA Imagine Split Finish Faucet

Mixing metal finishes is an on-trend design choice that is rapidly gaining in popularity, particularly when it comes to the kitchen. HamatUSA is on the leading edge of this movement with its new Imagine Faucet featuring a striking split finish that pairs an array of today's most requested metals. The beautiful contrast of warm metals with cool ones or glossy finishes with mattes brings dimension and interest to the kitchen and creates an illusion of texture that makes this singular faucet a most memorable design centerpiece. Measuring just over 17 inches in height, the Imagine Split Finish Faucet has a sophisticated style with elegant lines and graceful curves versatile enough to compliment any décor.

www.hamatusa.com



Sloan Online Sink Configurator

Sloan has introduced its Sink Configurator, an online resource designed to help streamline and customize sink specification. The Sink Configurator equips architects and designers with a tool to quickly determine what kind of sink will look best in their restroom. Customers can explore the possibilities with visual real-time updates to sink features, faucets, soap dispensers, and hand dryers with associated pricing. The configurator also includes some options for background environments for sink context. www.sloan.com