



# NEWS

Volume 7, Issue 1

The Newsletter for PMI Members — by PMI Members

January/February 2004

## PMI — Leading Our Industry Into The Future

by: Jim Westdorp, PMI President and Kohler Co.'s President of Global Faucets

As we begin a new year, we also begin a new phase in the evolution of the Plumbing Manufacturer's Institute (PMI). We have seen tremendous change in the organization, culminating this year in the unprecedented dues adjustment for PMI members in good standing (and not already on the dues abatement plan). This was made possible through our continued good fiscal management



and the addition of six new members through the dues abatement plan. We have held expenses, built reserves, added

to the value of PMI membership and attracted new members.

So — where do we go from here?

PMI represents the partnering of conscientious manufacturers in the industry, for the greater good. How do we achieve that goal? We work to promote product safety and performance, value to the consumer, and cost-conscious and effective solutions to public policy issues. We work to maintain a level playing field for international trade, and we advance education and awareness through our communications with others in the industry, as well as consumers. The degree to which we are effective at

accomplishing these objectives is the measure of the true relevance of our organization.

It is time for us to evolve our mission statement from the broad "Voice of the Industry" to one which more proactively promotes these goals. We will step up the effort to get out in front of issues so that we will be in a better position to set the direction for our industry, rather than merely reacting to other outside forces affecting us.

As we begin this new year, let us take as our mission the task of identifying those issues which are important to us and on which we can take and promote industry positions. Our goal is to achieve the best balance between the challenges and the solutions, to further our initiatives as we enhance our industry. I look forward to working with you as PMI president this year and encourage you to become involved in the organization. We need your active participation in our meetings, surveys and correspondence. Let us hear your *individual* voice so that PMI's *collective* voice will be even stronger. You've seen the impact of PMI's efforts based upon your input — most recently with the decision of MesseFrankfurt to move ISH to a bi-annual show in response to the urgings of PMI and its members.

Be sure to visit the PMI website for the latest information on our association and industry happenings.

If you don't already have your personalized password enabling you to access the Member's Only portion of the site, I strongly urge you to do that as well. Information is power and PMI is about information!

Make plans now to attend the PMI Spring Meeting in Sonoma, California, **April 25-28**. We're once again putting together an information-filled program that you won't want to miss! In the meantime, mark you calendars for two important PMI forums in February: "Codes and Standards/Plumbing Business Basics" (back by popular request) and "Sales Forecasting — A Simple Business Process for World Class Performance," both to be held near PMI headquarters in Schaumburg, Ill. — FREE of charge to PMI members! See details in this issue of *PMI News*.

Let us know how PMI can best serve you and your company. I look forward to hearing from you!



Jim Westdorp  
Kohler Co.

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# Don't Miss Out This Year! — Tap Into The Power of PMI!

by: Barbara C. Higgins, PMI Executive Director



**Barb Higgins**

In an era of false promises, exaggerated claims, and bait 'n' switch tactics; isn't it refreshing to actually have a promise kept? Since the beginning of the new PMI in

1998, we have been talking a lot about adding value to the membership, running an efficient operation and, someday...reviewing the dues structure. Well — here we go!

All PMI members in good standing (and not part of the dues abatement program) received an adjustment to their 2004 dues. Dues notices were sent to principal members on January 2, 2004. While we have not changed the dues schedule, this is a significant step toward that goal. Our first task was to get the cost out of the operation and run the association as efficiently as possible. While this is an on-going effort, our reserves of nearly one year's operating budget is evidence that we are indeed effectively controlling costs. We will maintain those reserves moving forward. With the addition of six new members through the dues abatement program, we once again enjoyed a revenue surplus over expenses. Thus, our healthy financial position opened the door for the year 2004 dues adjustment!

We've also taken excess costs out of our meetings and moved the venues to hotels with conservative rates. In addition to making our meetings more budget-friendly for current attendees, our goal is to attract more individuals from each member company to our meetings. We enjoyed record attendance levels at the 2003 Fall Meeting! It's working!

By the way, for those who prefer more upscale accommodations, this year we will begin offering an option

to upgrade from the standard PMI room for those who wish to.

The new initiative to provide forums on various topics of interest has been very well-received. The Codes and Standards/Plumbing Business Basics workshop held in July will be repeated **February 3-4**. In addition, a full-length version of the mini-sales forecasting seminar featured at the fall meeting, will be held later in the month, **February 24-25**. And finally, we are working on a fourth Information Technology (I.T.) Forum which will be formatted around the input we received from a survey sent to I.T. professionals in early January to identify their "hot" issues.

In 2004, PMI will launch an initiative to attract young people to the plumbing manufacturing industry, thanks to the monetary grant we requested and received from the National Association of Manufacturers (NAM). I will work with an ad hoc committee comprised of **Ralph Herrbach** of Cifial USA; **Bill Tracey**

of Symmons Industries; and **Suzanne Shaw** of The Chicago Faucet Company to compile a list of job opportunities and internship programs offered throughout the plumbing industry by PMI members. With the help of NAM's regional offices, the new PMI "Careers" brochure will be distributed to high schools and colleges in four key areas (to start) — Chicago, Ill.; Cleveland, Ohio.; Milwaukee, Wis./Kohler and Los Angeles, Calif.

Finally, during the coming year and beyond, we will leverage our newly formalized relationship with Department of Commerce through the Memorandum of Understanding (MOU) signed at the fall meeting. The result will be to ensure a level playing field in the international trade arena.

There is quite a bit cooking at PMI, and we're always looking for new ways to complement your efforts. Tap into the power! You don't want to be left on the sidelines!

Happy New Year!

## New Years' Greetings From A Friend

### **Barbara Higgins**

*presented a certificate of appreciation on behalf of PMI to Ed Hardison (now retired), former president of the Canadian Institute of Plumbing and Heating (CIPH) at the 2002 CIPH conference in Jasper.*

*Following is an e-mail from Mr. Hardison.*

"Good morning Barbara,

I just hung the PMI "Certificate of Appreciation" on the wall of my new [home] office in Virgil, [Canada].

It made me reflect on you and on PMI. You both have come a very long way in a short time.

PMI is now a very responsive and well recognized representative of the plumbing manufacturers industry in North America.

Your work on codes and standards, on industry liaison and on political lobbying has been of great benefit to your members,



**Barb Higgins presenting Ed Hardison the PMI certificate.**

your prospective members and the plumbing industry at large.

Those visionary members who made the decision to open a PMI office and to hire a professional staff deserve special recognition.

Time has proven them right. Their choice of you as the Chief Staff Officer was right. And you have

brought together an excellent team who serves the members so well.

Your liaison with CIPH has knit together a very strong voice in the standards and certification industry.

So my congratulations and thanks to PMI. I wish you and your board and staff a blessed and challenging 2004.

The work has just started.

God bless,  
Ed Hardison"

# Building Codes Also Impact Plumbing Products

by: David Viola, PMI Technical Director

PMI and its members spend a great deal of energy ensuring that plumbing codes are consistent, compatible, safe and reasonable. This is appropriate since plumbing codes serve as the primary regulations that dictate plumbing product design and acceptance. Additionally, we also have to pay close attention to building codes as they also have a sizeable impact on plumbing products. Strange as it may seem, many building code requirements that impact plumbing products involve provisions intended to safeguard against the spread of smoke and fire. Recent events in Ontario, Canada involving fire performance test requirements for combustible plumbing fixtures reminded me of this. As such, I thought it was appropriate to recycle a previous *PMI News* article I wrote on the subject.

All building codes across the U.S. and Canada contain provisions that are intended to safeguard against the spread of fire and smoke within a building. In response to analysis of fire incidents and the advancement of fire protection technology, fire protection measures within building codes have progressed dramatically over the last decade. Unfortunately, the increasing complexities of fire protection requirements have caused confusion and resulted in misapplying these provisions to the installation of plumbing fixtures and fixture fittings.

With a better understanding of the intent of these provisions and how they affect the installation of certain plumbing fixtures and fixture fittings, PMI members will be better suited to assist their customers when an installation involving their products is called into question.

The following identifies the most commonly misapplied fire protection

requirements and the products that are impacted by them.

## Plastic Bathtubs and Showers in Residential Occupancies

In certain residential occupancies (i.e., townhouses, condominiums, hotels and motels), plastic bathtubs, bathtub modules, and shower enclosures are mistakenly prohibited. In these instances, the automatic sprinkler provisions are being misapplied.

Building codes require certain residential buildings to be equipped with a fire sprinkler system. In these buildings, automatic sprinklers are required to be installed in all areas. However, specific areas are exempt from sprinklers provided they meet specified criteria. In residential occupancies up to four stories in height, sprinklers are not required in bathrooms where the area is 55 ft<sup>2</sup> or less provided the ceilings and walls, including the walls behind bathtubs, bathtub modules, and shower enclosures, consist of non-combustible or limited-combustible materials. This exemption is a commonly utilized cost-saving measure.

Failing to install wall sheathing behind fixtures where the sprinkler exemption is used is a frequent mistake made by building designers and installers, since it is common practice to attach fixtures directly to the rough framing, before wall sheathing is applied. As a result, the combustibility requirements for the wall material are mistakenly applied to the fixture. The intent is not to limit the type of fixture material, but rather to ensure that the walls behind these fixtures are covered with gypsum wall board (drywall) or other non-combustible or limited-combustible wall sheathing material before the fixture is installed. The continuous wall sheathing prevents the rapid spread of fire into concealed wall



David Viola

spaces.

In order to assist their customers, manufacturers may want to consider providing information in installation specifications stating that wall sheathing behind fixtures may be required by building code fire safety provisions and to account for the wall sheathing thickness in the rough-in dimensions.

## Plumbing Fixtures and Fixture Fittings Installed in Fire-Resistance Rated Walls and Floors

Fire-resistance rated assemblies are commonly required between dwelling units in multi-family housing, guestrooms in hotels and motels, and tenant spaces in shopping centers and office buildings. The concept is to confine the spread of fire to the area of origin by restricting the combustibility properties of building materials and establishing fire performance criteria for wall and floor/ceiling assemblies.

As you might expect, “holes” through fire-resistance rated assemblies to accommodate building utilities and services, such as plumbing, can allow the passage of flame or hot gases. As such, the building codes require the integrity of fire-resistance rated assemblies to be maintained at the penetrations. Consequently, the ability of a plumbing fixture to maintain the integrity of a fire-resistance rated wall or floor assembly is commonly called into question, hence the requirement for fire-rated assemblies.

*Bathtubs and Showers* — Wall sheathing is a critical component of a fire-resistance rated wall assembly. As such, bathtubs and showers cannot be directly attached to the rough framing members. However, as mentioned

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## Moen to Receive Crystal Vision Award At K/BIS® Breakfast — And You're Invited!

The Crystal Vision Award is presented each year to an individual or company in recognition of exceptional corporate leadership and on-going support of The Storehouse. This year, the Crystal Vision Award goes to **Moen Incorporated**, a longtime and generous supporter of The Storehouse, according to Sharon Jackson-Pincham, corporate relations director of The Storehouse.

The Storehouse serves community-based organizations, churches and low-income individuals by providing donated building materials and supplies for use in improving low-income housing and revitalizing neighborhoods. Products and materials are available at The Storehouse's 40,000 square foot facility, located on Chicago's west side, and at the new 27,000 square foot facility recently opened in Philippi, WV. Available

products at The Storehouse include paint, drywall, fixtures, lumber, cabinetry, plumbing supplies, electrical supplies, carpet, tile, lighting fixtures, tools, windows, doors and hardware. For more information on The Storehouse see their website at [www.thestorehouse.org](http://www.thestorehouse.org).

The breakfast is a way to heighten The Storehouse's awareness and recognize industry leaders that are strong supporters such as past award honorees Kohler, Masco and The Great Indoors.

**The fourth annual Crystal Vision Award Breakfast will be held at the Kitchen and Bath Industry Show (K/BIS®) at McCormick Place in Chicago on Saturday, April 3 from 8:30 a.m. to 9:45 a.m.**

The breakfast will be held on the convention site and will finish before

Saturday's show events begin. There is no cost to attend the breakfast as the purpose of the event is to recognize the award winner, **Moen Incorporated**, for outstanding citizenship and to heighten awareness on how to help The Storehouse's mission.

Ms. Pincham says the response to last year's breakfast was phenomenal. The breakfast resulted in millions of dollars in new product donations that helped to transform communities and rebuild neighborhoods. Thanks to the plumbing industry's support, The Storehouse is expanding its reach to more communities. Invitation letters to this year's award breakfast were sent to PMI members in early January.

To confirm your attendance, please contact **Sharon Jackson-Pincham** at (773) 921-3900 ext. 336 or via e-mail at [crystalvisioninvite@worldvision.org](mailto:crystalvisioninvite@worldvision.org).

## Building Codes Also Impact Plumbing Products

*Continued from page 3*

previously, failing to install wall sheathing behind fixtures is a common oversight. As a result, code officials have incorrectly required bathtub and shower materials to be constructed of non-combustible material or required the manufacturer to provide fire test results showing that the fixture can maintain the integrity of the wall assembly.

Again, manufacturers may want to include information in their installation specifications to address this issue.

**Shower Valves** — Shower valves are the most common fixture fitting targets for misapplied fire protection requirements, because they are frequently installed in fire-resistance rated wall assemblies and require a sizeable wall opening. Shower valves have been required to be fire tested or wrapped with fire-resistant caulks or moldable putties. These measures are unnecessary, since the building code

provides many methods of maintaining the integrity of the wall assembly. They include the use of "fireblocking" or a "through-penetration fire stop." These methods include the use of specific materials or systems that are designed to restrict the passage of fire and hot gases, without affecting the installation or serviceability of the valve. However, the use of these methods must be anticipated in the building design phase in order to avoid problems in the field.

**Water closets** — The opening in a floor for a water closet drain commonly penetrates a fire-resistance rated floor ceiling assembly (wall assembly for wall outlet units). Since the water closet covers the drain pipe, code officials have been known to require water closets to be fire tested to determine if the water closet is an approved penetration protection device. In this instance, it is the drain pipe and not the water closet that

penetrates the floor assembly. As such, the building designer and plumbing system installer must select a penetration protection option specific to the piping material. For plastic drain pipes, a fire barrier around the pipe consisting of a metal collar encasing an intumescent material is commonly utilized. For metallic drain pipes, simply filling the annular spaces between the drain pipe and floor material with a non-combustible material or fire-rated caulk is all that is necessary.

In closing, the combustibility properties of plumbing fixtures and fixture fittings are not limited by building codes. Compliance with the fire protection provisions of the building code, regardless of the type of plumbing fixture or fitting used, can be achieved with proper planning by the building designer and the proper use of building materials.

# CEO Business Conditions Survey Reporting

by: Maria Bazan, PMI Association Manager

As we enter 2004, PMI is acting on a suggestion made at the 2003 Fall Meeting to streamline the method by which we collect the information for the monthly CEO Business Conditions Survey and the Quarterly Business Benchmarking Survey. Beginning in February, with the reporting of the January 2004 data, we will send out the questionnaires to the designated person at each member company via

email through a service called "Survey Monkey." Instructions on using the service will be sent with the questionnaire and are self-explanatory. Many of you may already be familiar with Survey Monkey, as we have used it to gather your feedback on our 2003 spring and fall meetings.

Responses will continue to be e-mailed to each responding member company CEO.

There is an average of 17 participants each month, representing about half of the PMI Membership. If you have not participated in the past, as a PMI member we would like to invite you to begin in 2004. Please contact **Maria Bazan** at 847-884-9764 or [mbazan@pmihome.org](mailto:mbazan@pmihome.org). These reports are another example of the unique and exclusive services provided to PMI members.

## PMI Members Extend Farewell Wishes

*On December 1, 2003, Tim Mullally of KWC Faucets informed PMI staff that he was leaving KWC to start his own business in Texas. PMI will greatly miss Tim's leadership on the Board of Directors, as a committee chair and in the industry. We have provided an excerpt from Tim Mullally's farewell letter to PMI. We wish Tim and Arlene all the best in this new endeavor.*

"Dear Friends:

The past seven years have seen KWC's American subsidiary evolve from a great company with wonderful Swiss kitchen faucets into a company with incredible Swiss kitchen and bath faucets and sinks.

Being a part of this transformation has been one of the most exciting and satisfying periods of my life in plumbing. Over this same time I've been able to assemble a fantastic group we call Team USA. Some have been with us all seven years and most of the team has been with us for four or more years.

I find this to be the perfect time to transition to the next phase in my life and have asked our Board of Directors to leave my responsibilities as President and General Manager of KWC Faucets Inc. They have agreed with my plan to return to my home state of Texas in January where Arlene and I will start a family business. I will also continue with KWC as a

consultant to Johannes Fischl, CEO of KWC AG and the HANSA Group. In addition, part of my time will also be spent representing KWC in my son TJ's agency, Heritage Marketing of Texas."

All the best,

*Timothy J. Mullally*

KWC President/General Manager

*It was announced in the November/December 2003 issue of PMI News that Association Manager Lori Smelser left PMI to stay home to be a full-time mother. Since then, PMI members have expressed their best wishes to Lori and her family.*

"Good luck to Lori and her family. We enjoyed working with her. She

was always professional and extremely helpful to us when ever we called upon her to help."

**Jim Galvin**, Symmons Industries

"Dear Lori,

We will all miss you so very much. You've been such a pleasure to work with. I have always appreciated the way you juggled so many balls in the air and kept such a calm demeanor. Thanks for all the little special favors you did for Arlene and me over the years at the meetings.

I am so happy you'll be able to stay home and raise your children. Arlene did the same thing when our children were born. They definitely appreciated it as they grew up."

**Tim Mullally**, KWC Faucets Inc.

## Remembering Two Industry Personalities

### Al Corwin

The plumbing industry mourns the loss of Al Corwin who was president of Grohe (a former PMI member company) from 1978 until his retirement as chairman in 1996. He had been involved with PMI for many years. After a long battle with cancer, Mr. Corwin passed away on October 23 at age 76. He is survived by his wife Pat, their two children and their grandchildren.

### Jane Warshaw

PMI and the industry also mourn

the loss of Pete Warshaw's wife Jane. Mr. Warshaw retired from Delta Faucet Company as vice president of commercial sales. He was a PMI president in 1981 when he worked for Speakman Company and he served three terms as the PMI affiliate liaison to the ASPE Board of Directors. Mr. Warshaw is currently associated with Delta Faucet Company as an industry consultant.

PMI made a donation in Mrs. Warshaw's memory to the St. Mark's Social Concern in New Jersey.

# Amerikam, Inc. Partners With the Grand Rapids Community and PMI

by Kelly Anderson, Technical Services Manager



Established in 1934 and located in Grand Rapids, Mich., **Amerikam, Inc.** is PMI's newest member! The PMI Board of Directors voted to accept Amerikam's application for membership at the 2003 Fall Meeting in Washington, D.C. Amerikam designs, develops and manufactures valves, industrial fittings and other specialty turned products. They specifically design and develop flow solutions for industrial and retail applications. Primary materials include brass and stainless steel, but the company also works with a wide range of other materials including aluminum, tellurium copper and plastic. President **Stephanie Leonardos** says, "research and development and the ability to design and develop flow related solutions differentiates us from other specialty turning companies."

Amerikam prides itself on four initiatives: quality, growth, sustainability and dedication. Their dedication is observed both within the

company — by their focus on quality of life for their employees — and in the Grand Rapids community. "We see the surrounding

community as a key reason for our existence," says Mrs. Leonardos. One of the many ways to give thanks to the community is to be involved in its diverse programs. On October 21, 2003, Amerikam received the Corporate Award from the Crime Prevention Association of Michigan for their work in this area. The award, presented to Mrs. Leonardos at the Association's annual conference in Traverse City, Mich., recognizes Amerikam's commitment to being a partner in crime prevention supporting programs through the local police and fire departments, and specifically the Safety Town Program for children and families. This program provides safety training and skills to children including Amerikam's donation of bicycle

helmets. Officer Karen Reynolds who was at the presentation, stated that Amerikam employees also volunteer with neighborhood associations, retired volunteer programs and school liaison officers to be a strong corporate citizen in crime prevention and safety. In



**Chief Engineer Mike Regelbrugge (at the back of the room by the screen) discusses new product designs with the Amerikam design team.**

accepting the award, Mrs. Leonardos said "Amerikam is proud to support our police and fire officers who dedicate their lives to safety. We will continue to include the Safety Town Program in our community involvement. It is an excellent example of how successful partnerships can make a difference in the community."

Now Amerikam has embarked on a new partnership — one with PMI! According to Mrs. Leonardos, "PMI membership is a cornerstone of success in the industry. The Amerikam team looks forward to actively participating in PMI and experiencing first hand the strong beneficial synergy between business and the Institute."

Please extend a warm PMI welcome to President **Stephanie Leonardos**, Vice President **Jim Dehlinger**, Chief Engineer **Michael Regelbrugge**, Manager of Administration Services **Carol Shepard** and the entire Amerikam crew! We look forward to seeing our newest members at the 2004 Spring Meeting in Sonoma.



**The Amerikam Team following a Supplier Quality Award presentation.**

# BACK BY POPULAR DEMAND!

## PMI's Codes and Standards Workshop

There is still space to sign up! Don't miss out on this excellent opportunity to network and learn more about plumbing business basics, codes, standards, conformity assessment, certification and more!

**FREE TO PMI MEMBERS, NONMEMBERS \$250**

**Tuesday, February 3, 2004** Noon to 5:00 p.m.

**Wednesday, February 4, 2004** 8:00 a.m. to Noon

Workshop located in the Woodfield Financial Center in Schaumburg, Illinois  
(1375 East Woodfield Road)

Comfort Suites "special PMI room rate" \$85 (1100 East Higgins Road)

**Workshop and hotel reservation deadline: January 19**

For a registration form and more information, call PMI at 847-884-9PMI (9764).

## PMI Conducts Seminar On Sales Forecasting — A Simple Business Process For World Class Performance

Hosted by the Plumbing Manufacturers Institute (PMI), **John Kabbes** of Kabbes and Associates will conduct a seminar on the important topic of sales forecasting.

The two-day seminar, FREE to PMI members and \$250 for nonmembers, will be held **Tuesday, February 24, 2004** from noon to 5 p.m. and **Wednesday, February 25, 2004** from 8 a.m. to noon at the Wingate Inn in Schaumburg, Ill. (50 East Remington Road 847-882-5000).

This seminar presents a model forecasting process in sufficient detail to allow participants to gauge their own company's approach, and understand forecasting fundamentals and performance metrics. Immediately applicable forecasting approaches and paradigms are discussed, analytically demonstrated and available to participants in a small spreadsheet model.

Mr. Kabbes gave a preview of the seminar at the PMI 2003 Fall Meeting in Washington, D.C. According to Mr.

Kabbes, too much time is wasted preparing, adjusting and making excuses for poor forecasts while also creating cross functional conflict and dysfunctional behavior.

The seminar is designed for general managers; sales managers and executives; operations managers and

executives; product design engineers; system and process designers; and implementers

The deadline to register is **February 9**. Watch for registration materials coming your way soon or call PMI at 847-884-9PMI (9764).

### Somebody Heard Us!

The ISH North America Partners recently announced format changes for their trade show and conference. A biennial schedule as well as a new combined industry conference are "two key components of the new format, designed to make the event more convenient, cost effective and productive for exhibitors and attendees." These changes were made in response to exhibitor and attendee surveys including input from PMI and its members. The show will go to its biennial schedule starting in 2004.

PMI has long been an advocate of trade show consolidation resulting in larger shows to make them more convenient, useful and cost effective.

We will continue in our efforts to advocate that show organizers work to streamline redundant and duplicative shows for the benefit of exhibitors and attendees.

In a separate story, PMI members participated in a survey for the National Kitchen and Bath Association (NKBA) regarding the addition of a regional kitchen and bath show. Again, based upon the input received from exhibitors and attendees, NKBA management has decided against adding a regional version of the current National Kitchen and Bath Show (K/BIS®).

We applaud both groups for considering the concerns of their exhibitor and attendee base!

## PMI Welcomes Christian Richter and Jeff Hannapel of The Policy Group as PMI's New Government Affairs Representatives

Effective January 1, 2004, PMI will be assisted in its government affairs activities by Christian Richter and Jeff Hannapel of The Policy Group.

**Christian Richter** is the founder and principal of The Policy Group, LLC, a firm providing strategic counsel, advocacy and analytical services on environmental issues to trade associations, corporations and non-profit organizations. Over the past four years the focus has expanded to include a range of issues and projects, including environmental, health and safety, health care policy, energy, defense and transportation. Christian has nearly 20 years of experience on legislative, regulatory and policy matters at the federal, state and local level. He has developed strategy and substantive policy direction relative to client interests in EPA's water, air, waste, toxics and enforcement programs. He specializes in regulatory reinvention initiatives, alternative compliance activities and collaborative public-private sector partnerships at the federal, state and local level.

Most recently Christian, working with PMI and others, successfully lobbied the Environmental Protection Agency (EPA) for pollution prevention/best management practices template as a proposed alternative regulatory approach to strict numerical limits in the proposed Metal Products and Machinery (MP&M) Rulemaking under the Clean Water Act Effluent Guidelines program. He chaired a national industry coalition (of which PMI was a financially contributing member) organized to oppose the proposed EPA MP&M rule, as well as effluent guidelines for metals-related industries. (Estimated industry savings is \$1.5 billion!) "PMI has a great track record as an industry trade organization, and we're excited to be a part of PMI's team on the government affairs front," says Christian.

Christian has provided strategic

guidance and access to key EPA personnel for companies ranging from small businesses to Fortune 500 firms. On Capitol Hill, he recently secured funding through the appropriations process to shape EPA program activity on innovative environmental programs. Benefits from this effort have extended to several industry sectors, including the metal finishing, metal casting, specialty chemical, meat processing and shipbuilding industries.

Prior to his consulting experience of more than a decade, Christian served in policy positions in the Wisconsin and Minnesota state legislatures, and also advised and represented local governments before state agencies and legislative bodies on matters relating to federal solid and hazardous waste laws, the Clean Water Act, the Clean Air Act, Endangered Species Act and the Emergency Planning and Community Right-to-Know Act.

Christian received a bachelor of arts degree in economics and political science and a master's degree in policy analysis both from the University of Wisconsin-Madison.

See Christian's first *PMI News* article on the facing page.

Working with Christian is **Jeff Hannapel** who has nearly 20 years of experience in environmental regulatory issues and has advised industry and government clients on numerous regulatory, compliance, legislative, and enforcement matters. Jeff is vice president of regulatory affairs with The Policy Group, LLC, representing the metal finishing and food processing industries on environmental, health and safety regulatory issues. Prior to his current position, he worked for a government contractor supporting several EPA offices on regulatory,

technical and management issues and, before that, worked for the U.S. EPA in the Office of Solid Waste. While at EPA, Jeff wrote the proposed regulation on the 180-accumulation of F006 sludge to promote recycling and to reduce transportation costs for metal finishing operations.

Prior to his experience at EPA, Jeff practiced environmental law at several

Washington, D.C. law firms. His legal work focused on regulatory, compliance, administrative, and legislative matters, including those involving RCRA, CERCLA, Clean Water Act, Clean Air Act, Endangered Species Act

and the National Environmental Policy Act. Jeff represented industrial trade associations, manufacturing facilities, lead recycling operations, real estate developers, and commercial institutions regarding federal, state and local environmental issues, rulemakings, and enforcement. Under CERCLA, he has provided counsel on liability issues, materials management, National Priority List listings, standards, National Contingency Plan compliance, cost recovery and insurance coverage issues.

Jeff has a bachelor of science degree in biology from the University of Notre Dame, a master's degree in environmental law from Vermont Law School and a Juris Doctor from Georgetown University Law Center.

Both Christian and Jeff can be contacted at:

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# Nickel Under Global Scrutiny — Review and Outlook for 2004

by: Christian Richter, The Policy Group, LLC

What emerging challenges do plumbing manufacturers share in common with the Pentagon and General Motors? Among many, one stands out prominently — the use of nickel in a wide range of products is receiving heightened regulatory scrutiny worldwide on the environmental, health and safety front. A few examples are in order.

Aeronautics giant Lockheed Martin recently got a surprise from its European partners in developing the Pentagon's top aircraft project, the F-35 Joint Strike Fighter. The European team — which included representatives from the UK, Denmark, Italy and Norway — gave a “thumbs down” to the use of nickel in the aircraft, particularly nickel-plated components, due to concerns about potential health and environmental risks from the metal.

In the automotive sector, General Motors and other leading OEMs are watching European scientific and regulatory developments. In response, they are crafting policies for global automobile manufacturing which restrict (although do not prohibit) nickel uses in cars. Nickel may, by some estimates, ultimately be targeted for phase-out in automobile components under European Union “end of life” vehicle recycling legislation.

Closer to home, PMI is actively monitoring these developments. PMI has reached out to and had early discussions with the Canadian-based Nickel Development Institute (NiDI), as nickel producers and industrial users begin to assess recent U.S. decisions and possible further European regulation of nickel processes and products. NiDI's response thus far has included challenging the science behind recent key regulatory decisions and drafting broad guidance for

consumers and the media on drinking water hazards from certain nickel uses in taps and faucets. NiDI's recent communication on taps and faucets will be of some interest to PMI members (see their website at [www.nidi.org/index.cfm/ci\\_id/11194.htm](http://www.nidi.org/index.cfm/ci_id/11194.htm)).

So what's all the fuss about? Until recently, most health concerns stemming from nickel in products and processes were focused on the small percentage of the population susceptible to “nickel itch,” a skin inflammation resulting from contact with certain types of nickel compounds. The European Union has addressed this concern by passing restrictions on nickel in jewelry and coinage.

But now European and U.S. scientists and regulators are examining a wider range of possible health problems associated with exposure to nickel from drinking water, ambient air and other contact. These threats go far beyond skin contact and into the areas of cancer, reproductive toxicity, genetic impacts and other health effects. Indeed, depending on the results of a major EU-sponsored nickel risk assessment due out by next year, broader restrictions will likely be triggered for both nickel-related processes and potentially consumer products, including taps and faucets. On the U.S. front, major initiatives include:

**1) U.S. National Toxicology Program's 10th Report on Carcinogens (RoC)** — The U.S. Department of Health and Human Services took a major step in late 2002 by upgrading the status of all nickel compounds to “known human carcinogens.” While not a new standard itself, this step triggers certain hazard communication requirements for facilities using nickel, and is now setting the stage for a “second look” from regulators on limiting nickel

compounds on the worker exposure front, as well as examining more stringent options for drinking water standards.



Christian Richter

**2) U.S. EPA's Integrated Risk Information System (IRIS)** — EPA has been working on a major health risk assessment that will represent the Agency's latest thinking on the scientific literature related to nickel and nickel compounds. This document, due out in early 2004, will serve as a guide for federal, state and local standard setting, particularly for drinking water which, would, in turn, become the basis for other air, water, waste management and Superfund cleanup requirements. The Agency was ready to publish its assessment last year, but reconsidered its data in light of the NTP findings on nickel and human cancer.

It's now axiomatic that the world's economies and key product markets are becoming increasingly interdependent. As this trend continues, regulatory initiatives and health determinations made in one country or region will also have global impacts. Whether rational or not, all nickel-related products and materials will continue to get greater scrutiny, and without a doubt, the “globalization of regulation” will indeed shape corporate strategy and product decisions vis-à-vis nickel for the plumbing manufacturing industry.

For now, PMI will be closely watching pending developments and would like feedback from members on whether this issue warrants more active engagement from the industry in the coming year.

We'll keep you posted!



## Industry News: PMI Members In The Plumbing Trade Press

**American Standard** offered the first 100 verified plumbers who registered online starting November 25 a free Champion™ toilet with America's Best™ Flushing System.

**Brass Craft Mfg. Co.** has recently added two new employees to the company. **Charles Scott** is Vice President of Marketing and Product Development and **Peter Kattula** is Vice President of Operational Planning.

**Delta Faucet Company** recently named **Reinhard Metzger** as President succeeding **John C. Wills**, who will now devote his full time to serving as group president of plumbing products North America, a position he assumed in 2001 in addition to running Delta. Mr. Metzger was president of Masco cabinet manufacturer Mill's Pride since 2000.

**Elkay Manufacturing Company** was presented the Partnership for Excellence Award by the Illinois Council on Economic Education (ICEE) — a division of University Outreach at Northern Illinois University — in recognition of the company's financial support for over 25 years of ICEE's mission to provide economic education through professional development programs for schoolteachers and students.

**Elkay Manufacturing Company** won first place in the New Product Showcase at the 2003 ISH North America trade show in the plumbing and piping category for its SwirlFlo water cooler.

**Falcon Waterfree Technologies** has introduced a new program called F.A.S.T. (Falcon Accelerates Savings Today). F.A.S.T. includes a number of purchasing, financing and service options for the acquisition, installation and maintenance of Falcon Waterfree urinals.

**Gerber Plumbing Fixtures** current CEO, **Michael E. Werner**, has also been named president. Mr. Werner is also CEO and president of Globe

Union Group Inc.

**Gerber Plumbing Fixtures** introduced electronic faucets for the kitchen and bath with waterproof circuitry at the recent ISH North America show. Gerber also unveiled its Maxwell series of lower-priced residential faucets, named after the company founder Max Gerber.

**Ila Lewis**, chairman of Gerber Plumbing Fixtures, accepted the Golden Eagle award from the Association of Independent Manufacturers' and Representatives (AIM/R)

during the American Supply Association's annual convention in October. Each year AIM/R identifies a manufacturing firm that represents the perfect principal to representative firms and honors it with the Golden Eagle Award.

**Hansgrohe's** Interaktiv shower panel was named a "Gold Prize" winner in the Award for Design Excellence competition sponsored by *Design Journal* magazine.

**Haws Corporation** will begin offering a service for assisting engineers, contractors and owners with refurbishing the company's vintage drinking fountains currently in service. Haws created "Heritage Service" to help their long-term customers in the restoration process.

**Haws Corporation** announced that it is intensifying efforts to market its vandal-resistant drinking fountains into correctional facilities.

**Haws Corporation** recently named **Margo Mee** as Sales Manager, where she will support Haws' key plumbing representatives and their associated wholesalers.

**Haws Corporation** has also completed additional functionalities of its website: [www.hawsc.com](http://www.hawsc.com). The website includes detailed product information, full spec sheets, engineering drawings and a variety of downloadable files. There is also an

advanced key word search for easier navigation of the site.

**Kohler Co.** has launched a year-long, cross-country road trip called "Complete Design Solutions" which is geared toward strengthening its relationship with trade professionals. The trip will be taken in four custom-built trucks outfitted with a variety of Kohler products. The "Complete Design Solutions" allows Kohler representatives to meet face-to-face with their customers and the trucks will provide on-the-spot product training sessions.

**Moen Incorporated** named **David Lingafelter** as Vice President of Marketing and Product Development. He will be responsible for defining and implementing brand strategies for Moen's kitchen and bath product lines as well as new product development.

**Moen Incorporated** recently donated 80 kitchen faucets, 80 bathroom fixtures and 80 tub/shower units to the Cleveland Housing Network, Inc. (CHN), a gift totaling \$50,000. This donation is the largest in-kind gift ever received by the CHN. The product donation will be used in CHN's Capital Improvements Program, which upgrades older housing units for either rental or Lease Purchase.

**Sanitary For All's** President **Johan Bower** was elected to a three year term to the board of directors of the Canadian Institute of Plumbing and Heating (CIPH).

**Sloan Valve Company** has formed a strategic alliance with **Falcon Waterfree Technologies** to bring to market touch-free, zero-water consumption urinals based on Falcon technology. Falcon Waterfree Technologies will manufacture and supply Sloan Valve Company with both vitreous china fixtures and the replacement cartridges installed in the bottom of the urinal that include a proprietary sealant that isolates urine and odor from the restroom environment.



# What Is The IDB Industry Database . . . And Why Do You Need It?

by: Inge Calderon, ASA Executive Vice President

*Editor's Note: It has come to PMI's attention that there is some confusion about the difference between Source ASA and ASA's Industry Database (IDB). We asked Inge Calderon of ASA to submit the following information to clarify the misconception. In addition, ASA is scheduled to make a presentation on IDB at the 2004 PMI Spring Meeting.*

## **WHAT IS THE INDUSTRY DATABASE?**

IDB is a data file of more than 1,000,000 products in the plumbing, heating, cooling, and industrial PVF industry. It is just the data; it is not bundled with any particular software or function. It is being promoted to fill the void that exists for a standard industry-wide resource for product information. Their key word is "standard."

Right now, the standard data for each product includes UPC number, vendor name, vendor ID number, product description, list price and up to 120 other descriptive fields. It also contains marketing content like product images and catalogs. When manufacturers enroll in the IDB service, they will be asked to provide regular updates to this information, so they can be sure it is always accurate and up-to-date.

## **WHERE IS IT?**

The IDB is stored on a computer server managed by Harrison Publishing House. ASA has partnered with Harrison to transfer this information to the IDB, so that it can be updated for wholesalers to use for their businesses.

## **HOW DOES IT WORK?**

Manufacturers who enroll will be asked to send their product information (in a secure way over the Internet) so that it can be included in the IDB. Distributors who subscribe to the service will be able to download (in a secure way over the Internet) this information for any and all of their

suppliers who are enrolled.

The IDB service will send an email to wholesalers to let them know any time a manufacturer has sent in a change (i.e., price changes) to alert the wholesaler to download the new information. Wholesalers can designate their particular vendors to avoid downloading more files than they need or want.

## **WHAT'S IN IT FOR THE MANUFACTURER?**

The IDB benefits the manufacturers by providing them with ONE central place that their wholesalers can go to obtain data that they KNOW will be correct. They know it will be right because they themselves are responsible for sending it in regularly. The IDB service promises that all changes will be incorporated into the IDB file 72 hours prior to its effective date.

IDB helps manufacturers improve their customers' profitability. Their wholesalers will save money, and will be more inclined to adopt other technologies, like EDI, now that they will have the industry standards to fuel it. And, use of the IDB can help a wholesaler and manufacturer more easily set up Vendor Managed Inventory (VMI) or continuous replenishment systems, saving everyone money and helping with production planning.

## **WHAT'S THE DIFFERENCE BETWEEN IDB AND SOURCE ASA?**

One big difference is that the IDB is just data, and Source is data PLUS a working software program. Source has been collecting this data, along with more information like catalog pages and other marketing-type details. It contains software that allows wholesalers to use the data for things like Job Submittals (using the custom software that is included), and other

marketing uses. Currently, there are about 200,000 products contained on the Source program. It is currently being used by about 75 wholesalers.

IDB, on the other hand, does not come "connected" to any software program. It is a standard file (think of it like data in an Excel spreadsheet) that can be used in a variety of software programs (including Eclipse, NxTrend, Prophet 21 and others that have already created "data-warehouse" modules for their systems just waiting to be filled with information).

## **IMPORTANT!**

Manufacturers and wholesalers who enroll in the IDB will automatically get all of the content and software that is on Source ASA at no extra charge.

## **WHAT DOES IT COST?**

Manufacturers can enroll for \$3,500 annually.

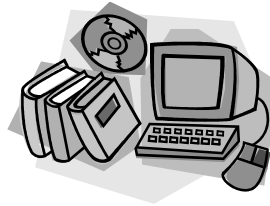
Included in this price are services to upload (add to the IDB file) as many products (with as many of the data fields) as possible, and to update this information in the standard format as often as necessary. IDB then streams this information down to wholesaler subscribers and alerts them of all changes. Manufacturers already on Source were automatically upgraded to the IDB during 2003 at no extra charge, and when they renew in 2004, they will pay the standard \$3,500 IDB annual fee. That means manufacturers are enrolled into "both" programs, IDB and Source, for the one \$3,500 annual fee!

## **HOW CAN I GET IT?**

Contact **Kevin Price** at the ASA Center for Advanced Technology at (800) 608-7308 or e-mail him at [kprice@asa.net](mailto:kprice@asa.net).

## **QUESTIONS?**

Contact Inge Calderon by phone at (312) 464-0090 or e-mail her at [IngeC@asa.net](mailto:IngeC@asa.net).



# PMI 2004 Calendar of Industry Activities



Please check with the sponsoring organization(s) to confirm dates and times before making travel arrangements.

## January 2004

- 14 ICC Public Comment Deadline  
19-22 International Builders' Show  
Las Vegas, NV

## February 2004

- 1 UPC Code Change Deadline  
3-4 **PMI's Codes and Standards Workshop**  
Schaumburg, IL  
24-25 **Demand Forecasting Seminar**  
Schaumburg, IL

## March 2004

- 2-6 CEVISAMA  
Valencia, Spain  
22 IAPMO R&T Industry Advisory Committee  
Ontario, CA  
23-24 UPC Standards Task Group  
Ontario, CA  
25-26 Midwest Builder's Show  
Rosemont, IL

## April 2004

- 1 ICC Public Comments Published  
2-4 K/BIS® Chicago, IL  
6 Passover  
9 Good Friday — PMI Office Closed  
11 Easter  
15-17 ASSE Mid-Year Meeting  
Cleveland, OH  
18-20 AHMA Hardware Show  
Chicago, IL  
25-28 **PMI Spring Meeting**  
Sonoma Wine Country, CA  
26-29 UPC Technical Committee Meeting  
Denver, CO

## May 2004

- 10-12 National Hardware Show  
Las Vegas, NV  
17-20 ICC Final Action Hearing  
Overland Park, KS

- 22-25 National Restaurant Association (NRA) Show  
Chicago, IL

- 31 Memorial Day —  
PMI Office Closed

## June 2004

- 5-8 CEIR Mallorca, Spain  
13-17 AWWA Annual Meeting  
Orlando, FL  
22 CIPH Annual Meeting  
Kelowna, British Columbia

## July 2004

- 4 Independence Day  
5 Independence Day Observed  
PMI Office Closed

## August 2004

- 20 ICC Code Change Deadline  
TBD Plumbing Industry Advisory Council (PIAC)/Canadian Advisory Council on Plumbing (CACPC)  
New Brunswick

## September 2004

- 6 Labor Day  
PMI Office Closed  
16 Rosh Hashanah  
19-22 **PMI Fall Meeting**  
Washington, D.C.

- 25 Yom Kippur  
26-30 IAPMO Annual Business and Education Conference  
Reno, NV  
26-29 ICC Codes Forum  
Salt Lake City, UT  
28 UPC Discussion on Proposals  
Reno, NV  
28-Oct 3 CERSAIE Bologna, Italy

## October 2004

- 6 Ramadan  
14-16 ISH North America  
Boston, MA  
23-27 ASPE Convention and Engineered Plumbing Exposition  
Cleveland, OH

## November 2004

- 4-13 ASSE Annual Meeting  
Miami (RCC Navigator)  
25 Thanksgiving

- 25-26 Thanksgiving Observed  
PMI Office Closed

## December 2004

- 1-4 International Pool and Spa Expo  
Las Vegas, NV  
25 Christmas  
24-Jan. 3 PMI Office Closed

### 2004 PMI LEADERSHIP

#### Executive Committee

**Jim Westdorp**, Kohler Company  
President

**John Lauer**, Sloan Valve Company  
First Vice President

**Al Walcutt**, MPC Plastics, Inc.  
Second Vice President

**Claude Theisen**, T&S Brass & Bronze Works  
Treasurer

**Ralph Herrbach**, Cifial USA  
Immediate Past President

#### Directors at Large:

**Pete DeMarco**, American Standard, Inc.

**Ray Fisher, Jr.**, Fisher Manufacturing Co.

**Ken Martin**, Delta Faucet Company

**Lee Mercer**, Moen Incorporated

**Tom White**, Haws Corporation  
(open position)

#### PMI STAFF:

##### Administrative

**Barbara C. Higgins** Executive Director  
**Maria Bazan** Association Manager

##### Technical

**David W. Viola** Technical Director  
**Kelly D. Anderson** Technical Services Manager

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