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WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution

National sales manager Ray Coskery of Your 'Other' Warehouse discusses fixtures with Allan Dick of Vintage Tub and Baths, based in Mountain Top, Pa., at the 2010 Kitchen & Bath Industry Show. For the full story on Your 'Other' Warehouse, see page 32.



MASTER DISTRIBUTION

Section begins on page 24.

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Franke creates partner loyalty program

HATFIELD, Pa. — This spring, Franke Luxury Products Group launched a unique brand integrity program called the Franke



Authorized Reseller program. Its goal is to protect Franke wholesalers, showrooms, dealer partners and their customers, leveling the playing field (Turn to Unique new... page 73.)

Comfort Supply opens fourth Tenn. location

CLARKSVILLE, TENN. — Comfort Supply Inc., a wholesale distributor of Ruud HVAC products, opened a fourth location in mid-April. The new warehouse/showroom at 1460 New Ashland City Road in Clarksville joins Comfort Supply's stores in Nashville, Murfreesboro and Cookeville. (Turn to 4th location... page 73.)

Noland opens its first HVACR facility in La.

DAYTON, OHIO — Noland Company has opened its first location in Louisiana to distribute HVAC and refrigeration equipment. The new operation, in Baton Rouge, provides commercial and residential contractors with equipment and supplies in a seven-parish area.

"We're very pleased to open the (Turn to HVACR, page 76.)

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In November of last year (NNW09y.com ranked Clarksville fourth in the nation in terms of mid-sized cities in which to start up a new business. The article cited an influx of manufacturing jobs, including the new Hemlock Semiconductor plant, which is expected to employ up to 800 people.

"We have been wanting to expand to Clarksville for a some time now," said Clay Blevins, Comfort Supply CEO. "We look forward to working with the contractors in the community and being a part of this great city."

Like Clarksville, Comfort Supply has grown at a rapid rate in recent years, expanding into Murfreesboro in 2006 and Cookeville in 2008. The company's revenue has grown at an annual rate of approximately 15% for the past four years.

"We are grateful to have experienced success

tractors can be assured that the work will be done professionally and with an eye toward environmental friendliness.

HVAC contractors will earn points by executing green tasks. Once contractors generate 100 points, Comfort Supply will verify certification and award successful contractors with special graphics for uniforms, vehicles and correspondence. Comfort Supply will list certified green contractors on their web site and blog and in their newsletter.

"We've found that little steps can add up and we wanted a way to recognize these efforts for our customers," said Blevins. "The Certified Green Contractor program is just our step in reducing the impact on the environment. We hope through simple, responsible behavior shifts from our customers, we can do our part to make the world a better place to live."

Unique new brand integrity program for Franke

(Continued from Franke creates, page 1.)

and ensuring that each and all will get what they pay for when acquiring products bearing the Franke name.

According to FLPG general manager Charles Lawrence, "Consumers are all familiar with brand loyalty programs that serve the brands; but we were determined to create a partner loyalty program that protects and rewards our partners who share our commitment to the creative design, quality and heritage that define 21st Century luxury. We think it's fitting that as the brand nears its 100th birthday, Franke Authorized Resellers forms a quality-assured network of support reaching seamlessly from manufacturer to consumer."

The mutually binding agreement commits the partners to moving beyond simple order taking to the level of assisted sales and service. The AR partners will be distinguished by the willingness to provide proper displays, a trained sales team, pre- and post-sale service. They reaffirm that "a good deal" involves much more than simply offering the lowest advertised price.

Consumers and end users including builders, architects, designers, plumbers and other Authorized Resellers will recognize the authorized marketing partners by their licensed use of Franke

trademarks, copyrights trade dress, etc. Resellers operating without the Franke license are prohibited from using these symbols of brand integrity. Additional tools Franke will use to protect

"Consumers are all familiar with brand loyalty programs that serve the brands; but we were determined to create a partner loyalty program that protects and rewards our partners who share our commitment to the creative design, quality and heritage that define 21st Century luxury."

the image and reputation of its branded products will include:

- The strengthening of its selective distribution network
- A Minimum Advertised Price (MAP) policy
- Elimination of drop shipments for internet resellers

- Graphic standards and trademark guidelines at www.FrankeKSD.com
- Authorized dealer locator list on www.FrankeKSD.com
- Unauthorized customer list on www.FrankeKSD.com

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Kohler
KWC

Leonard
Mixet

Modern Faucet (Rinse Quick)
Moen

Newport Brass
Phoenix

Porcher
Powers

Price Pfister
Rohl

Royal Brass Current/Obsolete
Santec

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Zurn

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