

# THE RAINY DAY GAZETTE

January 2012

Sump & Sewage Pump News for Today's Contractor

## Mix and Match Ordering Now Available

### Add flexibility by ordering pumps and switches separately

Until now, sumps pumps came packaged together with the sump pump and float switch included. This means the wholesaler or contractor needed to stock multiple pumps, some packaged with vertical switches, others with tethered switches, more packaged with pressure float switches, and all in a variety of sizes. Thus creating a great expense of dollars and inventory space.

With the new Pro Series Mix and Match ordering system, the wholesaler or contractor now has the flexibility to order any pump with any switch or sensor.

- Stock pump(s) and switch or sensor(s) as separate items, then combine to complete the system
- Stock less inventory which saves on product investment

And, flexibility has a number of advantages. Systems can be

customized for a variety of reasons...budget, pumping power, and value added features. It makes a sale easier and provides an opportunity to sell up to a better product from good to better to best.

How does this work?

#### Start by stocking a selection of pumps:

- Good – ST Series Sump Pumps – 18-month warranty
- Better – S3 Series Sump Pumps – 3-year warranty
- Best – S5 Series Sump Pumps – 5-year warranty

#### Then add a switch or a sensor:

- DFC1 - Dual Float Controller
- DFC2 - Deluxe Dual Float Controller
- USC3 - Ultimate Sensor and Ultimate Controller
- VS - Vertical Float Switch

The same Mix and Match ordering also applies to the E7 Series Sewage Pump category, where there's a choice of either the USC3 Controller with Ultimate Sensor or a traditional vertical float switch.

Of course, pumps and switches packaged together in one box are still available to the Pro Series customer. Order any pump(s) with any switch or sensor(s) already

packaged in a single carton, ready for delivery. This is beneficial for the wholesaler or contractor who knows the majority of sales will come from a popular offering.

The price will be the same as the items packaged separately.

Introduced in January, Mix and Match ordering is now available. For more information call Glentronics at 800-991-0466.

**“With the new PHCC Pro Series Mix and Match ordering system, the wholesaler or contractor now has the flexibility to order any pump with any switch or sensor.”**

## Good-Better-Best pricing structure

### Add flexibility by ordering pumps and switches separately



Pricing is one of the major components of any business. Having a good strategy to maximize profits can mean the difference between success and failure. Using a tiered Good-Better-Best approach can help the wholesaler and contractor service a wider variety of customer needs, while increasing revenue.

The PHCC Pro Series primary, backup and combination pump lines each offer a good, better, best pricing structure.

At the "Good" level, the customer can buy a pump at a lower price with fewer features and pumping power. At the opposite end, the "Best" level combines additional features, benefits and pumping power. This gives the contractor the opportunity to “upsell” from model to model, with an increase in profit.

Upselling with Good-Better-Best is easy if you think of yourself as helping customers

find the best protection for their basement. Given the opportunity to upgrade to a better pump system, most will choose an upgrade in pump that goes further toward protecting their home and valuables.

PHCC Pro Series offers a Good-Better-Best sheet that can be customized with your logo free of charge. This sheet can help you explain the differences between the models in an easy-to-read format.

To date (12/2011) energy efficient Glentronics, Inc. AC pumps have saved more than 93,674,955 million kilowatt hours of electricity. This is enough to power 7,333 homes for an entire year!

# People are talking about the new Ultimate Sensor and USC3 Ultimate Controller System

Contractors and wholesalers sound-off on this new system

Since its introduction last October, the plumbing trade has embraced the Ultimate Sensor and Controller. Because of its ability to detect material buildup on the sensor, the Ultimate Sensor was originally conceived as the definitive answer for sewage pumps. When it became available, contractors immediately recognized the benefit of this technology for traditional sump pump applications, as well.

"I have been in plumbing wholesale for 43 years, and I now tell contractors, 'why put in a regular switch that will fail over time, when you have the features and benefits of the new USC3

This system answers all the needs for high cycling applications and comes with these features:

**Ultimate Sensor:**

- 100% solid state circuitry has no moving parts to wear out or break
- Industrial grade construction with uncomplicated design
- Designed for use in both sump and sewage applications
- Senses water level regardless of how quickly or slowly the sump pit fills up
- The sensor can be unplugged for easy access through small holes in pit covers



*"The new Ultimate Sensor and USC3 Controller are the latest innovations stemming from our mission to continually upgrade our products"*

and Ultimate Sensor?' This switch is more reliable than other switches," said Terry Winter of Banner Supply.

**USC3 Ultimate Controller:**

- Utilizes reliable, proven "Triac" electronic technology; the same technology

used in microwaves and other appliances for years

- Monitors pump and power conditions and sounds an alarm when problems are detected
  - Adjustable run time from 5-45 seconds after the water level falls below the sensor
  - Activates pump weekly to exercise and extend pump life
- Even the inventor is talking.

"The new Ultimate Sensor and USC3 Controller are more innovations stemming from our mission to continually upgrade our products," said Alan Schulman, President and CEO of Glentronics. "This new advanced design and technology insures extreme dependability and longevity."

For more information visit [www.stopflooding.com](http://www.stopflooding.com).



**Did you know?** It's not necessary to keep a battery off the floor. It's an old wives tale. While Pro Series battery backup pumps do include a plastic battery box to keep the batteries covered, the purpose of the battery box was not intended to keep the battery off the floor, although it does serve that purpose.

## Your Sump Pump is Calling

Peace of mind, even when you're away

You can't be home every minute, so by connecting your sump pump to an auto-dialer, you still can be reached if there's a problem. This important feature allows you to take corrective action to avert a flood.

The PHCC Pro Series 2400 Battery Backup system, the DFC2 controller and the new USC3 controller system all have export terminals that can connect to an auto-dialer or a home security

system. This technology signals homeowners when the following conditions exist:

**PHCC Pro Series 2400 Battery Backup:**

- Fluid in the battery is low
- Battery terminals are corroded or the battery is defective
- Unit is not receiving AC power
- Pump is defective or not connected
- Pump was activated

**The DFC2 and USC3 controllers:**

- AC Power is out
- 9 Volt battery low or

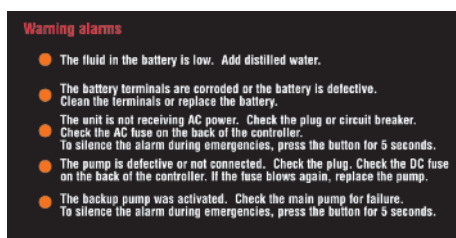
slide switch is off

- Pump or sensor problem
- Controller has lost signal from sensor (USC3 only)

In the development of this feature, every conceivable scenario was addressed. By connecting the system to an auto-dialer or home security system, if a problem arises, it can be programmed to notify one or several contacts. When you combine the dependability of Pro Series Battery Backup pumps,



with the auto-dial export terminals, you have the most reliable systems money can buy.



*"When you combine the dependability of Pro Series Battery Backup pumps with the auto-dial terminals, you have the most reliable systems money can buy."*

# New display promotes more sales

## 3D display gets big attention

A bold new display is now available to wholesalers and contractors featuring the PHCC Pro Series product lines... rugged, high-performance, energy efficient sump and sewage pumps.

This compelling display is:

- Five feet tall
- Free standing with built in

- footing
- Hangs on a wall or from the ceiling

The pumps and products literally jump off the panel in this 3-D display with a built in pocket for brochures.

Originally designed for wholesale counter areas, the displays have also been

requested by a number of contractors with show rooms, and we're happy to provide them. In many cases, homeowners select fixtures for basement renovations at a contractor's show room. Contractors who have used the display have already reaped the benefits by selling primary and backup pumps as additions or upgrades.

To get your display call Jerry Morris (ext. 119) or Jim Curren (ext. 120) at 800-991-0466.



***“Contractors who have used the display have already reaped the benefits by selling primary and backup pumps as additions or upgrades.”***



# Why do homeowners need a battery backup system?

## Custom flyer helps educate the homeowner

in an emergency by:

- Providing a secondary pump to keep the basement dry when the power is out
- Pumping for days when used intermittently
- Accommodating up to two batteries for extra long run time

Standard features of the Pro Series 2400 battery backup system include:

- Switching automatically to battery power
- Pumping up to 2400 gallons per hour at 10-foot lift

- Reminding the user to perform required maintenance with a self-monitoring system for unequalled reliability
- Sounding an alarm in an emergency
- Testing the pump weekly
- Includes export terminals for an auto dialer or security system
- Easy to use and understand

Even with all of this information, many people still ask the question “Is a battery backup necessary?” The answer is YES! The smartest thing a homeowner can do is protect their basement with a complete battery backup system. In addition to protecting valuable possessions and property, the best benefit of all is saving the frustration, aggravation, and hours and hours of time for cleanup.

***“The smartest thing a homeowner can do is protect their basement with a complete battery backup system”***

**When you need one of the world's most energy efficient sump pumps – you need the PHCC Pro Series line. Contact your qualified PHCC rep for more info**



Glentronics, Inc. Joe Ross 800-991-0466 x134 C. 612-424-9155

Local Representative Progressive Marketing & Sales 7450 Hessler Dr. NE Rockford, MI 49341 Dave Andrus 616-916-4140 Warren Harding 616-916-5472

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# The Rainy Day Gazette is here

**Rainy days** will be here soon - so prepare yourself and your customers with PHCC Pro Series Sump and Sewage Pump products, service, literature and training. Here's the information you'll find inside this edition of the Rainy Day Gazette:

- Details on new Mix and Match ordering. Allows you to stock pumps and switches with controllers as separate items, then combine them to complete the system to meet your customer's needs
- Benefits of Good-Better-Best pricing

- Update on the new Ultimate Sensor and USC3 Ultimate Controller
- Details on how our "built in" export terminals can connect to an auto-dialer or home security system, notifying the homeowner of a potential problem while they're away
- Details on the new five foot tall Pro Series in-store display
- Details on free, customized, leave behind sheet called "Why a homeowner needs a backup sump pump."
- Updated sales and territory location



**Did you know?** Water-powered sump pumps need to be manually activated once a month. If not, calcium deposits build up on the switching mechanism making the pumps inoperable.

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