

OUTLET

The Official Reece Customer Update

We welcome your **feedback** so please send any comments by e-mail to outlet@reece.com.au or by fax to **(03) 9274 0131**.

Turning up the heat on hot water

Winter's coming, and demand for hot water is heating up.

In 2009 the hot water market was in full swing. The State and Federal governments were offering generous rebates and renewable energy certificates (RECs). And your customers were taking advantage of it.

However there's been a shift of focus. Legislation has changed. Rebates that had segments of the market running hot have reduced.

But while the incentives aren't what they used to be, the focus on reducing greenhouse gas emissions is still as strong as ever. Governments are behind it, with programs like the legislation that's been introduced to phase out electric hot water systems. And because sustainability is still a buzzword, your customers also want to be seen to be doing their bit.

They want sustainability, sure, but only as long as it's affordable. Which is why the 5 star gas storage and gas continuous flow systems are great options, along with heat pumps and solar hot water units.

So there are still plenty of opportunities out there for your business. You just need to know where to look.

In the end, though, it's not just about knowing your stuff, it's having the right hot water system for your customer's needs. We have a greater selection of more sustainable hot water systems than ever before.

So for all the latest products, information and insights on how you can turn up the heat on your hot water business this winter talk to your local Reece Branch Manager or visit www.reece.com.au/sustainability



60 Secs at the counter



Craig Richardson started his working life as a plumber and he has been in the industry for over 24 years. Craig has brought his experience and knowledge to Reece Cannonvale working as the Manager for the last 3 years.

Your 60 seconds starts now

1. What is the hot topic (plumbing focussed) at your Trade Counter?

The recent Cyclone Ului that hit the area on 21 March 2010, has brought many challenges so this is being talked about at the moment. Along with the changes to licences requirements and regs in the industry.

2. What area of plumbing do your customers mainly focus on?

Our customers deal with all aspects of the industry from domestic, new builds to commercial.

3. Other than plumbing what are your customers talking about?

How Queensland will white wash New South Wales in this year's State of Origin.

4. What is the most memorable or funniest question you have been asked?

What size is a 100mm pipe and what is a feral cock. (It was very hard to explain this with a straight face.)

5. In your opinion what do you think is the major issue of 2010?

Managing and running a small business (post GFC).

The new stars of hot water

As electric hot water systems are being phased out, a new star is emerging. Five stars in fact – with the new 5 star gas systems.

Electric systems are extremely inefficient users of energy. Which is why legislation is being rolled out across Australia to get rid of them.

Already in QLD and SA, electric systems can't be installed in any new detached, terraced or town house with access to piped gas, or in new flats and apartments after 2012*. Other states to follow soon. There'll be some exemptions, but not many.

Of course, it'll take many years before they're all gone, but it's part of a move to encourage the use of more sustainable systems. Low emission systems that will run more efficiently for your customers, and the environment.

And right now the hottest of hot water systems is 5 star gas storage. The 5 star gas storage system is a sustainable, efficient and affordable option, which is why it's becoming increasingly popular.

Another favoured energy efficient option that has been around for a while, are continuous flow systems.

Both systems are highly rated for their energy efficiency, which is good for the environment, and your customers' ongoing energy bills.

So talk to the staff at your local Reece Branch about our range of 5 star gas hot water systems.

* Correct at time of publication

The benefits of 5 star gas storage systems are:

- Gas hot water systems recover much faster
- They're better for the environment and help create a more sustainable future
- They're easy and convenient to install
- They're also highly rated for their energy efficiency, which doesn't just help the environment, but also represents savings over time for your customers



Rheem Stellar

- > Fast, high recovery - 200L/hour
- > High performance
- > 5 star energy rating
- > 10 yr cylinder warranty
- > Stylish, modern design

Green is about to turn red.

The *Your Dream Green Bathroom Sale* makes it easy for you to help your customers go green. There's a whole range of sustainable bathroom products with huge savings. But it's nearly finished. It has to end on 24 May 2010. So be sure your customers take advantage of it while they can. Pick up a copy of the catalogue and help them save money and the environment.

Don't miss out. Go for it.

your dream green
bathroom SALE

Milwaukee®

**Nothing but HEAVY DUTY.®
POWER TOOLS**

AVAILABLE AT YOUR LOCAL REECE STORE.

Where in the world

Reece t-shirts have been showing up in the fashion capitals of the world, as well as some even less likely places. Such as Thailand and Africa.

Darryl & Bronwyn (NSW) wrote: 'During a holiday recently in Phuket, Thailand we came across a Tuk Tuk driver with a Reece shirt on! It cost us 100 THB to take his photo!' (Well done, guys. Money well spent).

Emmett Hipwell tells us: 'I worked in West Africa, Senegal for two and a half years as a plumbing supervisor. I got some great shots along the way! I gave one of the guys a Reece t-shirt. He was so happy with it, I couldn't get the smile off his face!' (Good on you Emmett, it's good to know there's a Reece logo somewhere in Africa).

So keep the photos coming and keep the momentum going.

Reece. The world's newest fashion label.



Perfect hot water is just a click away

The Hot Water Decisions Guide is now online.



The Hot Water Decisions Guide has been around for a number of years now. And in a market with more choices, more sustainable products, more new technologies and constantly changing incentives, it's proved itself again and again. It's an easy-to-use tool that's been helping plumbers guide their customers through the hot water decision-making process. And now it's online. Which means it's even easier to use.

The online Hot Water Decisions Guide:

- Is extremely simple to navigate
- Helps your clients streamline their decision-making process

- Allows you to present a shortlist of the most suitable hot water systems, wherever your clients live, and whatever they need
- It saves time

It's another way you can help your clients. Which, of course, is another way of helping your business grow. And it's at www.reece.com.au/sustainability

For more information on the online Hot Water Decisions Guide (HWDG) or to pick up the latest print version of the HWDG drop in to your local Reece Branch.

The Redback's back



As if dealing with blocked toilets, exposed rooftops and demanding customers wasn't hazardous enough, there's a new threat facing Australian plumbers: an explosion of Redback spider numbers around Australia.

The Redback spider is a particularly nasty member of the genus *Latrodectus* or the widow family of spiders, which are found around the world. The female is recognisable by the prominent red flash on her black body. The unfortunate male is smaller, and is eaten by the female after mating.

The Redback spider has a neurotoxic venom which is toxic to humans and causes severe pain.

The spiders are often found in dark dry areas around homes and in the garden. The sorts of places plumbers are often asked to work. So be careful next time you're digging trenches through the undergrowth, checking old hot water systems and, of course, lifting the toilet seat in outside dunnies.

If you do get bitten, apply an ice pack and seek medical attention immediately.

Turn up the heat on your hot water business

Changes to rebates have changed the market, but your customers are still looking for value and sustainability. Talk to us about how we can help you boost your hot water business.

www.reece.com.au/sustainability

In The Pipeline

Products for smarter plumbing

Plumbing is changing, and there's a lot more to it than pipes, trenches and taps. In The Pipeline keeps you up-to-date on a wide range of products.

In this issue of In the Pipeline, we bring you the latest double check valve backflow prevention device from Tomson. We also introduce two products that are ideal for both domestic and light commercial applications - DrainFresh™, a great new drain waste system and the Dura Commercial Sink Mixer with a multifunction pull down spray.

Tomson DCV

The double check valve backflow prevention device from the Tomson range is suitable for medium hazard applications to prevent contamination of potable water through backpressure or backsiphonage.

Features

- > Compact design allows it to fit in tighter spaces and looks better installed
- > Simple in-line design allows easier service
- > Each product comes as a device only, which gives you flexibility in the choice of isolation valves (eg. when lockable ball valves are required)



DrainFresh™

DrainFresh™ is a patented new generation floor waste system that provides 24 hour hygienic protection against toxic odours, harmful bacteria and pests entering a building via the floor waste and drains below.

Features

- > Protected with Ultra-Fresh Antimicrobial Protection
- > Resists the growth of bacteria
- > Patented trap prevents drain odours
- > Blocks the entry of pests
- > Prevents foaming
- > Unique air admittance valve
- > Chrome plated brass or stainless steel grate
- > 100mm diameter
- > Ideal for retrofit* or new installations

* Retrofit version shown here



Dura Semi-Commercial Sink Mixer

The Dura Semi-Commercial Sink Mixers are ideal for domestic and light commercial applications. The mixer comes with a multifunction pull down spray and pot filler, and is fully certified to Australian Standards.

Features

- > Dual outlet design
- > As quick and easy to install as a standard sink mixer
- > 4 Star rating
- > Water consumption of 7.5 Litres Per Minute
- > Chrome finish
- > 12 months Warranty
- > 5 year cartridge warranty



Main Price Changes.

For the full list of price changes or if you have any queries, please see your Reece Branch Manager or visit www.reece.com.au/outlet for further updates.

Supplier	Products	% Increase	Date Effective
METHVEN (NEFA)	Valves	8%	1 May 10
GALVIN ENGINEERING	Commercial tapware	VAR%	1 May 10
HONEYWELL	Heating spares	0-3%	1 May 10
CSR BUILDING	Cement	VAR%	1 May 10
PIPE KING	PVC pipe & fittings	5%	1 May 10
OMVIVO	Bathroomware	VAR%	1 May 10
CSR BUILDING BRADFORD INSULATION	Insulation	3.5-4%	1 June 10

HARD WEARIN' SPECIALS



Great prices on this quality tough workwear this month. Find out more at your local Reece Store

