The Wisconsin

Volume 7, Number 4



Winter 2012 -H-C CONTRACTOR The official publication of the PHCC Wisconsin Association and Master Plumbers/Heating & Cooling Contractors of Wisconsin

THE KEY TO OPTIMIZING SYSTEM EFFICIENCY

111

INSIDE: Flushometers

Marketing **Myths Busted**

Optimizing System Efficiency

CONTENTS // Winter 2012

Features

- 12 Commercial Systems Flow The Key to Optimizing System Efficiency
- 16 Flushometers Assist Water Efficiency

Growing Your Business

- 18 Marketing Myths Busted
- 20 If Disaster Strikes...
- 22 Don't Underestimate the Value of Customer Service

Reports

- 6 President's Letter Moving Our Association Forward for the Good of the Industry
- 8 Executive Director's Report Predictions About the Future of Government
- 9 Zone Director's Report Learning Opportunities at National and State Convention
- **10** Legislative Report Election 2012: Implications on the State and Federal Level

Inside

23 News Briefs

Two New Apps from Bradford White Kohler Debuts Moxie Showerhead Milwaukee/NARI Honors Kohler Co.

25 Pipeline

PHCC Visits the Northwest Let Us Know About Upcoming Events

- 26 2013 State Convention
- **28** Advertiser Index/Calendar of Events
- 29 PHCC-WI Member Benefits Page
- **30** Wisconsin Code Book & POWTS



The Wisconsin P-H-C Contractor is published four times a year for the Wisconsin Association of Plumbing-Heating-Cooling Contractors

Senior Editor Jeff Beiriger



Advertising and Editorial Office: **Ron Sonntag Public Relations** 9406 N. 107th Street Milwaukee, WI 53224 p | 800.969.0200 f | 414.354.5317 www.rspr.com

(*)

MP/HC

Advertising Inquiries: Patty Johnson, Ron Sonntag Public Relations, (800) 969-0200, ext. 103, E-mail: patty@rspr.com. Editorial Submissions: Cynthia Marsh, Ron Sonntag Public Relations, E-mail: cynthia@rspr.com.



2012/13 BOARD OF DIRECTORS PHCC WISCONSIN ASSOCIATION MASTER PLUMBERS/HEATING & COOLING CONTRACTORS **OF WISCONSIN** PHCC Wisconsin Association P.O. Box 833 Germantown, WI 53022 262-649-9125 • Fax: 262-649-9107 Toll Free: 888-782-6815 www.phcc-wi.org

President Dan Callies (District #1) Oak Creek Plumbing 640 E. Ryan Road Oak Creek, WI 53154-4540 414-762-4060 • Fax: 414-762-3444 danc@oakcreekplumbing.com

Vice President Keith Schedler (District #5) Don's Plumbing Service, Inc. 1003 Clifton Street Tomah, WI 54660 608-372-4219 • Fax: 608-372-2303 keithschedler@centurytel.net

Secretary/Treasurer Greg Jones (District #4) Dave Jones Plumbing & Heating, Inc. 2225 Kilgust Road Madison, WI 53713 608-222-8490 • Fax: 608-222-8503 gjones@davejonesplumbing.com

Immediate Past President Gerald Kadow (District #2) G.W. Kadow Plumbing & Heating LLC 205 Randolph Street, PO Box 198 Mishicot, WI 54228-0198 920-755-4043 • Fax: 920-755-4382 kadowplumbing@frontier.com

Directors Dale Arndt (District #4) Arndt & Son Plumbing PO Box 70 Brooklyn, WI 53521 608-455-6392 • Fax: 608-455-2113 arndtplumbing@frontier.com

Carol De Young (District #10) Countryside Plumbing & Heating, Inc. 321 Wisconsin Drive New Richmond, WI 54017-2614 715-246-2660 • Fax: 715-246-2676 carol@countrysideph.com

Jim Eberhardt (District #2) Eberhardt Plumbing & Heating, Inc. 400 Wisconsin Street, PO Box 98 Adell, WI 53001 920-994-9203 • Fax: 920-994-2346 inhardt@excel.net

Fred Gardner (District #9) Badger State Plumbing 2507 Fortune Drive Eau Claire, WI 54703-3898 715-874-7777 • Fax: 715-874-7778 fred@badgerstateinc.com

Zygmund Jablonski (District #8) A to Z Plumbing & Heating, Inc. 1316 W. Lakeshore Drive Ashland, WI 54806 715-682-8520 • Fax: 715-682-8521 zygatoz@centurytel.net

Dave Karlsen (District #1) Dave Karlsen (District #1) Karlsen Plumbing 1951 Grove Avenue Racine, WI 53405-3841 262-633-1951 • Fax: 262-633-6370 davek@karlsenplumbing.com Jeffrey Kuhn (District #1) S&K Pump & Plumbing, Inc. 20880 W. Enterprise Avenue Brookfield, WI 53045 262-782-7190 • Fax: 262-782-9642 jeff@snkpump.com

Shari Laskowski (District #7) Shari Laskowski (District #/) Chet's Plumbing & Heating, Inc. 3001 Hoover Road Stevens Point, WI 54481 715-341-9530 • Fax: 715-341-9529 shari@chets.net

Steve Schneider (District #3) Tweet/Garot Mechanical 2545 Larsen Road, PO Box 11767 Green Bay, WI 54307-1767 920-498-7656 • Fax: 920-498-8130 Steve.Schneider@tweet-garot.com

Cal Watters (District #6) Watters Plumbing 1303 Midway Road, PO Box 118 Menasha, WI 54952 920-733-8125 • Fax: 920-733-2713 cwatters@wattersplumbing.net

Industry Partner Reps industry Partner Reps Tim Brusseau York Central (UPG-JCI) W165 N10197 Wagon Trail Germantown, WI 53022 262-844-3881 • Fax: 262-785-1893 timothy.s.brusseau@jci.com

Kevin Burke First Supply LLC 6800 Gisholt Drive, PO Box 8124 Madison, WI 53708 608-222-7799 • Fax: 608-223-6621 kburke@1supply.com

Scott Madsen Burton–Anderson & Associates 1803 S. 124th Street New Berlin, WI 53151 262-782-2870 • Fax: 262-782-6441 scott@burton-anderson.com

Scott Niesen WaterFurnace W9133 Roads End Court Cambridge, WI 53523 260-442-5374 Scott.niesen@waterfurnace.com

PHCC National Zone Director Paul Taecker Andor Inc. 9 North Maple Watertown, SD 57201 605-886-2457 • Fax: 605-886-3141 pault@andorinc.com

Executive Director Jeffrey J. Beiriger, CAE P.O. Box 833 Germantown, WI 53022 262-649-9125 jeff@assocmgmtservices.com





hydronic and domestic water systems age, or come on line for a tune-up, piping and pumping strategies and the condition infrastructure of scrutinized by are experts. Though the close

inspection of operation and efficiency likely won't inspire a "Mechanical Systems CSI" television series, there's certainly no lack of interest by commercial system pros.

It's the sort of shake-up that's sure to happen as pipes approach their second or third decade, when buildings are renovated, and when new technology avails a better way of doing things.

Within the commercial, piped world, new technology has emerged and now takes center stage: smart, variable speed pumping.

Why all the attention? Because the benefits are so numerous, impacting overall systems, key components, operational efficiency and performance. Some experts believe that what we're seeing now is the broad application of technology whose time has finally come.

And, best: it's all about flow. Not ECM motors, a new pump impeller design, or high-tech pipe lining, or pipe-joining technique.

There's no more important, allencompassing facet to the design, installation or retrofit of large, pumped water systems than to reduce flow to its essential need.

> Two experts, both well recognized in their fields, share their insights about this newlypiped world: Watts Radiant's John Sweaney, hydronic product manager, and Taco's Bryan Payne, Southeast commercial regional manager.

HYDRONICALLY SPEAKING

Sweaney, who's studied large system flow for nearly two decades, says that, whether it's flow on the heat-source side, or flow on the load side, there's a huge focus on energy efficiency, and fluid flow is at the center of the movement.

"Many things can be done to minimize flow, yet maintain or optimize comfort or performance - that's the key," said Sweaney.

"We often look at Delta Ts [or " Δ T:" the temperature difference between supply and return water temperatures] from a design standpoint, especially if it's a commercial system like a shop, warehouse, or snow melt system. Installations like these call for larger Delta Ts – 30 degrees or more – which reduce system pumping requirements." Cooler return water temperatures also play nicely into the use of efficient heating systems, like modulatingcondensing boilers which purposefully

pumps.

toward enhanced system efficiency.

"The key exception is with snow melt systems where performance can't be compromised," added Sweaney. "I'm referring to systems that are installed to remove ice and snow in critical ASHRAE "Class III" areas like emergency room entries, hospital steps and helicopter landing pads. Typically, we do not recommend a design calling for a Delta T greater than 30 degrees, though for critical areas, the required Delta T should be 20 degrees."

When designing hydronic systems whether radiant, snow melt, or for hightemperature fan coils or baseboards - there's a direct relationship between the ΔT and flow. "Double the Delta T and cut the flow in half," explained Sweaney.

The benefits of a reduced Delta T stretch beyond a reduced need to burn fuel at the heat source. "It extends to pumps of lesser size meeting the need and the down-sizing of piping, fittings, valves and other components," added Sweaney.

"A change in Delta T for a snow melt system could mean the ability to cut the flow rate from 40 gallons a minute to 20 so that instead of twoinch distribution copper, it could be reduced to 1.5," he continued. "This could also mean a reduction in the size of the distribution manifold and smaller radiant tubing or, perhaps, a more frugal layout."

IT'S ALL ABOUT *Lozo*. Not ECM Motors, a New Pump impeller design, or High-tech Pipe Lining, or Pipe-Joining Technique.

harvest BTUs from condensation that forms within the system, geothermal heat pumps, and water-sourced heat

Though ideal Delta Ts for most hydronic systems is a comfort/ consistency issue, targeting 10, 15 or 20-degree Δ Ts, many larger systems can be designed to meet the very most basic comfort or performance requirement while conserving energy across the board. "With many properly-designed commercial systems we can ease-up on flow requirements to the point where fuel use, and pump size and type are substantially influenced . . . all leading

Sweaney referred to two key trends:

1. District heating and cooling with insulated PEX. "This is one we're seeing more of as the green revolution has taken off," began Sweaney. "Central, district heating applications have grown substantially over the past couple of years with the use of superinsulated PEX distribution lines to carry the BTUs between a central plant and, say, living units. New military housing developments are using this approach."

The use of insulated lines often accompanies the application of alternative energy sources such as biofuel, biogas, geothermal and solar at prisons, universities and apartment complexes. In Alaska, a military installation heats all housing units hydronically with waste heat recovered from the on-base electric power plant. Smart!

Another similar application is the use of insulated PEX, trenched underground, to carry injection loop BTUs to remote locations.

2. Variable speed pumping to enable variable flow. John Sweaney led us directly into this one, though we'll turn to Taco's Bryan Payne for insights into a burgeoning trend: the application of variable drives to all pumps, both constant and variable flow.

According to Payne, the application of variable frequency drives (VFDs) to constant speed pumps is now the fastest arowing segment of the commercial pumping industry, a trend that improves the performance and efficiency of both large domestic water and hydronic heating and cooling systems.

Since ASHRAE 90.1 was adopted by many states as their energy code (early to mid 90s), the shift in the HVAC industry of applying drives to system distribution pumps has been substantial.

"The pumps most commonly retrofitted by upgrading the electrical starters to VFDs for guick payback are of larger horsepower, serving loads that vary," said Payne. "The benefits are dramatic, so we're now seeing quick response in the industry to make the improvements; it's the low-hanging fruit."

According to Payne, in the last eight years, two trends have greatly impacted the adoption of VFDs into more applications. The first is that the cost of drives is decreasing. Second:

manufacturers have rushed to add features and functionality.

The advantages to retrofitting constant-speed pumps with VFDs include:

- greater energy efficiency,
- more precise flow control,
- soft-starting and stopping of motors to prolong pump life,
- the integration of BMS communication. • better balancing with speed control versus imparting 'false' head, and
- installing the ability to easily adjust flow to rerate energy plants when system flow gets out of balance or experiences reduced Delta T.

"Most people tend to relate the energy savings of drives and pumps with variable-speed system pumps," added Payne. "But there's a key opportunity not as readily seen. It's the savings that can be found by balancing constantspeed pumps with a drive as opposed to balancing by controlling flow with a discharge balancing valve.

"In very general terms, most pumps are designed with a safety factor of 10 to 20 percent. This is a legitimate, useful practice that allows for flexibility to accommodate a different mix of equipment to be installed other than what was specified, or future expansion," continued Payne.

"For instance, this might mean that a pump selected at 1,750 rpm with a safety factor on the design head was installed, started up and over-pumped the system because it was designed with a 'little extra' capacity. At this point the test and balance contractor



would take the discharge balancing valve and throttle it back - imposing "false head" - to move the pump back to design flow.

PUMP AFFINITY LAW

According to Payne the newer, best industry practice being adopted is to use a drive to balance the pump while using the discharge valve as a flow measuring point, not a throttling point.

Pump affinity laws help us to evaluate what the savings

are for most jobs. The laws say that the change in horsepower consumed is proportional to the cube of the change in speed.

To illustrate, Payne adds, "Let's say that we can reduce the speed of most pumps by 10 to 20 percent based on safety factor. That means most pumps after start-up would only need to run at 80 to 90 percent of their rated top speed.

"Doing the math shows us that 80 percent (0.80) cubed is .512 and 90 percent (.90) cubed is .729," explained Payne. "This means that a constant speed pump set up and balanced with a drive consumes only 73 percent of design horsepower if it has a 10 percent safety factor; a pump with a safety factor of 20 percent consumes only 51.2

-50%

percent."

"These are significant energy savings," continued Payne. "Other benefits for constant speed pumps installed with drives are that they're now running at reduced speed which extends their life, and they're also soft-started as a function of the drive. This puts less wear on pump and system components. These become an advantage for the equipment and the

Contact your local rep:

Wisconsin Badgerland

Trading Co. 2415 S 170th St. New Berlin, Wi, 53151 262.827.3177 262.827.3176 fax robb@badgerlandtrading.com www.badgerlandtrading.com

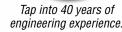
> We move faster than our competition, with better, more reliable products, service and support.

Call us today. We're ready to deliver.



NOONE DELIVERS LIKE ROCKFORD SEPARATORS





Select from our extensive inventories ...

Put highly productive capabilities and people to work on your custom project..

Any size – from 1 gallon to 50,000 gallon, including double-wall construction!



building owner."

"With the focus on first cost, green construction and energy optimization, our industry needs advantages like these," said Payne. "The decisions we make about design Delta T and flow balancing can have a significant positive impact on system performance."

John Vastyan is president of Common Ground, a trade communications firm based in Manheim, PA that specializes in the hydronics, radiant heat, plumbing and mechanical and HVAC industries. He can be reached at 717/664-0535. 🖵

Need faster, more dependable performance from your separator source?

For 40 years, we've focused solely on separation. Our team is experienced in building custom, engineered-specific designs for customers that expect the best, whether it's for a Las Vegas casino, new 5-star restaurant, mall food court, or your neighborhood guick lube shop.



Meet our people. Visit www.rkfdseparators.com

5159 28th Avenue, Rockford, IL 61109 • www.rkfdseparators.com 815.229.5077 • 800.747.5077 • Fax 815.229.5108