

SPECIAL EVENT



F.W. WEBB COMPANY

BY DAN VASTYAN

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For contractors in the Northeast, spring means more than a reprieve from one of the nastiest winters in recent history. Melting snow and plants in bloom usher in an opportunity to see old friends, enjoy deep fried turkey and land great deals on a year's worth of plumbing and HVAC equipment.

The 21st annual F.W. Webb Vermont Expo, in Barre, Vt., on May 1 will surely not disappoint show-goers this year. Last year the buying show drew roughly 1,300 attendees. Contractors flock to

Fire up the fryers

Barre for great bargains and a day of education, entertainment and camaraderie. New products and technology make their debut, too.

An ice arena and its parking lot make a unique venue for the trade show. Inside, 110 booths and training classes offer a traditional trade show atmosphere, but outside, events, games and Webb's trademark turkey fry differentiate the show from others like it.

This year, representatives from many manufacturers, and more than 200 product lines, will greet show-goers between noon and 5pm. Training courses and other events start at 8:00 am and wrap up by lunch.

Of course, the excitement that attendees have come to expect will be there as well – tool demonstrations of all variety and type, including a timed auto demolition to see how quickly a Lenox "hackman" can slice a car in half with a recip saw. Typically, the show brings contractors from all across the territory, not just



Real men fry turkeys! It's now a highly anticipated event and cherished tradition at the "Webb Expo." Word has it, there's close to 20 turkey fryers running at all times.

F.W. Webb Expo means spring, bargains and off-the-charts food



those within an hour's drive.

"The Webb Expo is a broad-based event that's attractive for both vendors and attendees," said Rich McNally, Senior Sales Manager, Eastern region with Watts Water Technologies. "I look forward to going every year. It's a day packed with free CEU-type classes, bargains, great food, giveaways and entertainment for the whole family."

Steal of a deal

Exclusive, one-day-only deals are avail-

able on the expo floor, perfect for the installer looking to restock after an inventory-eating heating season. Webb employees, manufacturer's representatives and vendor staff are there in force to answer questions and help with product selection.

Emerson Swan, one of New England's largest and oldest rep firms, will have 15 employees on-site, along with products and staff from companies they represent, like Modine, Smith's Environmental Products, Taco and Watts.



Rich McNally of Watts Water Technologies (center), and Emerson Swan sales pro Tim Losty (right) talk with an attendee about Watts' new Triton pipe-joining system.



Webb employees, manufacturers' representatives and vendor staff are stationed to answer questions and help with product selection.



Attendees enjoy many facets of Webb's excellent customer outreach.

Since the first Webb Expo in 1993, Emerson Swan has been a fixture at the main Vermont event, but also at the smaller Webb Expos in Maine, New Hampshire and New York. Last

counted prices.

"Milwaukee will have their entire tool selection at the show," said John Provençal, Senior VP of Trade Sales at F.W. Webb. "They'll have unbeatable deals

Expo's good prices, eats, and conversation

year, they introduced the Watts Triton pipe fusion system and SmartTrac radiant panel system, and they plan to feature the products again this year.

If the bargains inside aren't

that day, so if you're looking for tools, the Expo is the place to get them."

According to Ken Fagan, Senior Vice President of Business Development & Marketing at Emerson Swan,

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there is heightened interest in green products and technology throughout the New England area. As a result, their booth will include ECM circulators like the Taco BumbleBee, and the larger Viridian.

enough, there's also the outside "yard sale." Webb cleans out the warehouse corners every year in time for the expo. Products with lost or damaged packaging, among other things, can be purchased at greatly dis-

Other high efficiency equipment they'll have on display includes HTP's EFT condensing boiler, Lifebreath HRV systems, Haier mini-splits and Taco's SmartPlus hot

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Interested in the latest Taco gear? You're likely to find it at the Webb Expo amongst the colorful line of products on display.

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water recirculation pump and Zone Sentry zone valves.

Training

"As always, there's no shortage of free training available at the Expo," said Provençal. "This year, there'll be six courses, with topics ranging from refrigeration and mini splits to high-efficiency gas equipment, all offering state certification and CEU credits." Among others, Honeywell will offer a course on controls and wiring.

"I've attended the Expo for the past 20 years," said Bernie Carrier, Presi-

dent of Colebrook Plumbing and Heating Inc., in northeastern New Hampshire. "The turkey and bargains

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are second only to the training classes. I maintain my gas and plumbing licenses, and a few of my guys go to AC courses. All the classes are excellent."

Registration for the training session can

be completed at any of F.W. Webb's eight Vermont locations and their Lebanon, N.H., branch.

Good times with good folks

"The show isn't just great for contractors, it's a blast for vendors and reps, too," said Jim Simas, VP and Sales Manager at

Emerson Swan.

"We have dinners and cocktail hour, and get to spend quality time with folks we may only see a couple times each year. It's always a home-run because Webb has done such a fantastic job of making it a social event as well as a trade show," said Swan.

F.W. Webb's propane division handles preparation of hundreds of golden-brown turkeys throughout the day. "There must be 20 turkey fryers running at any given time," said McNally. "And if you want to take a fryer home with you, those are for sale too!"

This year, a new market is making a show at the Webb Expo with the appearance of experts and equipment to serve the maple syrup and sugar industry. Maple products are big business in Vermont. Despite rumors, Provençal denies that they'll be serving maple-glazed fried turkey meals.

"When we conceived of the Expo initially, the only condition that Webb corporate placed was that this would be a Vermont expo, and that all F.W.

'Products with lost or damaged packaging, among other things, can be purchased at greatly discounted prices ...They'll have unbeatable deals, so if you're looking for tools, the Expo is the place to get them.'

Webb locations needed to participate," said Provençal. "All our employees have input, and the event gets better each year." 🌐

Visit www.fwwebb.com

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Piping hot demonstrations



Jim Simas demonstrates the use of Watts Radiant's new SmartTrac product line.



Hackman revisited! Recip saw demonstrations, on steroids.