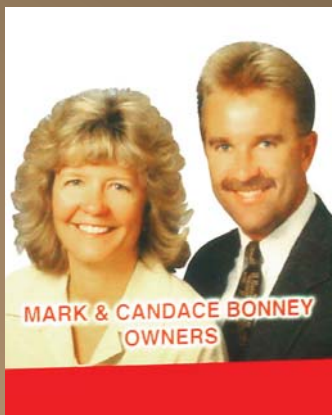


FLUIDMASTER® PRO SERIES® OPENS THE LID ON A TRUE PLUMBING PROFESSIONAL

Get to Know Bonney Plumbing, Heating, Air
and Rooter Services of Sacramento, CA



As a leading manufacturer of toilet repair products for more than 50 years, Fluidmaster, the hardest working brand in the business, developed the PRO Series line of plumbing repair products exclusively for plumbing professionals. Engineered by professionals for professionals, quality and durability are designed and built into every PRO Series product, making it the ideal choice for plumbing experts. Recently, Fluidmaster set out to find a plumbing contractor who embodies the same innovative and professional attributes that the PRO Series is built on and that Fluidmaster has been recognized for in the industry for more than half a century. Bonney Plumbing, Heating,

Air and Rooter Services of Sacramento, CA, locally owned and operated since 1978, was at the top of the list, offering a tireless track record of exceptional customer service and outstanding business practices.

The Root of the Business. In 1972, while still in high school, Mark Bonney began to cultivate his interest in the plumbing industry by tackling small side jobs at home and for friends and family. Now, more than 35 years later as the founders of the largest plumbing repair and HVAC contractor company in the greater Sacramento area Mark Bonney and his wife Candace attribute the success of Bonney Plumbing, Heating, Air & Rooter Service to staying true to their core customer – the homeowner. Insistent that each of their 45 employees sport protective booties over their work boots when entering every home on any service call, the Bonneys proudly label their business practices as "old school", focusing on honesty, quality and professionalism as the foundation of their company.

Mark Bonney notes, "We feel it is how we do business and treat our customers that sets us apart from the competition. For example, we charge by the job, not by the hour, so we can focus on repairing the problem or finding a solution that works, while ensuring that our customers are never surprised by unplanned costs." Now servicing an area that spans an 80-square-mile radius and includes 1.5 million customers, no one can deny the success that this mentality has afforded them.

Professionalism Personified. In addition to how the business is run, as VP of Plumbing Operations, Mark takes pride in everything from how the staff of professionals interacts with customers, to their ability to efficiently troubleshoot any plumbing issues and ultimately what products are installed as part of the solution.

Thirty-two service trucks deemed "Warehouses on Wheels" make up the Bonney Plumbing, Heating, Air & Rooter Service fleet. Each of the service trucks, which display the long-standing graphic of Mark and Candace Bonney's smiling faces, hosts nearly \$15,000 of product inventory and never pulls out of the parking lot without being fully restocked with Fluidmaster PRO45B fill valves due to their proven reliability in the field.



IN BRIEF...

Contractor:
Mark Bonney

Location:
Sacramento, CA

Contractor Information:
Bonney Plumbing, Heating,
Air & Rooter Service
www.bonneyplumbing.com
Residential Plumbing and Draining Services

Products Used:
Fluidmaster PRO Series PRO45B Fill Valve

Fluidmaster
30800 Rancho Viejo Road
San Juan Capistrano, CA 92674
www.fluidmaster.com



PRO45B



"Our business is only as efficient as the plumbing repair products that we choose to install and this is why we exclusively carry the PRO45B fill valve from the Fluidmaster PRO Series line," states Bonney. "With today's high cost of labor, a plumber can't afford to go back out to the site to check on and readjust the product. At the same time, our customers are juggling hectic work schedules and can only offer limited windows of their time – you need something that is durable and guaranteed to work, and that is what the PRO45B does for us."

The PRO45B fill valve is a quiet, high-performance fill valve equipped with a brass shank, which naturally elevates the value of the repair part. However, synonymous with all the PRO Series products, the PRO45B brass shank fill valves are also affordable, allowing plumbing professionals to increase profits while supplying a superior fill valve to customers. Made with professional grade materials, the PRO45B fill valves are easy to install and adjust. In addition, offering plumbing contractors the ability to 'set it and forget it', as Mark Bonney describes, this reliable fill valve also lessens the chance of a call back, helping the plumbing contractor to save both time and manpower.

Exemplifying Green. As an industry leader in his community, Bonney also understands the importance of keeping his finger on the pulse of environmental issues, and helping his customers to incorporate water-saving techniques into their homes.

"With California and other states frequently experiencing drought conditions, it is our duty, as plumbers, to look forward both locally and globally to help conserve water," states Bonney. In addition to supplying homeowners with ultra low flush toilets and water saving showerheads, Bonney also encourages his staff of plumbing professional to educate homeowners on how to deduce if their toilet is leaking. Bonney adds that with more than 200 million toilets in the United States alone, reducing water waste by fixing leaky toilets is a simple way to go green.

"I use the PRO45B faithfully because it is a tattle-tale product, meaning that under normal working conditions, the PRO45B is quick to refill the tank and functions extremely quietly. However, when a leak has occurred within the tank, most likely from a faulty or corroded flapper, we inform our customers that they will be able to clearly hear that the tank is not filling correctly, indicating that there may be a problem, and that they should take action."

Mark Bonney also notes that he appreciates the dedication that Fluidmaster has shown the plumbing industry in the fact that the entire PRO Series product line is solely available to plumbing professionals, which means customers can not shop him around via home centers.

"In this business and especially in this economy, it is refreshing to know that Fluidmaster has made strides to ensure plumbers can still compete for business and win," he adds. Bonney Plumbing, Heating, Air & Rooter Service remains optimistic that they will continue to make progress during these challenging economic times. Thanks to the dedicated employees and loyal customer base, coupled with a healthy sense of humor, this plumbing repair business keeps things in perspective. "Even though the economy is in the tank, the need for professional, reliable and efficient plumbing contractors still remains flush with opportunities," states Mark Bonney.



ABOUT FLUIDMASTER PRO SERIES:

Established in 1957, Fluidmaster is known for its superior engineering of efficient and reliable toilet components. Today, Fluidmaster commands the market with a worldwide distribution network that reaches more than 87 countries, selling more toilet tank replacement valves than any other manufacturer in the world. Fluidmaster products are constructed from premium materials and have a strong record of surpassing industry codes and gaining approval in markets around the world.

PRO45 – Featuring improved flow dynamics, this is the next evolution of Fluidmaster's popular 400A fill valve.

PRO45B – Fill valve with a brass shank was made specifically at the request of plumbing professionals who wanted brass added to make the product more durable. And it's ultra-quiet.

PRO45C – Combination kit that includes the ultra-quiet PRO45 and the heavy-duty PRO55 flapper.

PRO45K – Complete kit for a total overhaul of tank components includes the PRO45 fill valve, PRO57 flush valve and PRO61 tank lever.

PRO15 – Direct replacement ballcock-style fill valve with a brass arm that is easy to install and comes with a three-year warranty.

PRO15C – Professional grade combination kit comes with the PRO15 ballcock and a PRO53 universal-fit flapper.

PRO53 – Professional grade heavy-duty flapper with a strong, kink-free metal chain replaces most worn flapper or tank ball units. Universal fit.

PRO54 – Chlorine-resistant heavy-duty flapper with all the benefits of the PRO53 plus it's ultra-durable and won't wear in harsh water.

PRO55 – Adjustable heavy-duty flapper with all the benefits of the PRO53 and PRO54. It also includes a float on the chain for adjustable amounts of water, which allows for optimal flush volume.

PRO55R – Adjustable heavy-duty flapper comes in a three-pack to replace old parts in every toilet in a homeowner's house. Package is resealable for easy storage.

PRO57 – This professional flush valve with adjustable flapper and kink-free stainless steel chain will end leaks at the drain. It fits most tanks and is easy to install.

PRO57K – Everything needed for a complete easy-to-install flush valve replacement. Package includes bolts, gaskets and the PRO55 adjustable flapper with float.

PRO61 & PRO64 – Easy-to-install direct replacement tank levers fit most American Standard, Kohler, Wellworth, Mansfield and Eljer toilets. The self-tightening lock nut won't loosen over time.

PRO Connectors – NSF-approved, these connectors have been tested to handle more than 2,000 PSI of pressure, combining braided stainless steel wire with the inner strength of a polymer core for superior resilience in any application.