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Contact: Ralph Suppa, CAE
President & General Manager
r.suppa@ciph.com

January 2009 PHCP Wholesalers' Sales Report: Down 8.3% Compared to 2008

The confidential January Wholesalers' Sales Report produced by the Profit Planning Group indicates that January 2009 total product sales were down 8.3% or \$29 million compared to January 2008. All Regions were down except Atlantic Canada. This was the first major decrease in sales for a January in almost five years.

PRODUCT

REGION

YEAR-TO-DATE BY PRODUCT GROUP	YEAR-TO-DATE BY REGION
HVAC/R is down 4.8%	BC is down 11.9%
Hydronics is up 8.7%	Alberta is down 7.9%
Plumbing is down 8.8%	West (SK, MB, Thunder Bay) is down 10.7%
PVF is down 4.7%	Ontario down 11.7
Waterworks is down 35%	Quebec is down 2.1%
	Atlantic is up 5.7%

The percentage change numbers for small regions can be heavily impacted by individual transactions. For example, a single sale of \$50,000 made in one month would cause a large percentage change from the previous month in the Atlantic Region. However, the same sale in Ontario would have no major impact on the percentage change figure. To better understand the percentage change figures, it is essential to also look at the change in dollar sales for the region. In addition, the percentage change should be compared to total dollar volume in the region.

Training is top of mind for all industry members. CIPH is now accepting registrations for the following low-cost effective training programs. Register your staff today.

① Successful Selling In a Tough Economy with Frank Foster http://www.ciph.com/Your_Industry_Trade_Section/News/Press_Release.php?id=548;

② The Essentials of Profitable Showroom Sales: Mastering the Art of the Consultative Sale with Hank Darlington http://www.ciph.com/Your_Industry_Trade_Section/News/Press_Release.php?id=538

The Canadian Institute of Plumbing & Heating is a not-for-profit trade association. Founded in 1933, the Institute is a vibrant organization committed to providing members with the tools for success in today's competitive environment. More than 260 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents and allied companies who manufacture and distribute plumbing, hydronic heating, industrial, waterworks and other mechanical products. CIPH wholesalers operate more than 700 warehouses and showrooms across Canada. Total industry sales exceed \$4.6 billion annually.



295 The West Mall, Suite 330, Toronto, Ontario M9C 4Z4.

info@ciph.com, Fax. 416-695-0450, www.ciph.com, Tel. 1-888-ASK-CIPH (275-2474), 416-695-0447.