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March 2009 PHCP Wholesalers' Sales Report - A \$357 Million Month Up 0.8%

The confidential March Wholesalers' Sales Report produced by the Profit Planning Group showed that March 2009 total product sales were up 0.8% or \$3 million compared to March 2008. Year-to-date total product sales were down 5.3% or \$55.3 million for a year-to-date total of \$993.2 million. Ontario, Quebec, and Atlantic regions were up compared to March 2008.

YEAR-TO-DATE BY PRODUCT GROUP	MARCH 2009 vs. MARCH 2008	YEAR-TO-DATE BY REGION	MARCH 2009 vs. MARCH 2008
HVAC/R is down 3.8%	HVAC/R is up 1.2%	BC is down 9.6%	BC is down 6.7%
Hydronics is up 11.8%	Hydronics is up 18.6%	Alberta is down 8.1%	Alberta is down 6.1%
Plumbing is down 10.2%	Plumbing is up 3.3%	West (SK, MB, Thunder Bay) is down 5.7%	West (SK, MB, Thunder Bay) no change
PVF is down 10.2%	PVF is down 2.8%	Ontario is down 6.1%	Ontario is up 3.2%
Waterworks is down 17%	Waterworks is down 7.6%	Quebec is up 2.6%	Quebec is up 20%
		Atlantic is up 2.1%	Atlantic is up 7.9%

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 volume in the region.

Some interesting articles can be found at:

How to Ramp Up Cash Flow and The Most Profitable Sales <http://www.abewalkingbear.com:80/RampUp.html>

Tough Times for Sales Managers

[http://www.progressivedistributor.com/pages/Sales_management -- Tough times for sales managers.php](http://www.progressivedistributor.com/pages/Sales_management--Tough_times_for_sales_managers.php)

Twelve Keys to Turning Up Your Sales Force

[http://www.progressivedistributor.com/pages/Sales_management -- 12 keys to tuning up your sales force.php](http://www.progressivedistributor.com/pages/Sales_management--12_keys_to_tuning_up_your_sales_force.php)

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.



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