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April 2009 PHCP Wholesalers' Sales Report - Down 17.2%

The confidential April Wholesalers' Sales Report produced by the Profit Planning Group reports that April 2009 total product sales were down 17.2% or \$73.1 million compared to April 2008. Year-to-date total product sales were down 8.3% or \$123.8 million for a year-to-date total of \$1,360.5 billion.

YEAR-TO-DATE BY PRODUCT GROUP	APRIL 2009 vs. APRIL 2008	YEAR-TO-DATE BY REGION	APRIL 2009 vs. APRIL 2008
HVAC/R is down 4.8%	HVAC/R is down 12.8%	BC is down 11.5%	BC is down 10.2%
Hydronics is up 8.9%	Hydronics is up 6.3%	Alberta is down 11.3%	Alberta is down 20%
Plumbing is down 6.9%	Plumbing is down 13.5%	West (SK, MB, Thunder Bay) is down 10.2%	West (SK, MB, Thunder Bay) is down 21.5%
PVF is down 15%	PVF is down 28%	Ontario is down 8.9%	Ontario is down 17%
Waterworks is down 21.8%	Waterworks is down 29%	Quebec is down 1.8%	Quebec is down 14%
		Atlantic is down 2.1%	Atlantic is down 24%

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:

When the Going Gets Tough, The Tough Still Produce a Profit

http://www.ciph.com/Downloads/articles/009_When%20the%20Going%20Gets%20Tough.doc

Special to CIPH: Accepting Credit Card Payments - Is it Really Worth it?

http://www.ciph.com/Downloads/articles/010_Credit%20Card%20Final.pdf

2009 PREMIER 150 — Weighing Options by Pat Lenius

http://www.supplyht.com/Articles/Article_Rotation/BNP_GUID_9-5-2006_A_1000000000000585291

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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