



October 2009 PHCP Wholesalers' Sales Report – Down 10.7%

YEAR-TO-DATE BY PRODUCT GROUP	OCTOBER 2009 VS. OCTOBER 2008	YEAR-TO-DATE BY REGION	OCTOBER 2009 VS. OCTOBER 2008
HVAC/R is down 5.9%	HVAC/R is down 2.3%	BC is down 13.7%	BC is down 6.8%
Hydronics is down 0.8%	Hydronics - down 14.3%	Alberta is down 14.9%	Alberta is down 24%
Plumbing is down 8.6%	Plumbing is down 7.0%	West (SK, MB, Thunder Bay) is down 13%	West (SK, MB, Thunder Bay) is down 27%
PVF is down 23.5%	PVF is down 31%	Ontario is down 8.9%	Ontario is down 4.8%
Waterworks is down 10.2%	Waterworks is down 12.0%	Quebec is down 5%	Quebec is down 4.3%
		Atlantic is down 2.3%	Atlantic is up 3.5%

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.

Special to October Report “ASA Materials Market Digest”

<http://www.ciph.com/Downloads/articles/ASAMMDDEC09.doc>

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<http://www.ceostrategist.com:80/resources-store/articles.php?id=349>

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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.