



April 2011 PHCP Wholesalers' Sales Report - down 3.9%

YEAR-TO-DATE BY PRODUCT GROUP	APRIL 2011 Product Group versus APRIL 2010	YEAR-TO-DATE BY REGION	APRIL 2011 Region versus APRIL 2010
HVAC/R is down 1.8%	HVAC/R is up 1%	BC is up 2.1%	BC is down 4%
Hydronics is down 1.7%	Hydronics is down 8.6%	Alberta is up 3.1%	Alberta is down 1.2%
Plumbing is up 3%	Plumbing is down 1.6%	West (SK, MB, Thunder Bay) is up 4.9%	West (SK, MB, Thunder Bay) is down 8.2%
PVF is up 19.2%	PVF is up 10%	Ontario is down 0.2%	Ontario is down 7.2%
Waterworks is down 15.8%	Waterworks is down 27.4%	Quebec is up 7.1%	Quebec is up 5%
		Atlantic is down 7.7%	Atlantic is down 14.7%

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 volume in the region.

Here are some important links:

1. April 2011 Housing Starts, CMHC <http://www.cmhc.ca/en/corp/nero/nere/2011/2011-05-09-0815.cfm>
2. Guest Commentary: Is Cloud-Based WMS a Real Option for Complex Distribution Centers?, Chad Collins <http://logisticsviewpoints.com/2011/05/17/guest-commentary-is-cloud-based-wms-a-real-option-for-complex-distribution-centers/>
3. 2011 Premier 150: A Brighter Future, Pat Lenius http://www.supplyht.com/Articles/Article_Rotation/BNP_GUID_9-5-2006_A_1000000000001050229
4. Risk Management Is But The Tip Of The Credit Profit Iceberg, Abe WalkingBear Sanchez <http://www.armg-usa.com/tip-of-iceberg.html>
5. Making The Most of The Recovery <http://ciph.com/emailLinks/article11.pdf>

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 250 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 \$5 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.