



REVISED - March 2011 PHCP Wholesalers' Sales Report - up 4.8%

YEAR-TO-DATE BY PRODUCT GROUP	MARCH 2011 versus MARCH 2010	YEAR-TO-DATE BY REGION	MARCH 2011 versus MARCH 2010
HVAC/R is down 2.5%	HVAC/R is down 1.2%	BC is up 4.2%	BC is up 4.9%
Hydronics is up 0.4%	Hydronics is up 1.8%	Alberta is up 4.7%	Alberta is up 11.4%
Plumbing is up 4.8%	Plumbing is up 5.8%	West (SK, MB, Thunder Bay) is up 11.1%	West (SK, MB, Thunder Bay) is up 1.8%
PVF is up 21.8%	PVF is up 31%	Ontario is up 2.5%	Ontario is up 4.9%
Waterworks is down 8.4%	Waterworks is down 19%	Quebec is up 7.8%	Quebec is up 2.8%
		Atlantic is down 6%	Atlantic is down 4.7%

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. "Trade Credit ...A 21st Century Profit Source", by Abe WalkingBear Sanchez: <http://www.armg-usa.com/TradeCredit.html>
2. "Kick Yourself Upstairs and Let Your Business Grow!" by P.Bruce Hunter: <http://www.armg-usa.com/KickYourselfUpstairs-BruceHunter3-11.html>
3. Innovation - "The Latest Buzzword", by Gail Wallace: <http://www.armg-usa.com/Innovation-Wallace.html>
4. Home renovation free ride - "Do energy rebates help the environment or fund home makeovers that would have happened anyway?", by Julia Belluz: <http://www2.macleans.ca/2011/04/04/when-the-federal-ecoenergy-retrofit-initiative-was-cancelled-on-march-31-of-last-year-the-toronto-environment-office-had-already-been-working-for-several-months-on-designing-a-home-energy-retrofit-pr/>
5. March 2011 Housing Starts: <http://www.cmhc-schl.gc.ca/en/corp/nero/nere/2011/2011-04-08-0815.cfm>
6. « Aptitudes gagnantes pour les vendeurs à l'interne™ » webinaire: sur les techniques de vente en magasin, avec Tom Kaufmann: http://ciph.com/emailLinks/webinaire_sur_les_techniques_de_vente_en_magasin_mai_11.pdf
7. [Click here to register for Spring/Summer Industrial Distribution Leadership Certification Program \(IDLCP\) Online](#)

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.



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