

THE PLUMBING ADVOCATE

A PUBLICATION OF EQUITY PLUMBING

FALL 2012

**NEWS FLASH,
Equity and
UPA combine
forces!**

CSC Control Supply Corp.

Improving Inventory Turns

**HYDROLEVEL
COMPANY**

GRUNDFOS

Do You Have A Website?

**ASA Partners with Equity Plumbing
Group to Advance Industry Issues**

**White
Rodgers**

FIELDCONTROLS

Honeywell

Control Supply Corp.

Davenport Associates

George O'Brien Supply Co.

Erie

MAXITROL

McDonnell & Miller
a xylem brand

**All Roads Lead To
Control Supply**



VENDOR PROFILE >

CONTROL SUPPLY CORPORATION, COPIAGUE, NY

"Customers can count on us for having what they need in stock".



The Control Supply Team

The visionary behind the creation of Control Supply, Gary Herbst founded the company in 1976. Gary began his career with Honeywell working their New York City sales desk. Soon Gary realized the need to combine a technically proficient sales force with a distributor that could fill and ship all orders complete within the same day...the genesis for Control Supply.

Originally Gary started the company as an oil burner supply house that serviced the five boroughs of New York City, Long Island, and Westchester County, New York. Debbie Herbst (Gary's wife), and Michael D'Annunzio, joined Control Supply, and it rapidly grew from a start-up to a thriving business.

As the company continued to expand, Gary recognized the growth potential of supplying HVAC controls to the distribution market. In 1981 the company closed down their trade accounts and strictly focused on selling to wholesalers only.

Today, from their warehouse located in Copiague, New York, Control Supply services wholesale customers throughout the United States, Canada and Mexico and stocks over 50 HVAC control manufactures.

Since the company's inception consistency has been their cornerstone value. The management team at Control Supply has been together for over 30 years. Gary has been in the field calling on customers for over 36 years. "I love the ability to interact with customers in a face to face manner. The feedback from the field provides me with a tremendous perspective on

what is happening in the industry," says Gary. Debbie had prior experience as a buyer for Federated Department Stores. After the birth of her twin daughters, Debbie took control of the finances of Control Supply and today is CFO. Michael D'Annunzio, Vice President has over 33 years of tenure with the company. Michael oversees and manages all aspect of Control Supply's inventory levels. Michael's technical knowledge is second to none in the industry. There is barley a control that Michael hasn't come across in his time with Control Supply. For the balance of the staff, the average tenure is over 20 years. Gary points out, "Our employees are like family and their experience has allowed our customers to have a sense of comfort and confidence when dealing with us, knowing they are going to get the same family treatment."



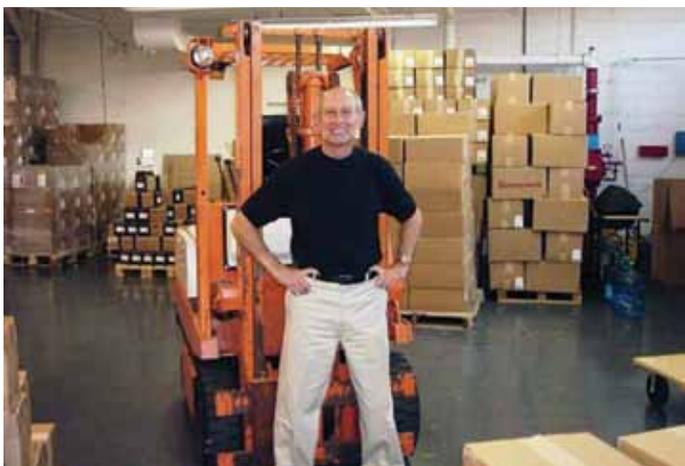


Consistency in knowledge provides customers with an indispensable resource. "We are a technically sound sales force. It is quicker to ask us for a cross reference than to use a computer. Our wholesalers know when they don't know what something is or what the replacement might be, they can just send their clients to us for a solution. Our technical staff receives continuous training on key products," reports Michael.

Consistent service and inventory levels provide Control Supply with a meaningful competitive advantage. Michael explains, "We understand that there are many choices for our accounts. However, we provide additional services to help customers source products or provide engineer solutions. Coupled with our commitment to inventory, customers can count on us for having what they need in stock. We maintain the highest levels of inventory of controls, which means we ship orders, complete the same day."

A consistent partnership elevates Control Supply as a trusted Equity Vendor. "Since Control Supply only sells to wholesalers, our customers know that we are always on their side and will always go the extra mile for them. Whether it is handling their warranties for them or helping them track down a hard to find control. We want the Equity Membership to view us as an extension of their business for inventory, knowledge and support," says Gary.

Control Supply continues to enhance service and add value, which is evident with the Mix & Match Program. The program offers the convenience of bundling different products to reach the best pricing. Participating suppliers include, Honeywell,



Gary Herbst- Control Supply Founder

Argo, Floodstop, Grundfos and Hydrolevel. Gary explains, "We took the approach of rewarding Equity Members for choosing how they prefer to buy. They can choose to either buy a larger quantity of one product or buy the same quantity with many different products across a particular manufacturer and still receive the best quantity price. Some manufacturers are making it very difficult for small - medium size wholesalers to buy direct. Or some manufacturers can't ship orders out the same day. With our Mix & Match program, orders placed by 5:00 PM are guaranteed to ship the same day. The program has been well received by the Equity Membership."

Recently unveiled is a new state of the art website. "In addition to our real-time ordering and inventory platform, customers can log on to get access to any product specials or deals for new products. Soon additional features will be added that include videos of product tutorials, frequently asked technical questions and answers and an area to post new questions," explains Michael. Visit www.controlsupplycorp.com to view new product offerings and to view current special pricing offers.

Control Supply, a supportive and important vendor to Equity Plumbing, receives high marks from the Membership. For those Members that have yet to experience the benefits of doing business with Control Supply, take note from what fellow Members report:

- Harry's Plumbing & Heating Supply, Raymond Gramenzi, President "Their customer service is great and product technical questions are on spot answered."

- Intercounty Supply Company, Bryan Gettler, Executive Vice President - "They provide a valuable outlet for any conceivable control and other products in deep supply at prices only available to heavily stocky distributors. This obviously requires us to stock less with access to far more."

- Sachs & Zitcer Supply, Robert Adamo, Vice President, "Extremely well informed sales staff, delivery is fantastic and Gary Herbst takes the time to visit us personally."

Gary reflects on the achievements at Control Supply and how the company will continue to expand in the years ahead, "Our success has been based on our exceptional personnel, they are truly dedicated to their jobs and helping our wholesalers with their problems. As with any wholesale supply operation, inventory, cash and support is essential to survive. They are the ingredients for satisfying our customer's needs. We at Control Supply Corp, strive to have a diversified and abundant amount of product on our shelves, including the one of a kind and difficult to find item."

You can contact Control Supply Corp. At:
www.controlsupplycorp.com or Call: 1-800-872-3300