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Industry News

Elkay Creates Wholesale Business Units

▶ Elkay Manufacturing Co.'s Plumbing Products Division (PPD) has developed the Commercial and Residential Wholesale business units. Jack Krecek, vice president, general manager of the PPD's Commercial business unit, will supervise specialized engineers, marketers, global sourcing agents and new product development resources targeting commercial business segments such as education, health care, hospitality and other public venues. Among the product managers supporting the commercial group is Gary Israelson, product manager for commercial faucets. Rod Magnuson, senior product manager, will lead a management team focused on new products. Darold Vredberg, senior marketing manager, will handle areas related to pricing and costing; Kevin Keane is commercial financial manager and Franco Savoni, senior manager, engineering and technology, will manage a variety of areas, including the product engineers responsible for cost reduction and supply chain initiatives, the Savanna product testing lab, new and existing product initiatives, certifications and intellectual property activities.

Tom Samanic is the new vice president, general manager of the PPD's Residential Wholesale business unit, which will be responsible for all sinks, accessories and business development initiatives. Wally Moran, director of marketing and product development for sinks/accessories, will lead one of the residential wholesale business unit teams, supported by Mark Hird, marketing manager, and Martin Zimmersch, leader of the engineering team. Angela Sheehan, who recently joined Elkay as a director of marketing and product development for faucets, leads a second team, supported by Jens Bolleyer, marketing manager, and Mike Douglass, leader of the faucet engineering team.

Pete Wozniczka leads the PPD's market research and industrial design team. Laura Gioela manages the product engineering support team.



Angela Sheehan



Wally Moran



Jack Krecek



Tom Samanic



Pete Wozniczka

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PMI Selects Committee Chairs

> The Plumbing Manufacturers Institute named the following new chairs to serve on the Focus and Standing Committees:

- CJ Lagan of American Standard and Rob Zimmerman of Kohler Co. — the Water Efficiency and Sustainability Focus Issue Committee.

- Steve Tokarz of BrassCraft (to serve with Mark Bidinger of Elkay Manufacturing Co.) — the Government Affairs Standing Committee.

- Tim Kilbane of Symmons (to serve with Mike Miller of Alsons Corp.) — the Water Temperature Device Committee.

- Steve Tokarz of BrassCraft (to serve with Mike Miller of Alsons Corp.) — the Supply Fittings Product Committee.

- CJ Lagan of American Standard (to serve

with Fernando Fernandez of TOTO) — the Fixture Product Committee.

- Shabbir Rawalpindiwala of Kohler Co. (to serve with John Watson of Sloan Valve Co.) — the Flushing Device Product Committee.

- Also, Casey Hayes of Haws Corp. was reappointed to a chair position (to serve with Klaus Fromme of Bradley Corp.) on the Technical Standing Committee; Darold Vredberg of Elkay will remain on the E-Business and Opportunities Standing Committee but it will be put on monitoring status; and Fred Luedke of NEOPERL will remain on the Tradeshow Consolidation Focus Issue Committee, which is currently on monitoring status.