

THE WHOLESALE

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INDUSTRY NEWS

Elkay forms new business units

OAK BROOK, ILL. — Elkay Manufacturing Company's Plumbing Products Division (PPD), which manages the company's residential and commercial sinks, faucets, water coolers and related accessories, announced the implementation of its recently formed new business units within the organization. Commercial and Residential Wholesale business units were added to expand the company's understanding of customers' needs within each market segment and deliver quality service and solutions for every aspect of their customers' businesses.

The Commercial Business Unit's organizational structure will support the PPD's efforts on current products and focus on cultivating new endeavors within the Commercial business segments, including education, health care, hospitality and other public venues. Jack Krecek, vice president, general

manager of the PPD's Commercial Business Unit, will supervise a set of specialized engineers, marketers, global sourcing agents and new product development resources. A variety of product managers will support Elkay's Commercial group in key areas of business, including Gary Israelson, the product manager for commercial faucets.

The Commercial Business Unit will also have a management team focused on new products, which will be led by senior product manager Rod Magnuson. Also, working within the commercial group, Darold Vredberg, a senior marketing manager, will handle areas related to pricing and costing. Kevin Keane, commercial financial manager, will serve as the unit's finance product liaison. In addition, Franco Savoni has accepted the position of senior manager, engineering and technology, and will be managing a variety of areas, including all of 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.

The objective for new vice president, general manager of the PPD's Residential Wholesale Business Unit Tom Samanic is to deliver best-in-class products and service to this PPD customer segment and its consumers. Samanic will manage the Residential Wholesale Business Unit's marketing and engineering teams, as well as oversee their global sourcing and

new product development resources. The Residential team will be responsible for all sinks, accessories and business development initiatives.

One of the Elkay Residential Wholesale Business Unit teams will be led by Wally Moran, director of marketing and product development for sinks/accessories, and supported by marketing manager Mark Hird and Martin Zummersch, the leader of the engineering team. A second team is led by Angela Sheehan, who recently joined Elkay as a director of marketing and product development for faucets. Most recently, Sheehan was a director for the customer supply chain for the Sanford Corporation, a division of Newell Rubbermaid. Sheehan is supported by marketing manager Jens Bolleyer and Mike Douglass, leader for the faucet engineering team.

In addition, Elkay PPD's market research and industrial design team is led by Pete Wozniczka and managing the product engineering support team is Laura Gicela.

"The introduction and structure of the Elkay PPD's new business units will help to ensure the success of our Division overall. These teams are a testament to our dedication to providing both our customers and industry partners with the best products and service available in the marketplace," said Steve Rogers, president of Elkay's PPD.

For more information, visit www.elkayusa.com.