



FOR IMMEDIATE RELEASE
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DAHL BROTHERS HOSTS PLUMBING CONTRACTORS ADVISORY COMMITTEE
Meeting Insights Help Create New Solutions for Customers

MISSISSAUGA, ONTARIO – September 2010 – Dahl Brothers Canada Ltd., a family-owned manufacturer of top quality plumbing and heating valves and specialties for more than 58 years and Canada’s number one valve provider, held its first U.S. Contractor Advisory Committee meeting on August 20 in Mississauga, Ontario. Dahl hosted a roundtable discussion with a select group of the industry's leading plumbing contractors, covering an array of topics including the state of the industry, best practices in the field, Dahl's current product line, as well as upcoming innovations and programs to be developed for the U.S. market.

Ted Higginbotham of Sawtooth Plumbing located in Hailey, ID was one of the contractors in attendance, and he noted, “I’ve been using Dahl Brothers products since 2005, because I get zero failures with them, and Dahl is easy to work with and makes it simple to get the product I need, when I need it.”

In addition to collaborative break-out sessions between meeting attendees and Dahl team members, those in attendance were also presented with the opportunity to experience a behind-the-scenes tour of the Dahl factory.

“On the tour, I gained a better understanding of Dahl’s manufacturing precision and attention to quality control, it was easy to see why Dahl valves are better,” continued Higginbotham. “They are dedicated to providing plumbing contractors with what they need in the field and encouraged us to share our feedback on their products, so they can continue to develop quality products to solve plumbing contractors’ challenges and products that wholesalers are proud to stock.”

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In addition to Higginbotham, other plumbing contractors in attendance at the Dahl Contractor Advisory Committee meeting included the following: Roger Peugeot, from Roger the Plumber in Overland Park, KS; Don Caughlin from My Plumber Heating & Air in Manassas, VA; Barney Gidders from Gidders & Sons Plumbing in Fairfax, VA and Vince Marino and Dawn Kennell from Vince Marino Plumbing in Westminster, MD.

"At Dahl, we truly value the plumbing contractor and welcome their insights, since they are not only our customers but also the true experts in the industry," stated Patrice Bansa, Dahl's vice president of marketing and product development. "This Contractor Advisory Committee meeting allowed us all the opportunity to get together and learn first-hand what products and programs can better assist the plumbing contractor, while also collecting suggestions for new product innovations for the future."

In addition to Bansa, other key Dahl executives attending included Jannike Godfrey, president, Thomas Husebye, vice president of business and product development, Gaylen Anderson, vice president of sales, North America and Josh Jamieson, regional sales manager. In addition, the company's integrated marketing agency, Marketing Support, Inc. (MSI), with more than 45 years of experience in the plumbing industry, was instrumental in organizing the contractor meeting with Dave Weiner, MSI's CEO and president, on-hand to assist in facilitating the meetings.

Dahl plans to continue and further expand its new U.S. Contractor Advisory Committee, creating other innovative opportunities to interact, exchange feedback and continue to build upon their strong relationship with the core of the industry – the plumbing contractor and the wholesaler.

ABOUT DAHL BROTHERS CANADA LTD.

Incorporated in 1952, Dahl Brothers is a family-owned manufacturer of top quality

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plumbing & heating valves and specialties for the hydronic industry. Dahl products, which meet or exceed CSA, IAPMO, and NSF requirements, are engineered as practical real-world solutions for plumbers and contractors on the jobsite. Dahl is known in the industry for using the highest quality materials, which are sourced primarily in North America. Dahl's products are distributed through high quality Wholesalers, Original Equipment Manufacturers and Retailers throughout Canada and the U.S.A.

The Mini-Ball™ valve, All Round™ strapping, U-Clips, Piggy Back valves and dahl-in-one® are but a few examples of Dahl's rich history of more than 50 years of product innovation. Dahl has always focused on providing excellent customer service, prompt delivery and shipping orders same or next day for regularly stocked items. For more information about Dahl visit www.dahlvalve.com. For media inquiries, contact Maureen Brennan at (312) 946-6075 or via e-mail at mbrennan@msinet.com.

PHOTO ATTACHED:



CAPTION:

To gain further insights into their customer needs, the Dahl Brothers team hosted its first Contractor Advisory Committee meeting in August with a select group of the industry's leading plumbing contractors pictured left to right include: Ted Higginbotham (Sawtooth Plumbing), Roger Peugeot (Roger the Plumber), Vince Marino and Dawn Kennel (Vince Marino Plumbing), Don Caughlin (My Plumber Heating & Air) and Barney Gidders (Gidders & Son Plumbing).

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