

## CASE STUDY

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# When a wholesaler encounters a plumbing challenge, he finds the up-flush solution in his own inventory!

*How Schumacher & Seiler recently used the Sanibest up-flush plumbing system to turn a successful branch-rehab project into an effective, in-store working model.*

BY JULIE REYNOLDS

BALTIMORE, MD. — When plumbing wholesaler [Schumacher & Seiler Inc.](#) relocated its Baltimore branch last summer, district manager Bill Pritchett expected the hefty price tag that goes along with any major move. But when they began to convert the space to their liking, he and the management team quickly realized the existing restroom site wasn't going to work. That meant unanticipated expenses.

"The old bathroom didn't fit the plan, so we moved it," Pritchett says. "But the new location of the bathroom — with no below-floor drainage — meant we would have had to break up the concrete floor and run pipe about 20 feet to the sewer line. And that would have cost a lot more than we wanted to spend."



SCHUMACHER & SEILER DISTRICT MANAGER  
BILL PRITCHETT: "THE OLD BATHROOM DIDN'T FIT  
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# SANIFLO

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If it had been any other business, the manager might have been stumped and, therefore, stuck with an unwanted bathroom in an inconvenient location. But Pritchett knew exactly how to solve this challenge. He turned to his own warehouse inventories and installed one of his most popular commercial products.

By using a [Sanibest](#) up-flush macerating system from SFA Saniflo Inc., Pritchett was able to create a suitable bathroom and put it exactly where he wanted. The grinder system serves the sink, a urinal and a toilet. A nearby water cooler also drains into the pump. It's the only restroom in the branch, so both customers and employees use it.

The most powerful of Saniflo's products, the Sanibest grinds waste with a steel cutting blade and uses a pump to send the effluent through  $\frac{3}{4}$  or 1-inch pipe to the sewer or septic system. Despite its exceptional pumping ability, the toilet flushes the standard 1.6 gallons of water per flush.

Although Pritchett's system needs to pump waste and water just 20 feet, the Sanibest can pump effluent up to 150 horizontal feet and 18 vertical feet. The grinder system can handle heavy toilet use and flushing of sanitary products, so it's ideal for warehouses, rental properties, commercial facilities and other locations where use can't be controlled.

**In-store working model:** What began as a cost-saving installation quickly turned into a working model, Pritchett says, noting that even skeptical plumbing installers have been converted. "It's been a great selling tool, especially with homeowners. We tell people in our other stores to go to Eastpoint so they can see it themselves and get an idea of how it works."



ACCORDING TO DISTRICT MANAGER BILL PRITCHETT, THE NEW RESTROOM HAS BEEN "A GREAT SELLING TOOL, ESPECIALLY WITH HOMEOWNERS. WE TELL PEOPLE IN OUR OTHER STORES TO GO TO EASTPOINT, SO THEY CAN SEE IT THEMSELVES AND GET AN IDEA OF HOW IT WORKS."

Residential customers will likely end up with the **Saniplus**, which uses a fast-rotating macerating blade to process waste and water through  $\frac{3}{4}$  inch pipe. Ideal for homes, the Saniplus can pump effluent 12 vertical feet as well as 150 horizontal feet, so it can easily be installed in attics, bathrooms or anywhere else that plumbing is needed. There really was no question as to what product to install in the new branch, Pritchett says. “I’ve been selling Saniflo for years and we’ve never had any issues.”

Pritchett encourages others to install a Saniflo product in the showroom or warehouse, but not just for convenience or cost-savings. “A working model has been a great way to help our customers see what they can do in a challenging situation to save time and money,” he adds. “You can pretty much put a bathroom anywhere you want with this product.”



**SCHMACHER & SEILER CHOSE TO INSTALL THE SANIBEST MACERATOR BEHIND THE RESTROOM WALL, SO THAT IT IS NOT VISIBLE. EFFLUENT IS PUMPED FROM THE UNIT THROUGH SMALL-DIAMETER PLASTIC PIPING.**

**SFA SANIFLO U.S.A.** — whose European affiliate, the SFA Group, originated macerating plumbing technology — offers a complete line of up flush toilets and gray water pumping systems for residential and commercial applications. Saniflo developed its innovative, “above-floor plumbing” technology more than a half-century ago and has led its commercialization worldwide. Today, the company markets macerating technology through 14 subsidiaries in 50 countries and has sold more than six million units worldwide since 1958. Saniflo markets through independent sales agents throughout North America, and the product line is currently available at distributor and dealer locations throughout the United States and Canada.

**For more information**, contact Saniflo at 1-800-571-8191. Or visit the Saniflo website at [www.saniflo.com](http://www.saniflo.com).

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