



Volume 8 – February 2014

Deriva: The New Brand on the Block

F.W. Webb takes another step into new territory by establishing a private bath & kitchen brand.

CD recently received delivery of a very exciting shipment: our first batch of Deriva™ bathroom sink faucets, tub and shower trim kits and valves.

Like PurePro® on the trade side, Deriva is our very own private label brand and will be sold exclusively by F.W. Webb. On the showroom side, Deriva faucets will be available only through Frank Webb's Bath Centers; the only internet retailer that will sell Deriva is Riverbend Home, our e-commerce site.

The products are available on Riverbend Home now and should be on display in our showrooms at press time or shortly thereafter. The Deriva bathroom faucets will be followed quickly by kitchen faucets. After that, other home products will be manufactured for us and sold under the Deriva label.

Why private label?

A private label involves specifying or choosing certain products and buying them from the manufacturer in bulk. The distributor or retailer then creates a strong, unique strategic brand for the proprietary lines and packages and markets them under that identity.

Most of us are familiar with the advantages of private labels through PurePro. These benefits include higher margins; more



control over product, quality and pricing; and the opportunity to offer customers a high quality alternative to other brands. In addition, having a private label sets us apart from other distributors – it's one of the many things that make F.W. Webb unique.

The advantages of a private label on the retail side are very similar, although we are not branding Deriva as F.W. Webb but as its own entity.

Quality inside and out

Deriva faucets are manufactured to our specifications by Globe Union, a vendor that delivers excellent value and service. Globe Union has a great deal of experience and an excellent track record in manufacturing fixtures for many top brands.

Deriva products utilize the finest materials and components. The sink faucets are fabricated of solid lead-free brass and meet EPA standards for WaterSense certification. Sink faucets and the Deriva tub/shower valve utilize ceramic disc cartridges. And all faucets offer limited lifetime warranties.

Deriva collections are named after American water features.

- Linville Falls is a waterfall located near the Blue Ridge Parkway in North Carolina.
- The Ambler River flows through Northwest Alaska.
- The Zuni River, located in the southwestern U.S., is named for the Native American tribe that still dwells on its banks.



Deriva means "to drift" in Italian.

Did You Know?

F.W. Webb introduced profit sharing in the 1980s. It's one of the ways the company invests in its employees.



See page 8 for
WebbCam photos

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What is the FW Webb Call Center?

by John Jannetti, Jr., F.W. Webb Call Center



Have you ever called another F.W. Webb store and ended up speaking to someone at CD Sales? If so you have had an interaction with the Call Center.

Some of the first questions we get at the Call Center are “How did I get you?” or “What store is this?” The answers to those questions are simple.

“How did I get you?” You got us because you want to speak with a live person who can and will get you the answers, person, or products you are looking for from F.W. Webb.

“What store is this?” This is F.W. Webb! Employees and customers both reach the Call Center when the store they are calling is all hands on deck busy, without power, hosting training classes, etc. We have a high success rate at satisfying customers throughout New England, New York, and New Jersey by getting them what they called for or getting their information into the right hands to fully complete any special requests.

Since inception five years ago, we have come a long way. We went from two people assisting a handful of stores with quotations, to four people and the addition of rollover calls for two stores, and we now have six people assisting in excess of 70 stores with quotations, rollover calls, passed calls, and orders. Getting the Call Center to this point has been an exciting challenge for all involved. New software and processes were implemented, tested, and tweaked over time and are constantly being improved to enhance the customer experience with the Call Center.

All of us Call Center employees came from various positions within the company. We all have years of experience and we take pride in being a professional extension of each store we have the pleasure of assisting. We strive to achieve the same goals as the rest of the company: we are here to satisfy every customer and sell more stuff! So the next time you call F.W. Webb be prepared for top notch service from an industry leading top notch company.

Welcome to Frank Webb's Hearth & Home

F.W. Webb is embarking on a new venture in Haverhill, MA as we prepare to launch the



first Frank Webb's Hearth & Home Showroom. The showroom will display live fireplaces, inserts, cast iron stoves, logs, and space heaters. Also included will be a variety of outdoor

gas grills, gas lights, gas heaters, power washers, generators and a myriad of outdoor accessories.

Store manager Jude Corso and the rest of the Haverhill team have been contributing to the transition and the grand opening is close. Staffing the new Showroom will be Arthur Peck, who has been with Webb for over a year. Arthur has assisted the Haverhill location with breaking into the LP business in the region. He comes to the company with a wealth of knowledge in the natural gas and propane industry and over 30 years' experience. Karen Rand, who has been with Webb for over seven years, will also be joining the Haverhill showroom sales team. Karen's experience with the company will be a great asset to the Hearth & Home launch.



*Karen Rand, Showroom Sales and Arthur Peck,
Inside Sales of Haverhill, MA.*



RiverbendHomeBlog

WHAT'S THE DIFFERENCE BETWEEN CONTEMPORARY AND MODERN STYLE?

by Casey Makovich, Copywriter, Riverbend Home



This question comes up often in the interior design world, especially because the two terms are often used interchangeably even by professionals.

The most definitive answer is that “Modern” refers to a design movement that was popular in the United States from around 1925 to 1975, whereas “Contemporary” is an ever-evolving style that refers to what is popular at the present time.



[Click to read more Riverbend Home blog posts.](#)



Modern

“Modern” gets its name from the artistic movement of modernism that began with the end of World War I. Its 50 year span encompasses a shift from the ornamental “Hollywood glam” Art Deco designs of the 1920’s to the streamlined organic forms that are characteristic of Mid-Century Modern in the 1950’s to 60’s.

Art Deco

In architecture and interiors, Art Deco emphasizes ornamentation for the sake of ornamentation and repetition within the designs. Typical details include repeating geometric shapes, symmetry, block-like structures juxtaposed with rounded corners, parquet floors, zig-zags, and emphasis on entrances. Both the Chrysler building and Empire State building are iconic symbols of the design style.

Mid-Century Modern

Mid-Century Modern design departs from the excess ornamentation of Art Deco with a movement towards clean lines, simple designs, and a lack of details resulting from the idea that function should dictate form. Design icons such as Frank Lloyd Wright, Charles and Ray Eames, Herman Miller were pioneers of the movement.

Mid-Century Modern interiors tend to be open concept. Every design element has a purpose. Designers often use neutral colors, a mix of man-made materials such as plastic or metal and natural, organic materials such as teak and walnut woods. Split-level homes, large floor to ceiling windows, and integrating design with nature and natural surroundings are all elements of Mid-Century Modern design too.

Contemporary

Contemporary style refers to the trends and styles popular today. It celebrates forward thinking and is constantly evolving with the coming and going of trends. Contemporary design can include elements of other styles such as Minimalism, Urban, Asian, Art Deco, Modern, and more. Typically, Contemporary style homes are more casual and open concept than Traditional style homes and tend to feature a neutral color scheme peppered with colorful accents from plant life, artwork, or bold patterned pillows.

Remind Your Customers to Register.



Registration for our 2014 NASCAR “Race to the Championship” fantasy pool is underway. The grand prize winner will receive a trip for two to attend the NASCAR Awards ceremony in Las Vegas!

Last season we had nearly 600 participants and we would like to double that number this year. If you have customers who are interested in signing up please make sure they visit www.nhms.com/fwwebb before February 19th.



Grateful Customer

Hello Mr. Pope,

First off I'd like to introduce myself. My name is Kelly and I am an "Army wife" and also an "Army Mom" to 3 beautiful children aged 8, 5 and almost 2. My husband is deployed to Afghanistan until February.

I recently had the opportunity to deal with your New Bedford, MA location. A few weeks ago, two days before Christmas to be exact, I had the misfortune of my Bradford White water tank leaking water onto the basement floor. I contacted Bradford White to see if it was still under warranty and was told to call your New Bedford location as they were my closest Bradford White authorized vendor. Upon calling I was sent to one of the inside salesman. The serial was run and I was told that the warranty had expired in April of 2013. I was then told by your salesman Joe Guerreiro that I would not be able to purchase nor receive pricing because I was not a licensed plumber.

I was then given a few telephone numbers of a couple local plumbers that might be able to install it for me on such short notice. I was so upset that I now would have to get a tank replaced knowing I did not have the resources to pay for such a purchase, especially around the holidays. I told Joe my situation and how my husband was currently deployed and how I was just scraping by without him, hoping I could possibly make payments somehow since I did not have the money to pay for a new heater and a plumber's labor bill.

Meanwhile as I made several phone calls to the plumbers and my in-laws to see if I could get a short term loan from them, I received a voicemail message from Joe to call him right away. I was told by Joe that he had called in a few favors and had managed to pull some strings to get my heater covered under warranty even though it had expired and was now sending me a brand new tank to replace the old one. He had also found a plumber willing to donate his time to install it at no charge. Words cannot express the tears I had falling from my face that there were still some great people in this world and one of them worked at F.W. Webb.

The level of kindness and professionalism displayed by your employees I believe is second to none. Taking time out of his busy day to do this for us was amazing. He said it was the least he could do to do his little part to help out a family who was in need while the husband was fighting to keep our freedom. I am sure you probably receive mostly emails about complaints and not too many positive ones, and that's why I felt it was very important for me to do this. Again, thank you for your company's generosity.

Forever Grateful,

Kelly



Made in America



An F.W. Webb team spent two years researching and quoting products for the *Wabanaki*, built by Blount Boats of Warren, RI for Casco Bay Lines in Portland, Maine to replace the *Island Romance* which was introduced in 1972. The customer specified all "Made in America" products and F.W. Webb supplied all the pipe, valves & fittings used on the boat as well as other products. In an interesting departure from our usual applications, Webb also supplied piping for the rails and the smokestack (see photo). Webb is currently supplying products for a series of 25 high speed vessels that Blount Boats is building for a customer in the Netherlands.





Webb Spotlight



Sharon Inza

Webb Vitals:

- **How long you've worked for F.W. Webb:**
I worked for F.W. Webb in the early 80's, left for 10 years, and I am now back 15 plus years.
- **Your role at F.W. Webb:**
My position with F.W. Webb is Industrial Account Manager which is Outside Sales. My main account base is Industrial Accounts but I also have worked with the Contractors and Plumbers.
- **F.W. Webb location where you work:**
Methuen, MA and our branch stores

Describe one of your greatest or unique experiences working for F.W. Webb.

My unique experience while working for F.W. Webb has to be my appearance in our 2012/2013 Red Sox Commercial. Every time it runs I get several emails, texts and phone calls from people who just saw it. Really surprising.

Tell us something about yourself that would surprise us.

My dream job would be to be "Julie" on the "Love Boat" (for those of you old enough to remember her).

Before working at F.W. Webb, what was the most unusual or interesting job you've ever had?

I actually had two interesting positions. One was working in the control tower at Logan Airport for the FAA and the other was working in the Councilors Chambers at Boston City Hall.

What are your hobbies?

I love to cook and entertain. I also love to travel.

If you won a free trip anywhere in the world, where would you go and why?

I would love to go to Sicily, Italy because that is my heritage and I would like to learn more about my ancestors.

The best piece of advice I've ever received is:

To always be kind and thoughtful to others.

Did you know?

We have two specialty divisions within F.W. Webb for pumps and systems. Webb Pump handles commercial and industrial pump applications while Webb Water Systems handles residential pump and water treatment applications.



Brian Clark,
Webb Pump
Manager

Webb Pump is located in Cranston, RI with offices in Portland and Winslow ME. This division handles pumps for all types of commercial and industrial applications: centrifugal, air operated diaphragm, rotary vane, and commercial sewage pumps to name a few. Their main product lines are Goulds G & L, Gorman-Rupp, Grundfos and six of the pump lines offered by PSG, Wilden, Blacker, Mouvex, Almatec, Neptune Chemical Pump and Spectrom Pump/ Parts. Brian Clark is the manager of the group and has a crack inside sales team along with four outside salesmen that cover our sales territory.



Jim Paulhus,
Webb Water
Systems Manager

Webb Water Systems is the division that has the expertise in residential water systems, sewage applications and water treatment. They also handle light commercial applications in these areas. Their main lines are Goulds, Amtrol, Sta-rite, and WaterSoft, along with the related accessories to complete a system. Jim Paulhus is the Manager of the group and there are six outside specialists and an experienced inside sales staff that cover our territory.

Both groups are dedicated to help grow these markets for F.W. Webb. Give us a call – we are here to work with you.





Deriva: The New Brand on the Block

Continued from page 1

Three styles to suit every décor

Like PurePro, Deriva will offer customers an unbeatable combination of quality and value. But to succeed in the retail market, Deriva adds one more element: style. The three Deriva faucet collections pick up on today's hottest looks and suit a wide range of décors.



Stately, classic styling



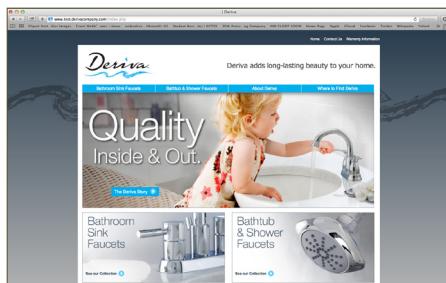
Timeless, versatile styling



Sleek, modern styling

Deriva's finish options, Chrome and Brushed Nickel, are two of the most durable, naturally strong finishes for bathroom faucets available. Both maintain their popularity throughout the years. And each collection includes both sink faucets and tub/shower faucets so customers can coordinate the look.

The tag line we've developed for Deriva says it all: *Deriva adds long-lasting beauty to your home.* So consider Deriva next time you want to update your bathroom (and soon, your kitchen too!).



www.derivacompany.com

F.W. Webb Ballston Spa, NY

Open for Business



F.W. Webb Company's newest wholesale location in Ballston Spa, NY opened its doors to the trade on Monday, January 20th. The 40,000 square foot facility offers Saratoga County more of the Plumbing, Heating, HVAC, Refrigeration, LP and Natural Gas, and Water Systems products and equipment our customers need. Joining store

manager Mike Bifano are team members Kenny Powell, Brad Potter, Missy Morgan, Kevin Grigg, Dan Macie and Eric DeAndrea. Mike and his team are excited to educate customers about all the benefits that

F.W. Webb can bring to their area such as free delivery, regular stock replenishment from our 400,000 + square foot Central Distribution Center and a 36-person training room.

Additionally, a Frank Webb's Bath Center will be opening this summer and will serve as a new resource for homeowners, designers and trades people.



Vendor Summit

by Tim O'Connell, Plumbing Product Manager

F.W. Webb recently held our 9th annual Monster Move Vendor Summit. This meeting takes place annually at the end of January, involving roughly 38 of our Monster Move partners and 24 General Managers from our traditional Trade Service and Industrial locations.

The purpose of the meeting is to create a business plan for the year with the participation of our key vendors and Branch Managers that will help ensure the continued growth of the company. The original idea for the meeting came from our membership in Affiliated Distributors. Distributor members of this organization meet annually with vendors to review the past year, plan for the upcoming year and communicate any changes in product and programs. They also review upcoming promotions and marketing plans that will take place in the distributor's marketplace.

The F.W. Webb Monster Move Summit follows the same type of agenda. Our GMs have a series of 32 thirty-minute meetings over two days with manufacturers and rep agencies to develop a business plan together with key measurement components that will be reviewed throughout the year. The meetings take place over two days with a joint dinner each night; members of Webb's sales staff and corporate management also attend.

Overall there are approximately 115 Vendor partners in the Monster Move Program, which started in 2005 when we first put our name on the Green Monster at Fenway. The program was designed to help the company continue to grow sales with strategic partners and market the F.W. Webb name to create brand awareness and increase market share in our trading area. With a goal to reach one billion dollars in sales, these vendors were asked to partner with us in the Monster Move program, meet annually, develop a plan each year and help us get to the goal. As we enter 2014 we are getting close. Hopefully when we meet with them next January we can thank them for helping us get there!

Tool Donation

F.W. Webb New Bedford recently donated tools to the Plumbing and Heating shop at Greater New Bedford Regional Vocational Technical High School. The tools will be used within the shop and for projects that the students are involved in with the City of New Bedford. Several employees of the New Bedford store are alumni of the school and were glad for the opportunity to "give back".

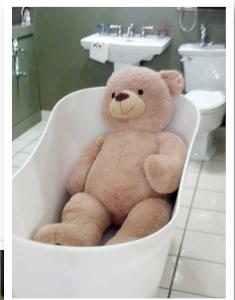


Expo Schedule:

Vermont Expo	Thursday, May 1st B.O.R Arena Barre, VT
New Hampshire Expo	Thursday, September 11th New Hampshire Motor Speedway, Loudon, NH
New York Expo	Thursday, September 18th Michael's Banquet House Latham, NY
Maine Expo	Date TBD Augusta Civic Center Augusta, ME

Toys for Tots Collection

Frank Webb's Bath Center and F.W. Webb Northampton, MA held their Toys for Tots Drive.





Webb Cam



▲ FWW CD-Riverbend and Management Team from Symmons Tour and Service Meeting at CD

Scott Monette, Springfield, MA ►



Ugly Sweater Day, Northampton, MA



▲ Bonnie Lavally



▲ Sue Melnick Ambros



▲ Bonni Dicarlo

Chili Contest

Bedford, MA hosted their own employee chili contest the Friday before the Superbowl. Spirits were up, the chili was delicious and the competition was fierce.



▲ Volunteers from Corporate dishing out samples of chili

1st place winner
Ed Litchfield, Methuen,
MA won a pair of
Bruins Tickets



▲ Paul Lawn, Systems Analyst, Rob Monte, Technical Support Analyst, and Dave Rondeau, Data Research Analyst enjoy the chili



▲ Dean Bekkering, Manager of Corporate Projects and John Checi, Data Research Analyst



▲ Amanda Garner, HR serving up hotdog to accompany the chili

2nd place winner Curt Burgess, Merchandise Manager, Riverbend Home, won a signed Mike Napoli bat, 2013 World Series collector book and video





Twelve Days of Christmas 2013

by Mike Blagdon, Store Manager, West Bath

The West Bath Team held its annual twelve days of Christmas Expo on December 19th, 2013. The event is based on a traditional trade show concept where we place vendor exhibition tables throughout our highly decorated warehouse. Our customers walk by the exhibition tables, interacting with our preferred vendors who are assisting us with the Christmas Expo. This year we had a total of thirty-eight vendors on hand. In addition, we had our own exhibition tables including Webb Water Systems, HVAC/Refrigeration, Frank Webb Bath Centers, Victor/LP Gas and a PurePro Table.

Famous Dave's BBQ, very popular with our customers and vendors alike, catered the event.

We hosted close to 200 attendees, including personnel and vendors. We also ran a "Toys for Tots" toy drive leading up to the event. The Marine Corps was in attendance and together we managed to fill five toy collection boxes they provided for that day.



Ben Clark, Operations Manager, and Derek Jones, CIP, Augusta, ME

The event is a great example of what we can do as a company when we work together. To pull it off, we received incredible support from the Augusta Branch, our corporate marketing department, and Ray DiPirro,

so you know things went smoothly. We also received support from the surrounding locations, Portland, Lewiston, Augusta and Rockland, in advertising the event -- teamwork at its best. In summary, we held an event that had a positive impact on both our valued customers and preferred vendors alike. Teaming up with the Marine Corps and helping support their "Toys-for-Tots" campaign really ties the Expo to the theme of Christmas.

Next year's event is scheduled for December 18th and we already have commitments from our vendors to attend.



F.W. Webb's West Bath, ME facility transforms their warehouse into a Christmas wonderland.



Be sure to "Like" us on Facebook and invite your friends and family to do the same!

F.W. Webb Company

F.W. Webb Company

Wholesale & Supply Store
160 Middlesex Turnpike, Bedford, Massachusetts.
• (781) 272-6600

Above - Support an Edit Photos Likes Events Stay Informed

F.W. Webb Company:
www.facebook.com/fwwebbc0

facebook

Frank Webb's Bath Center Is on Facebook! To connect with Frank Webb's Bath Center, sign up for Facebook today.

Frank Webb's Bath Center

418 likes · 12 talking about this · 18 were here

Shopping & Retail
160 Middlesex Turnpike, Bedford, Massachusetts.
• (781) 272-6600

418 Springfield, MA Showroom Grand

Frank Webb's Bath Center:
www.facebook.com/frankwebbs

RiverbendHome.com

Deriva Great look. Great price! Check out our exciting new collections! Available online only at Riverbend Home.

Upgrading your bathroom? Start with Deriva. Find yours! 15% Off All Kitchen Accessories! FREE Shipping on orders of \$100 or more.

BATHROOM KITCHEN FAUCETS SINKS TOILETS ACCESSORIES LIGHTING HARDWARE ADVICE & IDEAS

Riverbend Home:
www.facebook.com/riverbendhome



F.W. Webb Welcomes Binghamton Locals to Management Team

Jay Potter, F.W. Webb's General Manager in Binghamton, NY is taking the reins of our Lebanon, NH branch from veteran Mel Hale who retired at the end of January after 30 years of service. Meet Binghamton's new management team:



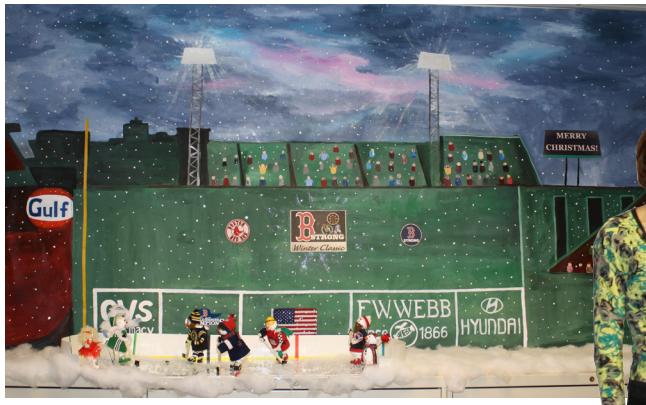
Lou Francavillo is now General Manager. Lou owned and operated a company that designed and built high-end residences in the Binghamton area for over 14 years. He and his family have lived there for over 40 years and he knows many of the local contractors and business owners. You can reach Lou by phone at 607-724-3170 or email at ljf@fwwebb.com.



Matt Dutcher, Binghamton's Operations Manager, was most recently with a building material distributor and an HVAC contracting company. He and his family are also Binghamton locals, and he is familiar with many customers as well. Matt can be reached at 607-724-3170 or at mrd@fwwebb.com.

Employees on the Move:

- **Dan Desilets:** Inside Sales to Outside Sales in Kentrol, Winslow, ME
- **Steven Lawless:** Warehouse to Inventory Control in Albany, NY
- **Paul Hooley:** Counter to Inside Sales in Boston, MA
- **Adrian Beaudoin:** Driver to Counter in Augusta, ME
- **Chris Engelhard:** Inside Sales to Inside Sales Manager in Queensbury, NY
- **Hanna Michaud:** General Clerk to Showroom Sales Associate in Nashua, NH
- **David Eynon:** Warehouse to Inventory Control, Binghamton, NY
- **Rita Caark:** Office Manager to Showroom Sales, Albany, NY



*Lisa Mooradian,
Corporate Office,
Bedford, MA painted
a festive mural of
the Green Monster,
Fenway Park*

Please submit news items and photos with captions to pipeline@fwwebb.com.

February & March 2014

Anniversaries

5 Years

Bill Licata – CD, Ahmerst, NH
 Jay Ternullo – Corporate, Bedford, MA
 Dave Buckless – Webb Pump, Cranston, RI
 Adam Brackett – Rockland, ME
 Bill Valinski – Corporate, Bedford, MA
 Patrick Coutermarsh – Methuen, MA

10 Years

Chris O'keefe – Salem, MA
 Mike Pimental – Webb Pump, Cranston, RI
 Denise Monini – Albany, NY
 Steven Harwood – Cranston, RI
 Chris Sears – Bio Pharm, Cranston, RI
 Gary Stevens – Augusta, ME
 Danielle Frank – Methuen, MA
 Craig Irish – Methuen, MA
 Mike Smith – Pipe Depot, Sturbridge, MA

15 Years

Charlie Robicheau – Bangor, ME
 Ron Bellemore – CD, Ahmerst, NH

20 Years

Jeff Dockum – Rutland, VT
 Tom Jalbert – Concord, NH
 Russell Pelloni – Brattleboro, VT

25 Years

Randy Gerry – CD, Ahmerst, NH

30 Years

Cyndie Ballard – Corporate, Bedford, MA
 Stephen Theberge – Lewiston, ME

35 Years

Scott Smith – Corporate, Bedford, MA

Births

Xavier Mason, born 1/14/14
 Grandson of Tom Mason
 Bedford, MA

Noah Blaine Tatro, born 12/23/13
 Son of Bryan and Jessica Tatro
 Williston, VT

Congratulations