

## Getting Smart

Company offering a solution to plumbing firms to bring to their customers as a way to save money at the meter *By Cory Dellenbach*

**E**veryone wants to save money and when it comes to plumbing, that's even more so. Plumbing services can sometimes be pricey for the customers, so it's always best to find a way to show that customer that you can save them money too.

Capital Distribution, based in Bloomfield, New Jersey, is providing a way for plumbers to help their customers save money, and it all starts at the meter.

The company provides plumbing products that solve problems for homeowners, commercial applications and the plumbers that install them, according to Michael Stallings, senior vice president at Capital Distribution.

One of those products is the Smart Valve, a device that is installed on the user side of the incoming waterline that creates a steady back pressure through the water meter. With the installation, the meter will no longer over-spin — which when uncorrected can give higher readings — and the customer won't be charged for pockets of air that pass through the meter, as they remain compressed and too tiny to register.

Michael recently answered a few questions for *Plumber* magazine about Capital Distribution and the Smart Valve.

### **Q: Tell me a little about Capital Distribution and the product you sell, SmartValve?**

**Michael:** We are a small business based in Bloomfield, New Jersey. We have a combined team of administrative and sales professionals of seven. The Smart Valve is one of our best solutions because it is a win-win-win product. Not only does the user save up to 30%, or more, on water and sewer costs, and we get to provide a solution to a client, but our plumber partners also get to become the hero to their clients for recommending it and installing it.

### **Q: How was the Smart Valve product developed?**

**Michael:** The Smart Valve was first developed by a guy that had the knowledge to understand the physics of



▲ The Smart Valve is attached by a plumbing professional to the pipe near the meter. The device is adjustable, removable and requires no upkeep or power, and can be transferred to different locations if needed. (Photo courtesy of Capital Distribution)

## Capital Distribution

**LOCATION** Bloomfield, New Jersey

**EMPLOYEES** Seven

**PRODUCT** Smart Valve

**WEBSITE** [www.getsmartvalve.com](http://www.getsmartvalve.com)

**EMAIL** [savewater@getsmartvalve.com](mailto:savewater@getsmartvalve.com)

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pressurized water systems and water meters, and to recognize that there was an inherent problem. Then he began developing a solution to correct it. The manufacturer partnered with him and evolved it over a decade into the advanced and successful design we have today. The key advancement was the external adjustability, which allows us to 'dial it in' to each unique system while water is running, and the valve is working. And Capital Distribution became the first to successfully partner with plumbers to bring this solution to both residential and commercial customers across the United States.

▶ The Smart Valve is available as either a threaded-on or flanged device, depending on the job site needs. The threaded-on is primarily used for residential properties, while the flanged is for commercial or larger properties.

**Q: How does the device work?**

**Michael:** The Smart Valve is installed on the user side of the meter and maintains close to ‘city pressure’ upstream through the meter to the city main. By not letting pressure drop as much at the meter as before, it is not letting air volume expand, so the meter is measuring the actual volume of water more accurately. It also creates a smoother, more laminar flow that eliminates overspinning due to surges and sudden pressure changes. You could say it is in a way the opposite of a pressure reducer, which limits pressure downstream. The Smart Valve maintains pressure upstream.

**Q: What type of customer would a plumber want to sell this product to?**

**Michael:** Both residential and commercial clients can benefit from this solution. We provide a free evaluation for all locations, which typically have a return on investment of less than a year, then it’s all saving money from there. Whether it is a homeowner, a small business such as a



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laundromat or bar/restaurant, or an apartment complex or school, and any larger institution such as hotels, golf course, food processing plant, stadiums, pharmaceutical buildings, office buildings or more, the Smart Valve is a solution for all of them.



### **Q: Where can a plumber find Smart Valve?**

**Michael:** We offer multiple programs for plumbers to join that offer many perks such as free shipping and handling, marketing support including free webinars, discounted valves and tons of support. We can even sell the job for the plumber. Plumbers can purchase the valves, up to two inches, on our website or can sign up for free to be contacted about joining one of our partner programs. If larger valves are needed or they have questions, they can call or email us.

### **Q: How much maintenance is required on the product after installation?**

**Michael:** This is very much a “set it and forget it” product, so none is required. However, one of the main benefits is, it is externally adjustable. So, although it is set to a certain level on installation, it can always be adjusted very simply without shutting the water off. The adjustment takes minutes, and only tools needed are a pliers and Allen Key. This is a key factor because it allows a custom installation to maximize the savings and always allows you to adjust it down the road very easily if conditions in the building change.

- ▶ Plumber Hairo Malla of TRV South Demolition, Mechanical, Electrical, Plumbing in Florida, holds a thread-on Smart Valve. TRV South is a VIP program partner with Capital Distribution.



### **Q: Anything else you would like to add?**

**Michael:** We recognize our plumbers as the backbone of this industry and want to let them know we stand ready to help them implement this solution and become heroes to their clientele. Besides the support and discounts, we offer free referrals in their area, the ability for us to educate their clientele for them, and even offer onsite support and webinars for their clients. We stand ready to work with any interested plumbers, small or large, and help them add another valuable solution to their repertoire and grow their business as a result of it. 📌