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## Process & Mechanical Systems, Inc.



Gerard Goglia



Bill Goglia



Michael Goglia

**Whether stopping** by the office, visiting a job in the field, or using social media, the family team at Process & Mechanical Systems, Inc. (PMSI) stays in close touch with Wisconsin plumbing professionals.

"We're not the oldest manufacturer's rep agency in Wisconsin, but we work very hard to provide the best service," said Bill Goglia, co-owner of the Pewaukee-based company in an interview with *Wisconsin Perspective*. "We've recently re-branded ourselves, and added new user-friendly features to our Web site. We're also using Facebook and Twitter to educate and inform other professionals about our plumbing lines."

Founded in 1998, Process & Mechanical Systems, Inc. represents a diverse range of companies in the plumbing and fluid-handling industries through commercial, industrial, municipal, and plumbing stocking distributors. The firm covers the entire state plus Michigan's Upper Peninsula.

"Because my background was in valve manufacturing, I thought we would be mostly a valve-oriented rep agency," said Goglia, who was formerly president and CEO of Milwaukee Valve and president of Crane's North American valve group. "But then one of our first major lines was Powers, and it opened new market opportunities for us. For the manufacturers we represent, our goal is to approach the market with an aggressive and enthusiastic sales force that is professional, reliable, accountable, knowledgeable, and service oriented."

Currently, the firm's product lines include:

- Aqua Bath
- Bernard Controls, Inc.
- Blucher
- Bonomi
- BRAE, a Watts Water Technologies Company
- Guardian
- Matco-Norca
- Mueller Steam Specialty, a Watts Industries Co.
- Orion



Brian Goglia

- Plastic Trends (Royal Pipe Systems)
- Powers, a Watts Industries Co.
- PPP, Inc.
- Schier Products
- T&S Brass
- Tylok
- Watts Drainage
- Watts Pure Water
- Willoughby

Looking back on 2011, Goglia said, "We had a very good year, partly because of the diversity of our product lines. A small portion of our product mix is sold into the residential market, but most of our work is in the commercial and industrial sectors."

### DEDICATED TO SERVICE

Goglia believes that PMSI's success is based upon four major strengths: hard-working owner-employees, a dedication to customer satisfaction, great product lines, and a determination to provide the best service in the industry. "We excel at the basics," added Goglia. "When a customer calls, a real person answers the phone. If someone needs a quote, we get it to them quickly, and if they need a product expedited, we expedite it. Those little things make a big difference."

Goglia's team at the family-owned company includes his sons Brian, sales manager for specification products; Gerard, who handles the inside operational aspects; and Michael, whose responsibilities include quotations, customer service, and graphic design. "With our internal marketing capabilities, we can do things for our manufacturers very quickly, including e-mail blasts, preparing different types of ads, and using social media," Goglia said.

For contractors, engineers and architects, the PMSI team focuses on providing timely, accurate information along with



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quality products, Goglia added. We deliver complete customer service through all phases of the sales cycle—specification, bidding, purchasing, installation, and follow-up.”

Other Wisconsin professionals agree that the firm delivers a high level of service. “They do a great job of staying in touch with the end-user and manufacturer,” said Tony Luciano, principal and plumbing department head with AG Architecture in Wauwatosa. “They give their lines great service.”

Luciano says that if he is planning a project where a PMSI product might be applicable, he will contact Brian Goglia to be sure he has the most current information. “If it’s an odd product, I’ll talk with them to see whether I’m going down the right path. Sometimes they’ll stop in with a factory representative as well, helping me learn more about that technology.”

Joe La Monte, plumbing engineer and partner with Ring & DuChateau in Milwaukee agrees. “They stop by fairly often to show us new products and do a very good job of keeping us informed,” he said. “Then, when we’re out in the field, we can depend on them to help get installation or other issues resolved. They stay in touch with me, and I know we can depend on them from the beginning to the end of the project. With a recent hospital project, they came out many times to make sure everything was proceeding as expected.”

## RECENT TRENDS

In recent years, the PMSI team has seen an increase in end-user demand for products with water conservation features, such as sensor-operated faucets, low-flow shower heads, and aerators. “Products that provide anti-bacterial protection are also popular,” Brian Goglia said. “For instance, hospitals have increased the temperature of their hot water systems to combat dangerous bacteria.”

In keeping with that trend, manufacturers like T&S have added anti-microbial coatings to their handles. “Stopping the spread of bacteria is high on the list of issues for hospitals and schools,” said Brian Goglia. “That’s something we pay attention to when talking with owners, architects, engineers, and contractors about those types of projects.”

PMSI also carries a large portfolio of green products. For example, BRAE offers a rainwater harvesting system suitable

for various types of installations. In addition most of PMSI’s manufacturers today carry lead-free products.

Brian Goglia said one of the firm’s new lines is Schier Products, a manufacturer of grease interceptors, solid interceptors, oil separators, and chemical waste tanks. “Schier just recently introduced the first in-ground polyethylene grease interceptor approved for exterior service in Wisconsin,” he said.

PMSI also recently became the manufacturer’s rep firm for Watts Industries’ specification products, which includes drains, water filtration, rainwater harvesting, and acid waste piping.

“We have really great lines,” said Bill Goglia. “These are all good companies that we represent, and we work hard for them.” He adds that PMSI hosts regular seminars and lunch-and-learn sessions with engineers and specifiers. “We are known as a firm that welcomes manufacturers’ participation,” he said. “We bring the experts right into the field or to meetings with owners, engineers, or architects. We open our contacts up to our lines for everyone’s mutual benefit.”

Looking to the future, Goglia emphasizes the importance of adapting to changes in the plumbing industry. “The idea that you could do things the way they were done for 50 years, just calling on your buddies, is a thing of the past,” he said. “You have to search out new areas and connect with professionals in new ways. For instance, when selling some of our newer ‘green’ product lines, calling on traditional avenues will not work. You need to identify those groups or individuals involved in sustainability and conservation.”

“There may be other manufacturer representatives that have a longer lineage relative to when they were founded or years in business,” Goglia said. “However, years in business does not always equate to being successful. Our goal is to never be one of the group. We always strive to exceed what our customers expect and to continually improve... We simply want to be the best.” □□□

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