

Confidence in the future

Edelman Plumbing Supply continues to invest in its business

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With three generations of the Edelman family involved in the business, Edelman Plumbing Supply, a Northeast Ohio supplier of luxury kitchen and bathroom plumbing fixtures and decorative hardware founded in 1953, continues to significantly expand its reach.

Most recently, Edelman opened a 4,000-square-foot interactive appliance showroom, increasing the size of its existing 12,000-square-foot Bedford Heights showroom to 16,000 square feet. This location has long been a destination for designers, contractors and homeowners in the market for luxury

Deep roots

Edelman Plumbing Supply was founded in 1953 by Alan Edelman, who started the company from the basement of his home. By 1960, he moved it into a warehouse on Associate Avenue in Brooklyn, Ohio. That showroom featured three bathroom displays alongside a parts counter.

Sheldon Edelman joined his father in the business in 1976, and the company commenced construction on a new 1,600-square-foot showroom at its Brooklyn headquarters. In 1990, Edelman Plumbing Supply relocated to Bedford Heights, and eight years later, opened a second location — a 9,600-square-foot showroom in Westlake.

The third generation is now actively involved in the business, with Sheldon's sons Dan and David both having come on board in recent years. Dan has been instrumental in establishing a growing hydronic heating segment of the business, while David administers the company's information technology systems.

And at 86, Alan remains active in the business, negotiating deals, purchasing product lines, stocking shelves and filling orders.

Edelman Plumbing Supply now employs a total workforce of 28, including 16 full-time sales professionals. ■

plumbing products, accessories, vanities, and cabinet and door hardware. Now customers can look to Edelman for top-end appliances including refrigerators, ranges, dishwashers and outdoor cooking centers to laundry equipment, niche "coffee centers" and wine refrigeration systems.

President Sheldon Edelman says the decision to expand into appliances was a clear choice over other options such as tile and lighting, because he believes they are a natural complement to the company's core product offering. He emphasized that this will fill an underserved market need in Northeast Ohio, offering customers added value from a local, established source.

Another decision that Edelman takes great pride in is that, despite the serious economic challenges that have forced many companies to make



The new appliance showroom creates distinct environments and provides a comfortable flow; an energy-efficient drop ceiling and 120 LED light fixtures highlight the fine details of the luxury products Edelman has on display.

cuts in either personnel or payroll, Edelman Plumbing Supply kept its showroom sales force of nine professionals intact. "This has re-energized my sales department," Edelman said. "Choosing this path was a fateful decision made during a challenging time, but it's put us in a good position to thrive as we move forward."

A unique environment

After making the decision, Edelman hired Cleveland-based Ron Kluchin Architects and Jackie Holzheimer Interiors in June 2009 to oversee conversion of 4,000 square feet of existing warehouse space at the Bedford Heights headquarters into a high-end appliance showroom featuring a dramatic central kitchen area.

Within the showroom, appliances are grouped by brand and positioned



Three generations work closely together to strengthen Edelman Plumbing Supply. From left are Dan Edelman, president Sheldon Edelman, founder Alan Edelman and David Edelman.

in contemporary settings that provide context and underscore the products' high degree of quality and craftsmanship. Among the most notable brands in the new showroom are Sub-Zero and Wolf, Viking, Dacor, Miele, Liebherr, Fisher Paykel, DCS, Bosch and Thermador.

According to Edelman, "Our intent with the original 12,000-square-foot plumbing showroom was to give designers and homeowners an unobstructed 360-degree view of each display when standing in the middle of the space. Conversely, the cabinet and door hardware and accessories showroom features dark woods and has the feel of a paneled library.

which helps them share ideas throughout each day. They also participate regularly in vendor training sessions, and we encourage them to research products and vendors online. We invest substantially in their development so customers will receive the kind of knowledge and expertise they simply cannot find elsewhere."

Charting new growth

Edelman sees unlimited business potential for the appliance division and believes that its integration with the company's established product lines offers a great value for customers.

"Already, we're quoting jobs at a phenomenal rate," he said. "There was

"With the new appliance showroom, we took a different approach. It's a long rectangular space, so it was important to create distinct environments within it and provide a comfortable flow between them. We installed an energy-efficient drop ceiling, and we installed 120 LED light fixtures in order to really highlight the fine details of these luxury products."

As construction of the appliance showroom unfolded during 2009 and into 2010, Edelman's showroom team went through additional training in order to assume additional responsibilities within the new appliance division.

"It takes three years to properly train a salesperson in this business, so once you've made an investment in someone, you want to keep them," Edelman said. "The sales staff as a whole works in close proximity to one another,

a clear market need, and we filled it. I've spoken with industry colleagues who have charted a similar path, and they're seeing upwards of half of their revenue coming from the appliance segment of their business."

Over the years, Edelman's has gained a reputation as a "destination showroom," drawing customers from as far away as Pittsburgh and Columbus thanks to the depth and breadth of high-end products. The showroom business, which accounts for about 65% of Edelman's total sales, consists of 60% remodeling projects and 40% new construction. Approximately 80% of Edelman's showroom customers are referred by designers and contractors. ■

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