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Celebrating 85 years; Bradley still going strong

MENOMONEE FALLS, WIS. — Last year marked the 85th anniversary of Bradley Corp., and the invention of the washfountain created to prevent worker productivity from “going

down the drain.”

In 1921, Bradley was founded by Howard A. Mullett after he and several partners bought the rights to the washfountain from inventor Harry

Bradley of the Allen-Bradley Corp. Bradley came up with the idea for the washfountain after realizing that it took too long for his workers to eat a snack and go to the restroom to wash

their hands during their breaks. To save time, he created the group hand-washing concept to keep his workers



One of the early wash-fountains from Bradley floor.

Today, headed by CEO Donald Mullett, the fourth Mullett generation to lead the company, Bradley has not wavered from its origin. The Menomonee Falls, Wis.-based company continues to focus on innovative product solutions to meet the needs of architects, specifiers, plumbing engineers and contractors. Bradley offers the greatest breadth of commercial washroom product lines designed for use in schools, restaurants, office buildings, recreational facilities, theaters, stadiums and more.

“When Bradley puts something on the market, it’s going to work the first time,” said Jon Dommissie, director of marketing and product development for Bradley. In turn, consumers know that “if we go with Bradley, we know it will last forever,” said Dommissie.

In addition to the washfountain, the company has had many other notable innovations including:

- Group shower fixture (1931)
- Column shower (1940)
- Yellow-colored emergency fixture (1972)
- Solid plastic lockers (1990)
- Multi-height lavatory system (2003)
- OneStep bottled eyewash (2004)
- Light-powered lavatory system (2005)

The company boasts the greatest depth and breadth of commercial plumbing products in the world. Architects and specifiers look to Bradley for the most innovative products in categories such as: washfountains, security plumbing fixtures, multi-station lavatory systems, Terreon solid surface products, emergency eyewash fixtures and drench



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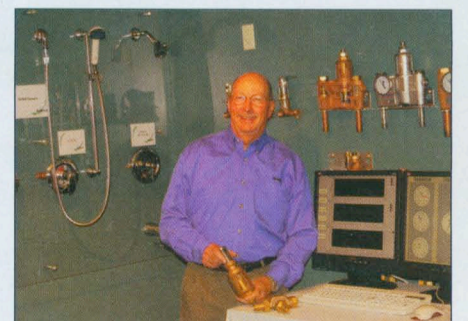
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Bradley CEO Don Mullett checks out a valve in front of the thermostatic mixing valve station in the company’s emergency equipment lab.

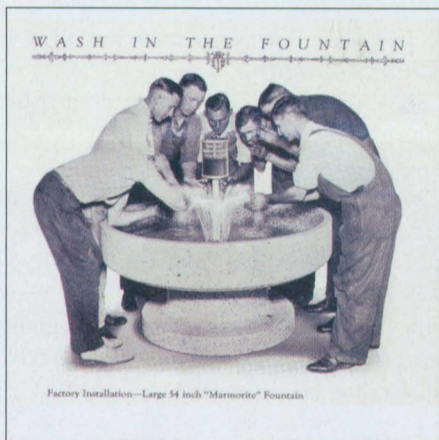
Bradley



showers, patient care lavatory units, commercial faucets, commercial & group showers, washroom accessories, solid plastic locker systems and washroom partitions.

“Over the years, Bradley has changed the way people wash their hands in public,” said Dommissie. “We know consumers have an aversion to public restrooms and we’re continually developing solutions to make restrooms cleaner for users, as well as easier for facility managers to maintain. In addition, our complete line of emergency drench showers and eye-washes helps keep people safer in labs, shop environments and food processing plants worldwide.”

An example of handwashing innovation is the Frequency Lavatory



Factory installation—Large 54 inch “Marmorite” Fountain

Bradley’s patented washfountain was designed in part to keep workers on the shop floor.

System, a solid-surface handwashing fixture which combines a lower sink with a taller one in an attractive wave-shaped design. Parents and children in family restrooms find these sinks to be easier to use than traditional fixtures, as well as individuals in wheelchairs. This fixture makes it efficient for building owners and designers comply with the Americans with Disability Act (ADA) without the need for a separate sink.

When Bradley Corp. launched its Express Lavatory System to the commercial washroom industry, it created a new paradigm that advanced the concept of group handwashing, as well as the expectations for installation and maintenance.

To maintain the personal space of individual lavs, Bradley designed the Express Lav System with a continuous bowl that can accommodate up to three people at one time. With the look and feel of individual lavs, this complete hand washing system provides the economies and conve-

niences of a group fixture. In effect, the Express cuts down on installation time and costs, requires few connections and parts, and proves to be easy to clean and maintain.

Installation of the Express Lav System requires far less time and effort than conventional lavs, as it has only about 1/3 the connections of three single lavs. In fact, the Express typically is installed in 45 minutes or less. The units are shipped in pre-assembled modules, and require only standard supplies and one waste outlet for installation, reducing labor and maintenance costs.

The Express is made of Terreon®, Bradley’s exclusive solid surface material, which resists stains, burns, chemicals and impact. The highly durable material is vandal-resistant and in the unlikely event that the surface is damaged, it is easily repaired with everyday cleaners or fine-grit abrasives.

Cleaning and maintenance of the Express Lav System is simple, as the bowl and sprayhead are designed as continuing surfaces with smooth flowing lines, rounded edges and no crevices for dirt build-up. Excess soap drips right into the bowl, not onto the counter or floor. In addition, valves are virtually maintenance-free and since parts are concealed, the Express deters potential vandals. The lav system comes with a choice of time-proven “no touch” infrared or mechanical push-button control that uses air — not water — as the operating and timing medium.

Ideal for high-traffic commercial washrooms, the Express satisfies ADA, ANSI, UFAS and TAS for barrier-free clearances, reaches and controls for all users. The Express lav system is available in an array of colors and comes with a range of options and accessories in a variety of models.

Bradley is also making restrooms greener. The company recently launched the first and only light-powered lavatory system. The patent-pending ndite technology uses photovoltaic cells integrated into the top of the Express Lavatory System to convert normal restroom lighting into electricity, which provides power to the sensors and valves the handwashing stations. Bradley’s lavatory systems with ndite technology do not need electrical hook ups nor expensive batteries that end up in landfills.

The patent-pending ndite technology developed by Bradley offers the

first light-powered handwashing fixture in the industry. ndite technology converts restroom lighting to energy, which activates the flow of water to its Express, SS and MG series lavatory systems.

Whether natural light or normal room-level lighting, the cells capture light when it is available and store the energy for later use in a battery-free system. ndite technology eliminates the need for electrical hook-ups.

“Our new ndite technology will revolutionize the lavatory category — this is no ordinary sink,” said Nate Kogler, product manager for

a typical restroom is designed with lighting directly over the handwashing fixtures, this requirement is easily met. For heavier traffic areas additional illumination is required.

Bradley rounds out its product line with the addition of touchless hand dryers, soap dispensers, dispensers, toilet partitions and solid plastic lockers. In fact, Bradley is the most complete single-source provider of plumbing and emergency fixtures, and has the shortest lead times in the industry. One reason is its continual reinvestment in facilities and equipment — more than 5% of rev-



In the emergency equipment lab at Bradley Corp., Donald Mullett, CEO (right), and Jon Dommissie, director of marketing and product development, stand in front of fully functional Express Lavatory System with ndite technology, which is capable of storing light energy, even over a long weekend when no lights are in use.

Bradley Corp. “By ‘unplugging’ our Express handwashing stations, we’ve created a fixture that is not only energy efficient and environmentally sound, but also virtually maintenance free.”

Until now, lavatories have used electricity and battery power. Diagnosing and replacing a dead battery can cost upwards of \$400, and for some systems this can add up to \$1,600 per fixture each year. Environmentally-friendly ndite technology not only eliminates these costs, but helps reduce the 2.5 billion pounds of batteries that are sent to landfills each year.

The ndite system, after an initial charge of 30 minutes, will provide years of trouble-free operation. The system is self-sustaining and provides a steady stream of power to the sensors and valves controlling activation. Even in environments where the lights may be off for up to five days, the system will maintain its charge.

Restrooms with 400 lx of lighting will provide a sufficient amount of light to power the ndite system. Since

venues are put back annually into new equipment and efficient processes.

“We attribute our success to our four cornerstones: family ownership, quality products, brand leadership and a customer focus,” explains Dommissie. “The focus at Bradley is always on what we can do better for the customer.”

For 85 years, Bradley Corporation has designed and manufactured commercial washfountains, and today is the industry’s comprehensive source for plumbing fixtures, washroom accessories, partitions, emergency fixtures and solid plastic lockers.

“What separates Bradley from the others is how our customer service deals with the customer,” said Mullett.

Headquartered in Menomonee Falls, Wisconsin, Bradley serves the commercial, industrial, health care, recreation, education and corrections markets worldwide. For more information, contact Bradley at 800/BRADLEY or visit online at www.bradleycorp.com. ■