

Hilty's Banks on Royal ENT and Fittings

ROYAL[®]
Building Products

REPRESENTATIVE: **Bob Jones & Associates**

DISTRIBUTOR: **Consolidated Electrical Distributors**

CONTRACTOR: **Hilty's**

PRODUCT: **Royal Electrical Solutions Electrical Non-Metallic Tubing (ENT)**

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Electrical Solutions

About Royal Electrical Non-Metallic Tubing (ENT) & Fittings

Royal Electrical Solutions Electrical Non-Metallic Tubing (ENT)

is a corrugated flexible conduit that is used for electrical raceways. It can be installed in concrete slabs or fire-rated interior walls. Royal's ENT pipe and fittings are used in multiple applications, including: commercial, institutional, industrial and residential buildings. Standards: UL 1653.

About Hilty's Electrical Contracting

Established in 1977 in Phoenix Arizona, Hilty's is one of the largest multi-family residential and C&I electrical contractors servicing Arizona, California, Nevada and New Mexico. Its many projects include condominiums and townhomes, assisted and independent living facilities, and student and military housing. To date, it has completed over 135,000 units throughout the Southwestern United States. Over the years Hilty's has developed a number of long standing key relationships with regional suppliers, including Scottsdale-based Consolidated Electrical Distributors Inc.



Sourcing Close to Home

Chad Schmeltz, sales professional with Consolidated, says over the past two years Hilty's has been using Royal Electrical Non-Metallic Tubing (ENT) and fittings exclusively for all its projects.

"There are a combination of factors for making that decision," Schmeltz says. "The main one is Royal was able to be competitive on all fronts, from pricing and availability, to quality and service."

One of the biggest factors was Royal's commitment to stocking product locally, he explains.

"For us, local stocking was a big deal. We don't have a lot of time to wait for products being shipped from Toronto, Detroit or Denver. It's more convenient for us to just have stock on hand where we can pick up materials for big orders. And it's great to have a local representative who we can talk to when we need them. That was a big plus in making the decision to switch to Royal."

Given the volume of work Hilty's does, Consolidated says they stock 10,000 feet of pipe of each size on average.

"For large orders we might need 25,000 to 30,000 feet at a time."



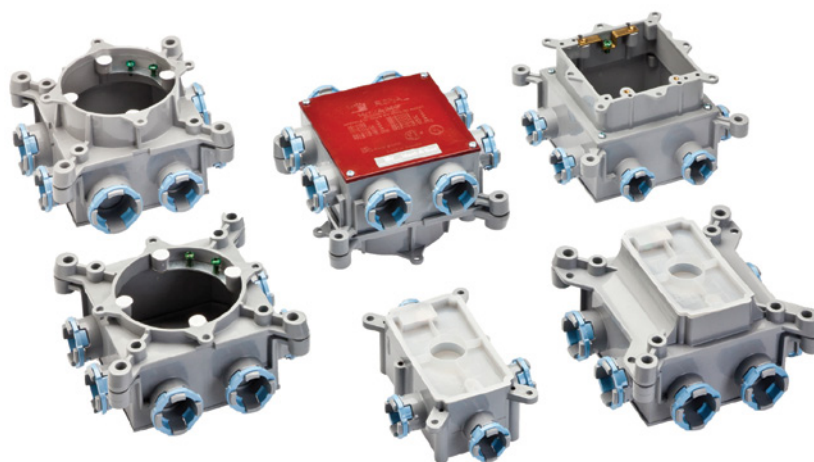
A Flexible Choice

The ENT product line is also a winner from a performance standpoint, he adds. The corrugated and flexible design makes it ideal for in-between floors and decking before concrete is poured.

"For these projects you need something sturdy enough to take the pounding at a construction site, but can be installed right away without problems."

Royal ENT products are also the perfect choice for underground parking garages, Schmeltz says.

"We use it wherever cement is being laid and we need a pipe that's more flexible than rigid piping. Flexible is better because we can move it a little bit in installation without it breaking. If you put rigid pipe



underground and it moves or gets hit by a truck, there's a good chance it will come apart."

With the construction industry on the upswing in the region, he says that local accessibility to product is playing an even bigger role in Hilty's decision to stick with Royal.

"Things were slow during the recession, but now Hilty's has work lined up until at least 2016. In construction that's a millennium! And we will need Royal products on all those jobs."

About Consolidated Electrical Distributors

Consolidated Electrical Distributors, Inc. (CED) has a coast-to-coast network of sales and distribution warehouses with more than 600 locations to serve electrical contractors, industrial and commercial customers.

CED's knowledgeable sales professionals have years of experience to match the right products to the right projects. CED's service capabilities provide fast and accurate information, on-time delivery, and the technical expertise to get the job done right.

CED's management philosophy allows each location to operate as an independent "Profit Center". This assures all CED customers that each location will remain sensitive to local needs, even as the company continues to expand. The local managers know the right combination of products, equipment and service to meet those needs.



About Bob Jones & Associates

Bob Jones & Associates is Royal Building Product's manufacturer's representative sales agency serving the Electrical Construction Trades in the Southwest since its beginning in 1974. They regularly call on Electrical Distributors, Contractors, Architects, Engineers and OEMs in Arizona, Southern Nevada and the Imperial Valley of California.

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About Royal Building Products[®]

Royal Building Products, is a division of Axiall Corporation (NYSE: AXLL). The company manufactures and distributes leading materials for the home remodeling, building and municipal construction markets. For over 40 years, the company's commitment to quality, innovation and customer relationships has attracted the loyalty of a growing number of building professionals, homeowners, architects, engineers and distributors to its products. With operations throughout North America, Royal Building Products offers the renovation, remodeling and new construction industries a broad range of innovative products including siding, trim, accessories, soffit, rain ware, mouldings, deck, window profiles and patio doors. Royal Building Products also manufactures pipe and fittings for the electrical, municipal, irrigation, plumbing and industrial construction industries. For more information, please visit our website www.royalbuildingproducts.com. Follow us on Twitter and "Like" us on Facebook.

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