

Following his father's footsteps —

# RYAN REIDEL CARVES HIS OWN NICHE AT MOUNTAIN PLUMBING PRODUCTS

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**D**espite the fact that he grew up in the plumbing industry as the son of former Geberit President & CEO Bruce Reidel — and that he had just earned an MBA in Marketing — Ryan Reidel spent his first year at Mountain Plumbing Products getting his hands dirty in the warehouse, which he described as an ideal way to get to know the breadth and depth of the product line.

He then assumed a Product Management role for several years, helping to bring many new and successful products to market. In 2015 he transitioned into a sales role, first handling some OEM house accounts and then as Eastern Regional Manager, before being promoted to Vice President of Sales & Marketing.

"Looking back when I began my career at Mountain, the company was facing major adversity," Reidel shared. "We have overcome many different things to be in the great and successful position that we are today. It is

extremely motivating and satisfying knowing that I have been an instrumental contributor to our growth and success over the past few years. Complacency is not in my vocabulary. I enjoy pushing hard in obtaining lofty goals as success equals fun!

"I was fortunate to grow up in the plumbing industry and blessed to have the opportunity to join my father at Mountain full-time following my education. The decorative industry is a small, close, tight-knit community. My father was instrumental in shaping me both personally and mentoring my career path. It's been invaluable to witness his passion, knowledge and work ethic. He amassed an incredible, hard-working professional career in the plumbing industry, and is a person who does not view himself above anybody else within the company. He always has an open door and genuinely listens to everybody who approaches him. I am extremely fortunate and blessed to have a father like him."



### Mountain Plumbing Products is well known for its specific niche of decorative plumbing accessories.

"If you look at a kitchen sink setting, we do not provide the sink or faucet, but we do fill all the other holes," Reidle described. "We are not into the main faucetry and fixtures; rather it's our job to decoratively accessorize those focal points. Our styles and finishes blend with most every major faucet and fixture manufacturer on the market."

Maintaining great relationships with its showroom partners— as well as proving excellent support and customer service — has helped Mountain build a loyal customer base.

"We heavily pride ourselves in customer service," Reidel noted. "We are very quick to process and ship orders. Our policy is to ship orders the same day if they are received by 2:00 CST. We have roughly a 98% fill rate on products in core

finishes like polished chrome, polished nickel, brushed nickel, oil rubbed bronze and Venetian bronze. We do not have a minimum order, so many customers look to use us as their other warehouse since we are able to ship extremely quick.

"We are constantly looking at the future in terms of new products, styles and trends. We are always improving and releasing new items. I feel that we are the leader in our category. We excel in delivering the finishing touches for kitchen and bathroom projects. After all, our tag line is 'your design, finished.'"

Don Smith of Central Arizona Supply pushed for Mountain to be approved as an LPG vendor and the group welcomed the company in 2011.

"We saw a great opportunity to leverage ourselves in picking up new business from showrooms that we weren't currently selling," Reidel described. "LPG members are well known and respected showrooms in their given markets, and they are very loyal to their buying group affiliations. Showrooms like those of LPG members are very special to us."

"Our core distribution is through decorative kitchen and bath showrooms. We do not sell directly online or to big box retailers. We have positioned ourselves to be the market leader in high-end decorative plumbing accessories, and we believe that LPG showrooms are the perfect partners for distributing our products."

Because they are not a large publicly traded company, Mountain's size and structure gives them the advantage of being able to quickly react and adapt. And while they do have a standardized display program, many times Mountain is able to customize displays at a showroom's request.

Reidel is impressed at the changes that LPG has made in recent years.

"I am thrilled at the direction and vision that Director Jeff [MacDowell] has brought to the table," Reidel noted. "His leadership is helping to strengthen the relationships and dynamics within the group. LPG places great importance in advocating for the vendors by helping attract more products to be purchased within the



group. "

Mountain Plumbing was founded in West Deptford, N.J., in 1997. The company is 100% owned by McAlpine Plumbing from Glasgow, Scotland. Mountain's operations were moved to Dallas in the fall of 2012 and are located in a Free Trade Zone just north of DFW airport. Their 50,000-square-foot office/warehouse space is home to Mountain's day-to-day operations, including warehousing, assembling, water testing, engineering and shipping.

