

From:
"APR Supply Co." <info@aprsupply.com>

Email Subject Line:
APR August Newsletter - What's Happening Now

Email Body:

In this issue we talk about inventions shaping the trades, the benefits of tankless water heaters, enhancing customer communication, weather-triggered HVAC marketing, backflow prevention, luxury kitchen trends, and more.

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APR Supply Co.

WHAT'S HAPPENING NOW

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APR Supply Co. Editorial- Vol. 4: Inventions Shaping the Trades

How today's comfort has been impacted by remarkable advancements in past years

While the United States does not officially celebrate any holidays during the month of August, some of our country's greatest accomplishments regarding inventions that have shaped our world have occurred then.

From the calculator in 1888, the Ford trademark in 1909, and the television in 1930, August is littered with technological advancements that we as humans still benefit from today.

It's because of innovative ideas like these that Americans can live easier and simpler lives. The HVAC (Heating, Ventilation, and Air Conditioning) and plumbing industries are not immune in that they have experienced remarkable advancements over the years, thanks to innovative inventions that have revolutionized these fields. These inventions have not only improved efficiency, comfort, and safety, but have also contributed to sustainability and environmental conservation.

[**Learn More Here.**](#)

ONE AWESOME EVENT, TWO GREAT LOCATIONS



AUGUST 16, 2023- HERSHEY AUGUST 23, 2023- MONROEVILLE

APR Supply Co. Annual Buying Show

Need a reminder of all that we offer at our Annual Buying Show? Take a look back at last year's show to get you amped up for the excitement coming your way! To get more information or to register, visit www.aprsupply.com/buyingshow.

[**Watch More Here.**](#)



Bradford White and Podium Partner to Help Contractors Streamline and Enhance Customer Communication

Bradford White Water Heaters, an industry-leading manufacturer of water heaters, boilers and storage tanks, announces a new partnership with the powerful messaging platform Podium that helps contractors grow their business through better communication with their customers.

With premium access to Podium's suite of messaging tools, Bradford White contractors can text customers to gather online reviews, connect with leads and send promotional campaigns, all from a single easily accessible inbox.

[Read More.](#)



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IMPROVE CUSTOMER EXPERIENCE
WITH INTERACTION MANAGEMENT**



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A Step-by-Step Guide to Weather-Triggered HVAC Marketing Campaigns

Would it catch your attention if I said there was one thing you could do to increase the ROI of your marketing spend five to eight times and lift sales by 10% or more? The thing I'm talking about is personalization, and it is key today to help your HVACR business stand out.

[Read More.](#)



Homeowners Are Gravitating Toward Industrial-Style Kitchens This Summer

A recent analysis from Houzz shows the most-wanted home features of the moment, including industrial kitchens, historical style, and rooftop spaces.

If summer has your customers feeling inspired to revamp their living quarters, you might be wondering what home features and styles are in right now—and whether you're looking for ideas on tackling a renovation project or just a minimal touch up, Houzz has you covered.

[Read More.](#)



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Celebrate National Backflow Prevention Day 2023 with Watts

Watts will be hosting a new CEU webinar on August 16th at 12 p.m. ET.

National Backflow Prevention Day celebrates backflow prevention and cross-connection control and those who install, maintain, and test backflow preventers.

Watts will be hosting a new CEU webinar, “New Tech in Backflow Prevention: The Future is Now”, on August 16th at 12 p.m. ET. Keep an eye on Watts social media for registration information.

[Read More.](#)



7 Deadly Sins of Plumbing Contractors

From not pricing correctly to talking politics on the job, here are seven Deadly Sins that every plumbing contractor should avoid.

[Read More.](#)



Navien Inc. - Tank Vs. Tankless

Tankless water heaters provide endless hot water while in use and do not waste energy. This video explains the differences between a tankless and tank water heaters and the benefits of your customers switching to a tankless water heater.



Lancaster Water Group - Since 1942

On the cutting edge of technology and driven by an experienced on-site engineering team, Lancaster Water Group's innovative spirit assures that you will always be leading the pack with products that are proven to deliver results and peace of mind.

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