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*Twenty Years of
Service Excellence*

TWENTY YEARS OF SERVICE EXCELLENCE

...

WITH 2 LOCATIONS TO SERVE YOU

By Kate Richardson

Plumbing and lighting supplies and fixtures are everyday necessities for all Canadians. Save More Plumbing & Lighting in Vancouver and Surrey, BC is celebrating twenty years of making those everyday choices an affordable luxury. "Save More's products are necessary for everyone to function," Save More's Marketing Director Ravi Bansal says. "Knowing we are helping people find quality products at reasonable prices so that they can make their home their own utopia feels like a great accomplishment."

Save More Plumbing & Lighting supplies bathroom, kitchen and lighting fixtures for retail and development projects. It specializes in unique and exquisite new designs of bathroom furniture, bathroom and kitchen accessories, glass basins, faucets, range hoods, fans, lighting, kitchen sinks, toilets and bidets, basins, steam showers and whirlpools. Full lines include brands such as Kohler, American Standard, Painsi, Kindred, Blanco, Aquabraxx, Elkay, Fiat, Maax, Moen, Franke, Oliveri, Valley, Eurovit, Eurolux, Inox and Delta Pacific. Prices even for high end lines are reasonable because the company buys in large quantities, and because offering affordable elegance is

a standard the company insists on maintaining.

Retail clients include homeowners and renovators as well as builders, designers and contractors. Although its development wing supplies to large scale condominium and commercial products, the company is proud of its philosophy that "no project is too small." All customers are treated with respect whether they are renovating one bathroom or buying supplies for a 400-suite condo high-rise.

With a corporate strategy that targets growth, the company has increased in size and expanded to various locations across the lower mainland. Founded in 1989 by Ram Bansal and Narottam Handa, the company began with a 1600 square foot showroom on Kingsway in Vancouver. Now that showroom has grown to 9,000 square feet and the company has added another showroom on 84th street in Surrey. Save More's products are also available in showrooms across Canada. The company has plans to expand internationally in the next five to six years.

The company also started two new Canadian sister companies. Eurolux Products is Save More's wholesale line that began two years ago to service commercial buildings, high rises and large scale developments. The line has been purchased for projects in both Canada and the United States.

The company has also just opened Valley Bath and Kitchens in Mission, BC, a manufacturing plant creating quality Canadian products. At a time when Canadian manufacturing is decreasing, Ram and Narottam felt



strongly that they wanted complete quality control over the products they offer to their clients. Inferior products can cause extreme stress for homeowners and developers. Especially in the plumbing world, faulty products such as a cracked tub can create extensive damage. Canadian manufacturing regulations are particularly strict so the partners are confident that the Valley Bath and Kitchen Products will be reliable and give customers not only a sense of security, but also pride in Canadian manufacturing. "It may be a risk," Ravi admits. "But we are willing to take the risk to ensure good quality products for our customers. We want to build trust with our clients and knowing that we are offering reliable, Canadian-made products is one way we can do that."

Staying current with the recent emphasis on environmentally friendly products has become extremely important for the company and it is in the process of expanding its Enviroline. "Canadians in particular want to choose products that are environmentally friendly," Ravi explains. "We are constantly searching for the best quality and innovative products so we can offer them to our customers."

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The company has several brands of dual flush toilets, offering both a 3-litre and 6-litre flush. The new Painsi Hybrid line of Italian faucets allows customers to set the temperature before turning on the tap, so water is not wasted waiting for it to warm up. New digital technology even allows customers to set a timer so the faucet can be set to fill the pot and then stop. Low flow shower heads are a standard.

Save More's ability to service its customers has resulted in three Consumers' Choice Awards for Business Excellence, a reward that is totally driven by customer votes. The company has also won an award for business growth from the Canadian Executive Quarterly.

Another ongoing goal is to deliver exceptional customer service. Although 70% to 80% of clients are repeat and referral customers, keeping up to date with new technologies and methods of customer service is constantly on the company's agenda. The website www.savemoreplumbing.com has extensive information as well as full colour photos of each product. The company advertises in the yellow pages, directories and magazines. But its entry

into 2.0 marketing, using a wide variety of marketing techniques available, is proving to be a successful business driver. The Save More plumbing blog is updated once a week and contains current information such as how to maximize the value of the new government rebate on renovations. Save More has a Facebook site and a twitter account. Ravi is working on a wikipedia site. "We're drawing new customers because we are high on google rankings with these new techniques," Ravi explains. "And once potential customers see what we have to offer at our price points, they want to check us out more."

Achieving and establishing the highest levels of excellence in the market and the essentials in the industry is an ongoing process of the Save More system. Knowledgeable and friendly staff are trained to help customers find the best products that satisfy their needs. The company also has a feedback process to increase its efficiency and allow it to meet goals.

Save More has achieved a solid reputation for putting the customer first. This philosophy stems from the owners' dedication to their business. Ram and Narottam were both



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newcomers to Canada with nothing but ambition and a willingness to work hard when they opened the company. Working 20 hours a day, they would put in time at the showroom and then do their own service calls in the evening. The company almost did not survive the first year after Ram suffered a serious injury on a service call. When he recovered, he focused on building the business by travelling personally to construction sites where he would meet with contractors and home renovators, striking up conversations and building relationships with them. Those early conversations formed the bedrock of the company's clientele and many of those early customers are with the company today.

Ram and Narottam have complementary skills that allow them to maximize the potential of the company. Ram is creative and has exceptional taste when selecting products. Narottam takes care of logistics, ensuring that operations are going smoothly, that deliveries are on time, and that customers are satisfied. Extremely organized, Narottam is the perfect complement for Ram.

The Save More owners and staff are sincere in their desire to help customers make their home a safe haven through offering top quality bathroom, kitchen and lighting tools to keep the home running well. Twenty years in the making, Save More's reputation for providing affordable luxury has been built on exceeding customer expectations, staying up-to-date with the latest product designs and offering them at great prices. With the benefit of dedicated staff who take care of customers well as well as inspired leadership from management, Save More Plumbing is well positioned to stay a market leader in Canada and beyond.



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