

Kovalsky-Carr Uses Innovative P&S Products to Satisfy Customers



The P&S sales representative for K-C is Dick Bassney, a manufacturer's representative from Integra Sales and electrical industry veteran for more than 40 years. Bassney's experience provides K-C with broad product knowledge and a keen understanding of local contractors' wants and needs. Of course, a key element of success comes with selling quality products. That's why K-C has been an exclusive P&S distributor for more than 20 years.

Kovalsky-Carr Electric Supply Co. (K-C), a Pass & Seymour/Legrand (P&S) Cornerstone distributor based in Rochester, N.Y., follows the motto of "People, Products and Performance."

"You need great people, innovative products to offer, and outstanding service and support to be successful," said Arnold Kovalsky, President of Kovalsky-Carr. "Without all three, contractors won't keep coming back."

Since 1921, K-C has considered its business partners among the most important elements for long-term success. P&S is one of those partners.

"As P&S broadened product and service capabilities, we discontinued carrying products from competitors," said Kovalsky. "Pass & Seymour's service and support is best-in-class, and the innovative products give us great opportunities. Why deal with anyone else?" K-C's strong relationship with P&S was most important during the launch of P&S PlugTail™ wiring devices.



Arnold Kovalsky,
President of
Kovalsky-Carr

"When P&S introduced PlugTail, we teamed with Integra Sales to identify the best customers and projects to benefit from the product's labor savings," said Kevin Sweeney,

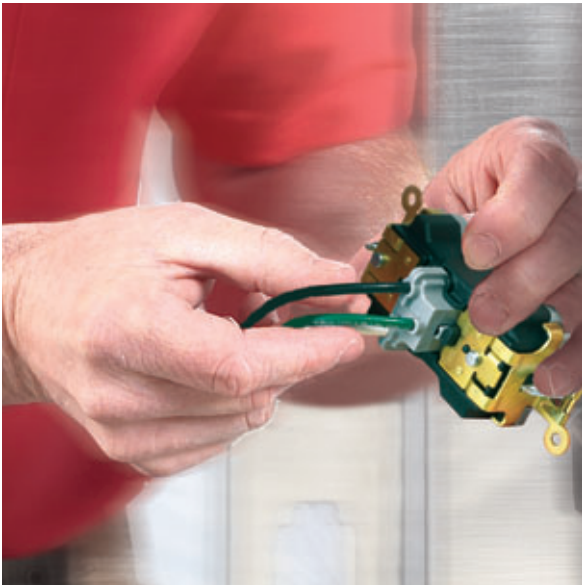
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sales representative at Kovalsky-Carr. "PlugTail is a simple idea, and we knew that joint sales calls to top accounts could quickly educate and convert our customers." K-C made construction site visits, quickly demonstrating the benefits of PlugTail.™

"The best way to reach contractors is to let them physically test new products," Sweeney said. "Holding it in their hands, contractors could see the labor savings. They'd say, 'Why didn't I think of this first?'"

Pass & Seymour





Bassney noted a unique aspect of the Park Ridge job. “The PlugTail order arrived late in the design process, so the contractor had to make up lost time,” he said. “Installing PlugTail allowed them to trim out faster and finish the job on schedule.” Park Ridge Hospital workers recognized PlugTail™’s benefits as

J. Kovalsky, Vice President of Kovalsky-Carr. “We plan to develop a local PlugTail inventory so we’ll have the device on hand when customers need it.”

“We achieved repeat success, and it’s time to expand PlugTail’s use,” said Sweeney. “Until recently, the product only suited healthcare construction. Now you can use PlugTail for colleges, offices, entertainment complexes and any other large job.”

With good P&S marketing materials, a great story about the product benefits and passion for how it could help contractors, the team has racked up an impressive PlugTail™ sales record. Most of the high-profile jobs in K-C’s market have gone with P&S PlugTail™. Some projects include:

- Park Ridge Hospital
- Edison Technical
- Pittsford School
- SUNY Fredonia
- Wayne County Nursing Facility

Mark Wise, project manager at Rochester-based Schuler-Haas, said PlugTail™ provided substantial time savings in renovating Park Ridge Hospital. The job added a new emergency department, operating rooms and a department of medicine to the existing facility.

“PlugTail saved us time with each addition, but especially at the finish phase. Time was at a premium, and PlugTail made the job go much faster,” Wise said.

well. Future PlugTail™ maintenance and repair operations will be easier and safer at Park Ridge.

“The field personnel like this product, and I think it’s perfect,” said Wise. “I wouldn’t change anything about PlugTail. We’ll keep using it, because we’ve gotten exceptional results with this reliable device.”

Schuler-Haas also used PlugTail™ for a Strong Museum renovation.

The engineering community in K-C’s market has been receptive. PlugTail™’s reliability and consistency makes it a valuable device for these jobs. Sweeney said other contractors have ordered PlugTail™ for new jobs, and now K-C can offer a broader selection of PlugTail™ devices, introduced this year.

“Now we have an expanded offering for applications that don’t require Hospital Grade or extra heavy-duty receptacles,” said Laurence

Sweeney said K-C’s greatest challenge lies in convincing project managers to invest in P&S PlugTail™ for the first time. “It’s hard to get some managers to spend a little more for a better product, even though it’s totally worth it,” he said.

Arnold Kovalsky agreed and noted the importance of keeping owners updated on new products.

“Project managers may decide which devices to use, but profits ultimately go to the owners,” said Arnold Kovalsky. “That’s why owners should be aware of PlugTail. It’s a better investment that can lead to greater profits.”



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