

NEWS RELEASE

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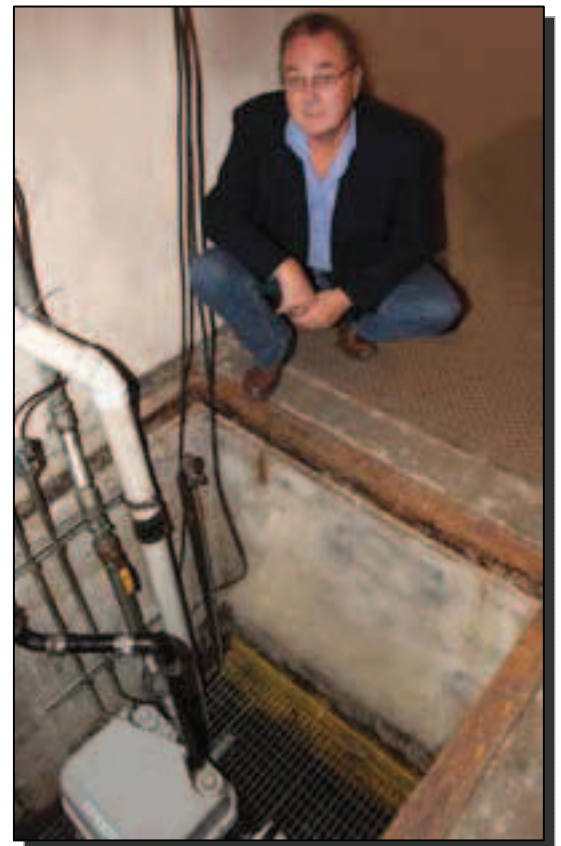
South Richmond Hill Plumbing Installer Modernized Fordham University's Walsh Library Restrooms

Serve-Well Plumbing and Heating owner Fred Schultz chose new-generation plumbing to replace a bulky sewage ejector for basement restrooms.

BY JULIE REYNOLDS

BRONX, NEW YORK — A plumbing installer with 41 years of experience might not be expected to choose the most modern approach to a plumbing problem. But that's exactly what Fred Schultz did recently for Fordham University's Walsh Library. When the bulky sewage ejector handling four lower level library restrooms failed, Schultz chose a better, smaller, and more progressive technology for his customer.

The owner of Serve-Well Plumbing and Heating in South Richmond Hill, N.Y., opted to install the new generation Sanicubic Classic Duplex Grinder from Edison, N.J.-based SFA, Saniflo, Inc. "I had seen the Sanicubic in a magazine, and I liked the concept," Schultz says. "It looked fairly simple compared with the other systems, and I already had good experience with Saniflo products. That gave me confidence using it."



Contractor Fred Schultz with the Sanicubic installation at Fordham University:
"Sanicubic absolutely lowers our costs."

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Installers often default to sewage ejectors to handle below-level plumbing fixtures. But ejectors are large and complex devices that require digging a deep pit and storing sewage. Schultz suggested that his customer take the more modern route by installing the compact duplex grinder instead.

The duplex grinder system can handle waste matter from multiple plumbing fixtures without the need to store sewage, which “eliminates any smell that you would get with a sewage ejector,” Schultz points out. Because it is installed directly on the floor, the compact device requires no costly digging.

The grinders use fast-rotating cutting blades to efficiently and effectively reduce solids in the wastewater. The effluent is immediately moved through small-diameter piping into the sewer or septic system. The manufacturer offers a complete line of above-floor plumbing systems for residential and commercial applications.

The powerful grinder was ideal for a campus setting, says Schultz. “At a college, you get a lot of things that go into toilet bowls. The Sanicubic will chop it up, avoiding backed-up plumbing.”

“It’s a perfect alternative to the bulky sewage ejector and a more economic choice,” says Morris Platsky of JAS Inc. in Glen Rock, N.J., who helped Schultz plan the installation. “Sewage ejectors normally run \$20,000 to \$30,000. Sanicubic saves money, mess and time.”

Schultz agrees. “You could probably cut the cost of a conventional sewage ejector in half. I wouldn’t hesitate to go with Sanicubic again. Everything worked perfectly, just like they said.”

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SFA SANIFLO INC. is the only manufacturer of its kind in North America, offering a complete line of macerating toilet systems and gray water pumping systems for residential and commercial applications. Saniflo markets through independent sales agents throughout North America, and the product line is currently available at distributor and dealer locations throughout the United States and Canada.

For more information, contact Saniflo at 1-800-571-8191. Or visit the Saniflo website at www.saniflo.com.

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<http://saniflo.oreilly-depalma.com/2010/FordhamUCaseStudy.shtml>

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