

Q&A with...

Josam: The Commercial Drain Source

Recently, *Plumbing Engineer* had an opportunity to speak with B. Scott Holloway Sr., President and CEO, at Josam Co. Josam is recognized around the world for its specification drainage products. Formed in 1914, Josam patented its Model Number 100 floor drain with its innovative double-drainage flange—a feature currently an industry standard. Josam continues to offer innovative, industry leading products in the specification drainage industry.

Plumbing Engineer (PE): How was the name Josam derived and how did its product originate?

SH: The Josam product line was started in St. Louis, in 1914, by Joseph Hirshstein and Sam Goldman. In 1917, they moved operations to Michigan City, IN. Hirshstein's relationship with plumbing engineers across the country enabled him to develop so many plumbing and drainage products, that by the 1960s the Josam product line dominated the industry and the company's market share was well in excess of 60%. In fact, the company was so dominant in the industry that the SEC Anti-Trust Dept. of the U.S. Government insisted that the company divest itself of the Wade drain product line, which had been developed as a secondary line.

PE: Describe the recent history of the company.

SH: The last change of ownership occurred in 1987 when my parents, Caswell F. Holloway Jr. and Marie B. Holloway, acquired the Josam assets from Josam Manufacturing Company. The company was renamed

Josam Company and commenced trading under this name on Feb. 17, 1987. Prior to owning the Josam product line, our family had been involved in contracting and wholesaling businesses, in addition to being a manufacturer's representative for the Josam product in the Philadelphia area. Within 2 years of buying the company, the manufacturing operations in

Michigan City were moved from a dilapidated facility to our current state-of-the-art facility, which includes a 225,000 sq. ft. building on 74 acres. Josam subsequently introduced our unique packaging and labeling of every product and began rebuilding the product line, the national sales force and the "family" of employees.



PE: What was Josam's first patented product?

SH: Josam's first patent was the revolutionary "double drainage flange" floor drain, patented in 1915. The double drainage flange design is the standard of all well-designed drainage products today.

PE: What is Mea-Josam?

SH: In 1995, Josam Co. formed a partnership with MEA of Germany to promote the full line of polymer concrete and fiberglass trench drains in the U.S. The product is marketed under the MEA-Josam name.

PE: Where is the company now?

SH: One of our family's mantras is "we do not have to be

the biggest, but we do have to strive to be the best.” This is exemplified in how the company strives to deliver both quality products and customer service. The leadership of the company has been passed to me, and as president and CEO, I am part of the third generation of the Holloway family who has been involved with the Josam product line.

PE: To what does Josam attribute its success?

SH: Josam regards their employees as family. This translates to employee longevity, which in turn means that there is a wealth of knowledge available to address the needs of our customers.

Josam’s success is also attributable to our independent manufacturers’ representatives, the people who call on architects, owners, general contractors, engineers, wholesalers, and mechanical contractors to promote and sell the company’s exceptional products. While Josam has offices in Michigan City, IN, Philadelphia, PA, and San Lorenzo, CA, we have a network of representatives who cover not only the U.S. and Puerto Rico, but also international markets.

Lastly, Josam Co.’s success relies greatly on the long-standing relationships with our customers, many of them dating back 20 years. In addition, the company continues to seek opportunities to build new ones. The loyalty and commitment of our long-standing customers has been at the heart of our success.

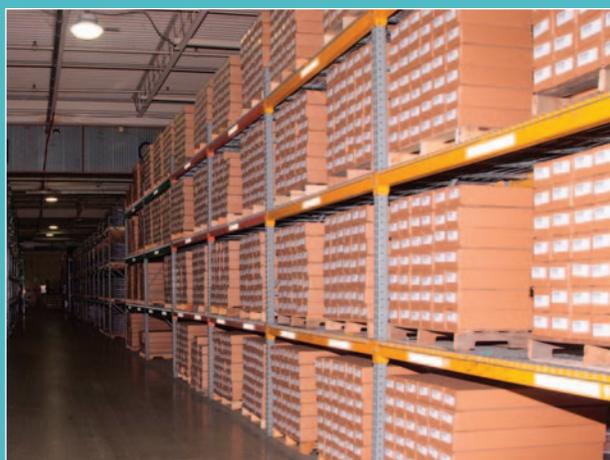
PE: What are some of Josam’s newest innovations?

SH: Our grease recovery products including a sensing and alarm device and automatic grease interceptors are two of the most recent innovations. Grease has become the primary cause for clogs, backups, overflows and equipment failure when permitted to enter the wastewater system. The approximate cost, borne by taxpayers, to keep sewer lines open is more than \$25 billion per year. Josam’s line of grease recovery products have become a welcomed supplement to the EPA, DEP, health inspectors and plumbing inspectors task of imple-
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menting and enforcing pretreatment programs to limit grease effluent discharges.

PE: Where is Josam headed in the future?

SH: Looking ahead, there are plans at Josam to expand our product line and to continue striving for innovation. The company’s engineers and top management study their market every day. Their job is to anticipate current and future needs, and then develop products to meet those needs. While continuing to remain customer focused, Josam’s goal is to provide real value



Inside Josam’s warehouse in Michigan City, IN.

to our customer, not a cheap alternative to quality. Josam is committed to continuing to stay ahead of the industry’s requirements and to continue to satisfy our customer’s needs. ■

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