



HOT WATER EXPERTS FOCUS ON CUSTOMER CHOICE

PROJECT AT-A-GLANCE

Location:

Charlotte, North Carolina

Contractor:

Morris-Jenkins, Inc.

Lead:

Samuel Brodbeck

Product Focus:

TankMixer™

Challenge:

Flexibility with DHW upgrade projects

**LIKE CALEFFI, WE INVEST A LOT INTO ONGOING
TRAINING TO ENSURE OUR TEAM IS TOP-NOTCH.**

~SAMUEL BRODBECK~

Overview:

Morris-Jenkins has been a beloved local heating and air conditioning company since 1958. As the company and reputation grew, they searched for more ways to serve the public. In 2015, they hired Samuel Brodbeck to establish their new plumbing department. Today, he still leads the plumbers and has helped the department grow to over 94 employees. Morris-Jenkins has built a reputation for hiring the best, as well as offering the best service in the Carolinas.

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TRUST IN A TANKMIXER

When people call Morris-Jenkins for plumbing service, they often call about inconsistent or inaccurate hot water supply temperatures, or storage tanks that can’t keep up with the number of fixtures the homeowners use. The solution Brodbeck’s team trusts? The Caleffi TankMixer.

“Happy customers make us happy. Since we switched to the Caleffi TankMixer, we have seen a heck of a lot fewer calls from customers asking us to come back because their water temperature isn’t correct. Same day service with one call completion—that is what we strive for—to make our customers happy by making the right diagnosis and choosing the right product. We are 100% sold on the TankMixer.” -Samuel Brodbeck

You actually have a true temperature mixing valve with the Caleffi TankMixer. If I set it for 120 degrees, it’s going to give you 120 degrees. In my experience, no other tank mixer has that. Also, the temperature reading is highly accurate and a lot more consistent with low flow situations.”

SUCCESS STORIES FROM BRODBECK’S TEAM

CAPACITY ISSUES

One customer frequently ran out of hot water while filling up their specialty walk-in bathtub and shower. The walk-in tub and shower was installed due to the customer’s medical needs, so they needed a good solution. They had a standard 50-gallon gas water heater, and it was simply not keeping up. The TankMixer solution offered 50 - 70% more hot water capacity when compared to a traditional tank storing water at 120 degrees.

Storage Temp	% Increase in Water Heater Capacity*								
	Incoming Water Temperature (°F)								
	35°	37°	42°	47°	52°	57°	62°	67°	72°
130°F	12	12	13	14	15	16	17	19	21
140°F	24	24	26	27	29	32	34	38	42
150°F	35	36	38	41	44	48	52	57	63
160°F	47	48	51	45	59	63	69	75	83
170°F	59	60	64	68	74	79	86	94	104
180°F	71	72	77	82	88	95	103	113	125

*baseline 120°F

BUDGET CONCERNS.

A call that Morris-Jenkins frequently gets is that of a family simply running out of hot water. Often, they don’t want to invest in a full renovation of their plumbing system to increase capacity. Morris-Jenkins suggests the TankMixer because it offers the hot water they need at a fraction of the price.

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LIMITED GAS SERVICE

In some areas of Morris-Jenkins's market, gas service is not available. One customer had a Jacuzzi tub that he could not fill with his electric water heater. He had been avoiding the tub for the ten years he lived in the home. Instead of installing a larger electric water heater, they added a TankMixer. The customer was thrilled in the end.

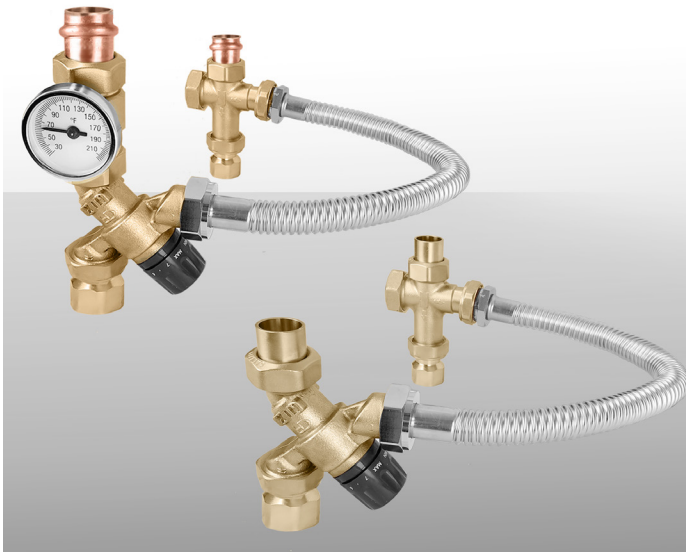
INSTALLATION EASE

With the large volume of calls coming in, it's important to move quickly, without sacrificing quality. Flexibility with the TankMixer connections is key. In the service world, having connection options with valves makes the day go faster. Brodbeck's team says the quality of the Caleffi product has been far better than the previous brand they were using. You can also easily adjust the temperature of the mixed supply, so you don't waste time dialing in a system.



TRUSTED BY THE TEAM.

Rick K., a member of Brodbeck's team, swears by the Caleffi TankMixer so much that he has even installed it in his own home. "I live in a townhome with an electric water heater. My options for getting enough hot water for my family were limited. We would not be able to take two showers or be able to run the dishwasher any time before someone wanted to take a shower," Rick says. "I had the Caleffi TankMixer installed on my water heater and now we have no problem with capacity. We can take all of our showers with no issues. Also, we don't have to wait until we are going to bed to run the dishwasher or washing machine."

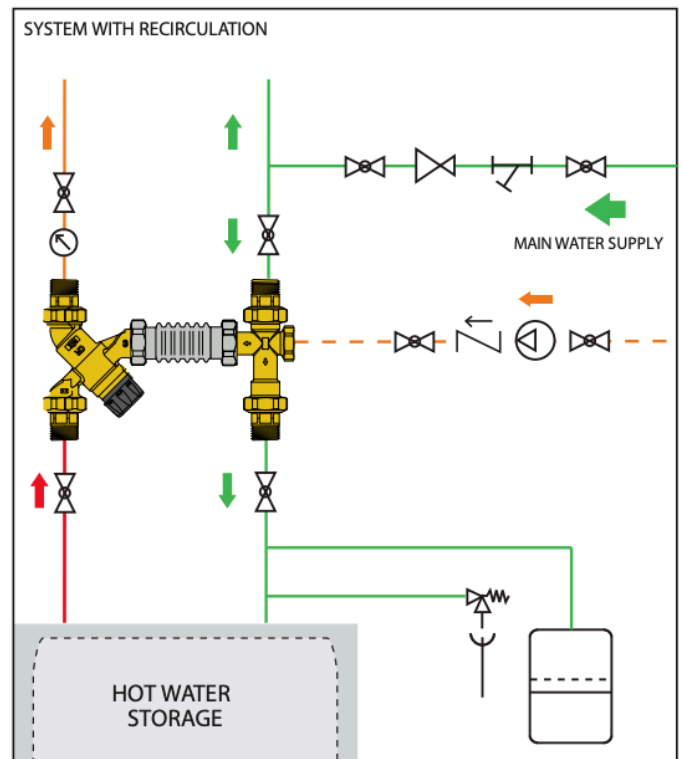


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Morris-Jenkins is a family-owned business. They sympathize with customers who are fed up with poor service that seems to have become the standard for many home service companies. Instead, they believe in treating their employees like family and ensuring the customers are treated as equals. Put plainly,

the people of Morris-Jenkins believe strongly in their core values: honesty, integrity, fairness, and respect.

Excellent service and quality products like the Caleffi TankMixer will help Morris-Jenkins continue to grow and serve their market.



WANT TO LEARN MORE?

We are committed to your success and are here to help. Check out our website [CALEFFI.US](https://caleffi.us) to explore an expansive collection of product information, training webinars, BIM objects, and our expansive library of educational idronics™ journals.

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