



# SODERHOLM & ASSOCIATES AGENCY PROFILE

october 2011  
www.soderholmrep.com

## OFFICE/WAREHOUSE LOCATIONS

Minneapolis, MN  
7150 143rd Ave NW  
Ramsey, MN 55303

Milwaukee, WI  
W140N5086 Campbell Drive  
Menomonee Falls, WI 53051

## TOTAL EMPLOYEES BY DEPT

Customer Service	7
Technical Support	6
Commercial Quotations	1
Accounting / IT	1
Outside Sales	10
Warehouse / Fab	4

## PRINCIPALS

Chris Soderholm	President
Chuck Soderholm	Vice President
Bob Soderholm	Vice President
Brian Soderholm	Vice President

## MARKET FOCUS

Commercial Plumbing  
Residential Plumbing  
Decorative Plumbing  
Hydronic / Radiant Heating  
PVF

## PRODUCT LINES REPRESENTED

Water Safety & Flow Control Valves

Plumbing Fixtures & Faucets

Commercial & Residential Water Heaters & Boilers

Commercial & Residential Water Heaters

Gas Connectors & Fittings

Tankless Water Heaters

Commercial & Residential Water Treatment Equipment

Commercial & Residential Water Heaters

Thermostatic Mixing Valves

Drainage Products

Radiant Heating Products

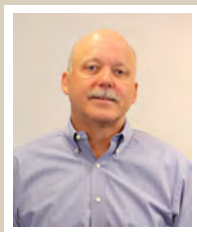
Commercial / Industrial Pumps & Booster Systems

Luxury Plumbing Products

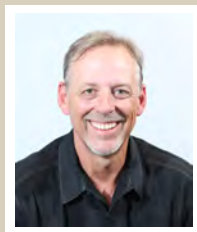
HVAC Products



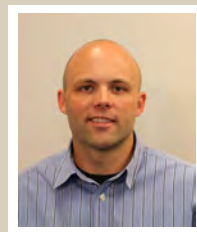
**Chris Soderholm**  
Company President  
Wholesale Account Mgmt



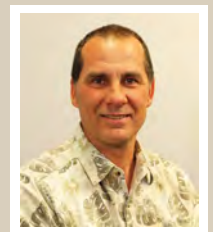
**Chuck Soderholm**  
Wholesale Account Mgmt



**Bob Soderholm**  
Wholesale Account Mgmt



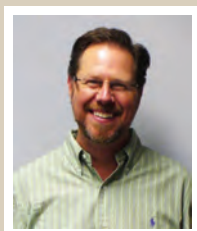
**Brian Soderholm**  
Specified Market Development



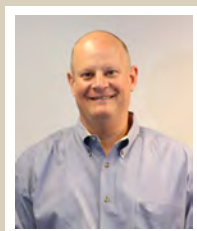
**Dale Blanchette**  
Contractor Mkt Development



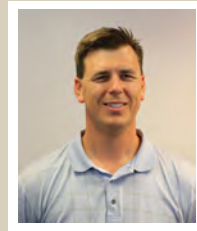
**Brian Paulson**  
Wholesale Account Mgmt  
Contractor Mkt Development



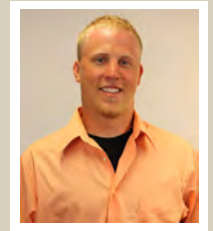
**Rich Davidson**  
Specified Market Development



**Peter Bibby**  
Wholesale Account Mgmt  
Contractor Mkt Development



**Scott Peterson**  
Wholesale Account Mgmt  
Specified Mkt Development



**Chaz Norrgard**  
Contractor Mkt Development