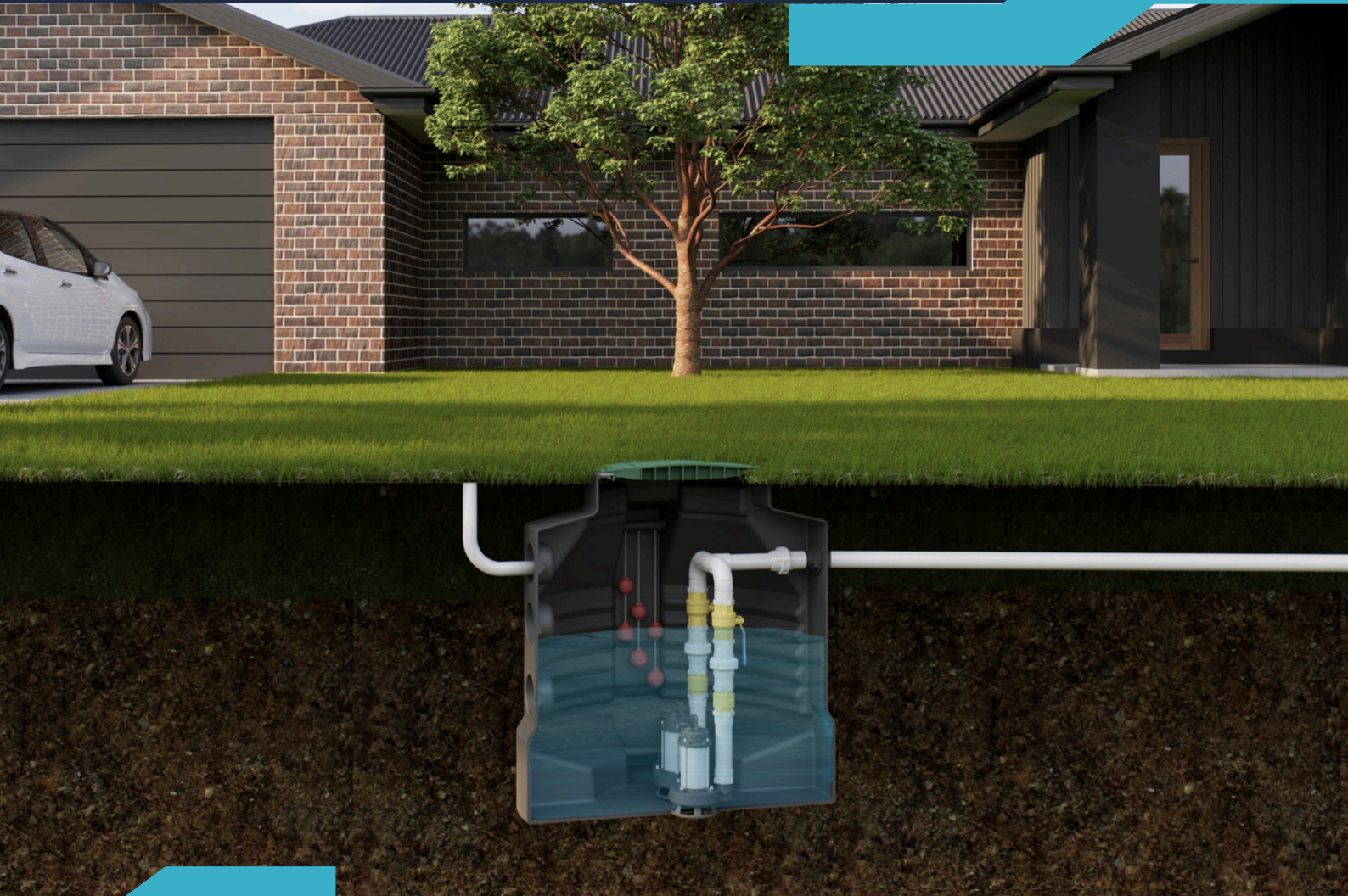


# EVERHARD INDUSTRIES

Tried, tested and trusted since 1926



## AQ | AquaFLOW CASE STUDY



# PROJECT OVERVIEW

**Date of Installation:** November 14, 2024

**Location:** Daylesford, VIC

Ballarat Plumbing was one of the first installers to trial the AquaFLOW pump station, with support from Bentons Plumbing Supplies. The goal was to assess installation ease, gather feedback, and understand both plumber and merchant priorities when it comes to pump solutions. The feedback provided by Hugh and Allan offers valuable insights into the product's strengths, and highlights the importance of quality, reliability, and after-sales support in the plumbing industry.



## INSTALLER FEEDBACK

Hugh described the installation experience as “good” and “easy to install.” While no major improvements were suggested, he noted the potential benefit of including brass fittings in future iterations. When asked if he’d use the product again, he responded, “Yeah, 100%.”

Hugh highlighted that ongoing support from the manufacturer is critical:

*“As long as you're willing to learn and talk to us and get feedback to improve your product, that's going to be good.”*

He also reinforced that brand alone isn’t a key factor in his decision-making. What matters most is reliable after-sales service:

*“If the customer’s pump fails, my hands are tied until we get a replacement. That means a household is without an essential service for longer. Having stock available in state is critical.”*

Hugh suggested that because this pump could suit “90% of your units in this range,” having spare stock locally via merchants like Bentons is essential for quick response.



**Installer:** Hugh  
**Company:** Ballarat Plumbing

# MERCHANT FEEDBACK

**Merchant:** Allan

**Company:** Bentons Plumbing Supplies

Allan from Bentons Plumbing Supplies confirmed he would stock AquaFLOW pumps as a spare part:

*“When Hugh rings me at eight o'clock at night and says a pump's gone, I'm the one who has to attend the store. I want to have a solution ready—and that's why I prefer working with companies like Everhard, who offer good after-sales support.”*

When asked about what matters most to him as a merchant, Allan replied:

*“After-sales support is probably number one. I need to know I can market this product confidently to customers and be supported in return.”*



## CHALLENGES & CONSIDERATIONS

Both Hugh and Allan agreed that product quality, reliability, and longevity are non-negotiable.

*“If it sh\*ts itself in the first week, I wouldn't trust it again.”* – Hugh

*“If it fails, it reflects on us. We're close with our customers. If they don't trust the product, they won't trust us either.”* – Allan

## CUSTOMISATION & STOCK AVAILABILITY

Allan pointed out that speed to market and customisation options are vital in his role:

*“I get a lot of quotes with very specific needs. I want to be able to tell my customers, ‘I'll have that here in three days.’ Being a family-owned business, we really value returning customers, and that means being reliable for them.”*



# SUPPORT & DOCUMENTATION

Both Hugh and Allan value access to technical information, troubleshooting support, and clear documentation:

*“Even for troubleshooting, having someone technical from Everhard who can be contacted is important.” – Allan*

Hugh mentioned that while commissioning services aren’t essential for his workflow, having a homeowner’s manual and proper handover documentation is important, especially for volume home builders.

The feedback from Ballarat Plumbing and Bentons Plumbing Supplies reinforces the importance of combining a reliable product with responsive customer service. From installation to ongoing support, AquaFLOW is positioned as a practical, merchant-friendly solution for wastewater transfer—delivering on both performance and partnership.

## Contact Us:



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Are you interested in installing an AquaFLOW system on your property?  
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