



Destination Drainage Program Guide

The proven strategy for success in the stormwater drainage business



OPTIMIZED INVENTORY

Get the right products for your area



EFFECTIVE MERCHANDISING

Improve the shopping experience with impactful tools



EXPERT TRAINING

Turn your team into trusted advisors



ndspro.com

Make an Investment in Success

The Destination Drainage program takes the guesswork out of growing your drainage business. It integrates three essential components for your drainage success: **custom product inventory** tailored to your market, **strategic merchandising**, and **expert training** to equip your staff to close more sales.

Data from the past five years shows that branches that participate in the Destination Drainage program experience stronger sales growth year

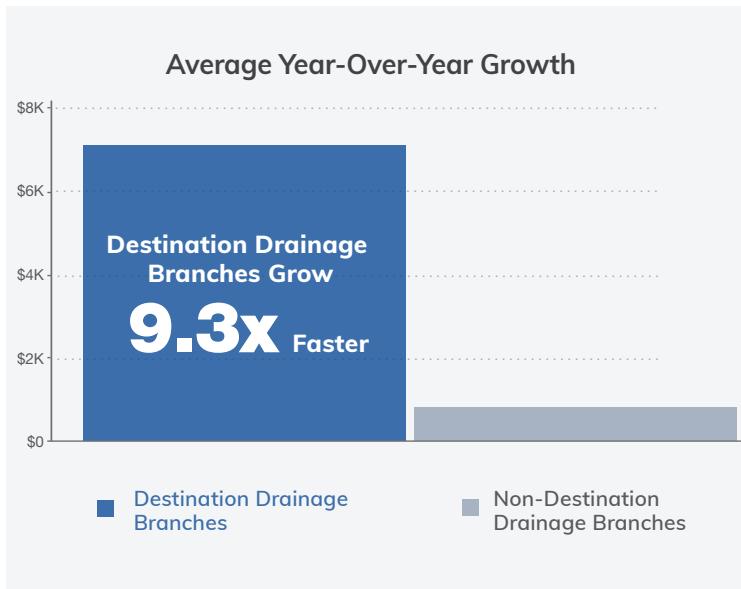
after year than non-Destination Drainage branches, with the performance gap widening over time.

Drainage becomes a reliable profit driver that builds customer loyalty and gives branches a clear, competitive advantage by providing a complete solution.

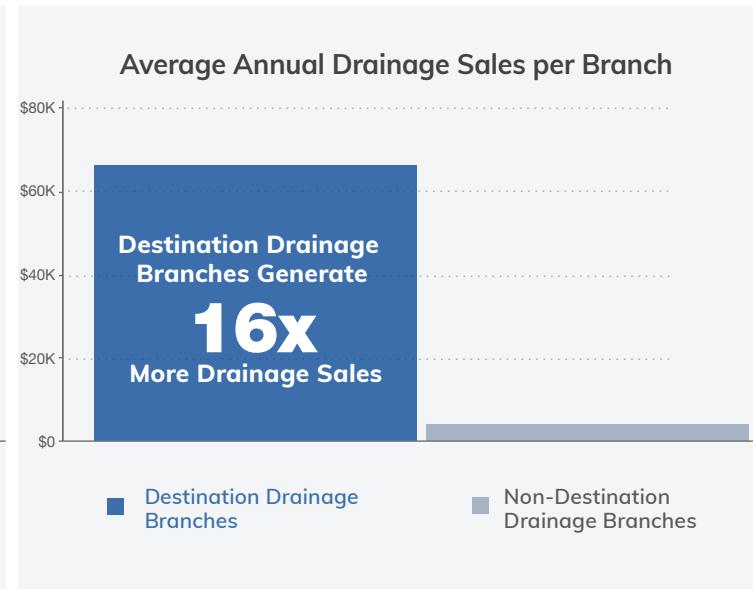
Destination Drainage = Proven Results

Average Sales Growth^{1,2}

► GROW FASTER!



► SELL MORE!



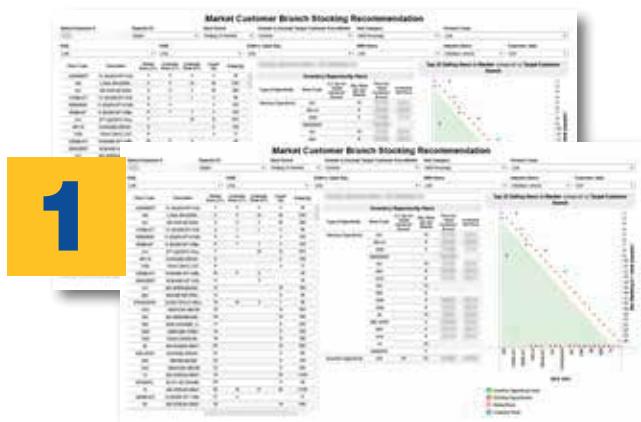
¹ Based on internal NDS sales tracking data from 2021-2025; represents average past performance over the time period stated and is not a guarantee of future results.

1.

² New branches experience rapid growth over the first few years in the program with normalized growth over time.

The Winning Play Card

Partner with NDS to build your drainage program following these three steps:

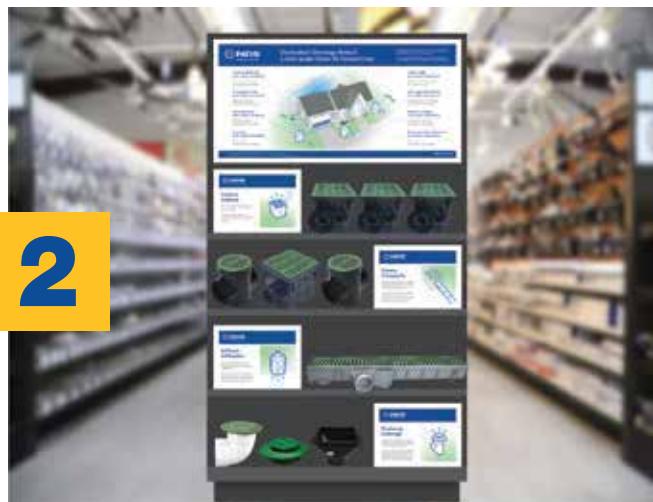


1

Localized stocking recommendations identify which products are selling best in your market, enabling you to stock the right mix of products and accessories to match customer demand and offer complete drainage solutions.

Additional considerations:

- How are your sales performing vs. the market?
- Are you underperforming and need to increase levels?
- Are you missing SKUs that the market is selling?



2

Integrate merchandising displays with inventory to create a powerful customer experience that clearly communicates what products are stocked and the drainage expertise available in-store.



3

Schedule a **training session** and turn your associates into drainage experts. Customers will appreciate a knowledgeable staff that can help them make confident decisions.

Data-Driven Stocking

Our research shows that branches carrying broader inventory sell significantly more product—so ensure you're not leaving sales on the table due to inadequate stock levels or the wrong product mix.

Your NDS representative will provide a market stocking report tailored to your area, delivering data-driven insights into local product performance. Begin with core drainage essentials every branch should carry, then expand your inventory based on the specific demands of your local market.

Core Drainage SKUs



Family	Stock Code	Description	Case Qty	Stock Qty
CATCH BASINS	1200GRKIT	12 BASIN KIT W/GREEN GRATE	4	4
	1200BLKIT	12 BASIN KIT W/BLACK GRATE	4	4
	900GRKIT	9 BASIN KIT W/GREEN GRATE	4	4
	900BLKIT	9 BASIN KIT W/BLACK GRATE	4	4
	201	6IN SPEEDBASIN DBL OUTLETS	10	10
	101	6IN SPEEDBASIN SNGL OUTLET	10	10
GRATES	11	4IN ROUND GRATE - BLACK	25	25
	13	4IN ROUND GRATE - GREEN	25	25
	50	6IN ROUND GRATE - GREEN	10	10
	74	3IN ATRIUM GRATE - BLACK	20	20
	78	4IN ATRIUM GRATE - BLACK	20	20
	90	6IN ATRIUM GRATE - BLACK	10	10
EMITTERS	430	3 AND 4IN EMTR W/ELBOW UV ADPT	20	20
FLO-WELL® DRY WELL	FWAS24WH	24X28.75 FLO WELL	1	4
	FWSD69	FLO WELL SURFACE INLET	8	8
	4P01	4IN TEE HUBXHUBXHUB	20	20
	4P02	4IN 1/4 BEND HUBXHUB 90deg	25	25
	4P03	4IN 1/8 BEND HUBXHUB 45deg	30	30
	4P08	4IN WYE HUBXHUBXHUB	20	20
	4P09	4IN 3WAYSANITARYTEE HUB	20	20
	4P04	4IN 1/16 BEND HUBXHUB	20	20
	6P01	6IN TEE HUBXHUBXHUB	8	8
	6P02	6IN 1/4 BEND HUBXHUB 90deg	12	12
	6P03	6IN 1/8 BEND HUBXHUB 45deg	18	18
	6P07	4X6IN REDUCER COUPLING HUBXHUB	20	20
	9P13	3X4X4 DNSPOUT OFFSET ADAP PVC	25	25
3 IN. PIPE MARKETS ADD	14	3IN ROUND GRATE - BLACK	40	40
	16	3IN ROUND GRATE - GREEN	40	40
	74	3IN ATRIUM GRATE - BLACK	20	20
CHANNEL DRAIN KITS	9206GKIT	6' SLIM CHANNEL KIT W GRAY GRATES	15	15
	864	5" PRO SERIES CHANNEL KIT W/ GRATE	9	9
	864GMTL	5" PRO SERIES CHANNEL KIT W/ METAL GRATE	3	6

Essential products enable contractors to tackle a wider range of projects, improve installation efficiency, and deliver more comprehensive solutions to their customers. This strategic approach ensures you have the right products on hand to meet customer needs while maximizing your inventory investment.

Essential Drainage SKUs

FAMILY	STOCK CODE	DESCRIPTION	CASE QTY	STOCK QTY	
SPEE-D® CHANNEL DRAIN & ACCESSORIES	400-10WH	CHANNEL DRAIN 10FT WITH GRATES	6	6	
	400-10ML	10' CHANNEL DRAIN W/ MTL GRATE	4	4	
	400-ACM-WH	SPEE-D CONTOUR MIDDLE KIT W/ GRAY GRATE	40	120	
	400-ACSE-WH	SPEE-D CONTOUR START & END KIT W/GRAY GRATE	8	8	
	400-10	CHANNEL DRAIN 10FT LENGTH	6	6	
	400	CHANNEL DRAIN 4' LENGTH	6	6	
	234	2FT SPEE-D CHANNEL W OUTLET	12	12	
	241	2FT LENGTH CHANNEL GRATE-GREY	12	12	
	243	2FT LENGTH CHANNEL GRATE-BLACK	12	12	
	244	2FT LENGTH CHANNEL GRATE-SAND	12	12	
	247	CHANNEL END CAP-GRAY	10	10	
	248	CHANNEL COUPLING-GRAY	20	20	
CATCH BASINS, CATCH BASIN GRATES & ACCESSORIES	249	3IN SDR SPIGOT ADAPTER-GRAY	10	10	
	254	4 X24 GALVANIZED STEEL GRATES	12	12	
GRATES	900	9x9 CATCH BASIN 2-OPENING	4	4	
	1200	12X12 CATCH BASIN 2-OPENING	4	4	
	900DSG	9x9 DOWNSPOUT DEFENDER GRATE	4	4	
	1200DSG	12X12 DOWNSPOUT DEFENDER GRATE	8	8	
	1290	12X12 ATRIUM GRATE - BLACK	8	8	
	1218GR	12X12 SQUARE BOTANICAL GRATE - GREEN	8	8	
	1243	3" & 4" UNIVERSAL LOCKING OUTLET	20	20	
	1245	3" & 4" OFFSET UNIVERSAL LOCKING OUTLET	20	20	
	1206	CATCH BASIN PLUG	20	20	
	1882BLKIT	18" CATCH BASIN KIT WITH BLACK PLASTIC GRATE	1	1	
GRATES	910B	4" ROUND BRASS GRATE W/ PVC COLLAR	20	20	

Strategic Merchandising Displays

Our strategic merchandising approach ensures your drainage products are positioned for maximum visibility and sales impact—making it easy for customers to find what they need while showcasing your full range of solutions.

Choose from a variety of merchandising displays, end caps, counter displays, and other freestanding units fit your space, showcase your inventory, and appeal to your customer base. **The result is a seamless shopping experience that drives sales across your entire drainage category.**



The diagram illustrates a house with various drainage systems. Labels indicate 'Water on Street' (drainage to a street), 'Water on Driveway' (drainage to a driveway), 'Water on Porch' (drainage to a porch), 'Water on Foundation' (drainage to a foundation), 'Water on Roof' (drainage to a roof), and 'Water in Yard' (drainage to a yard). A central area is labeled 'Water Collection' with an arrow pointing to a 'Sewer Main or Pumping Station'.

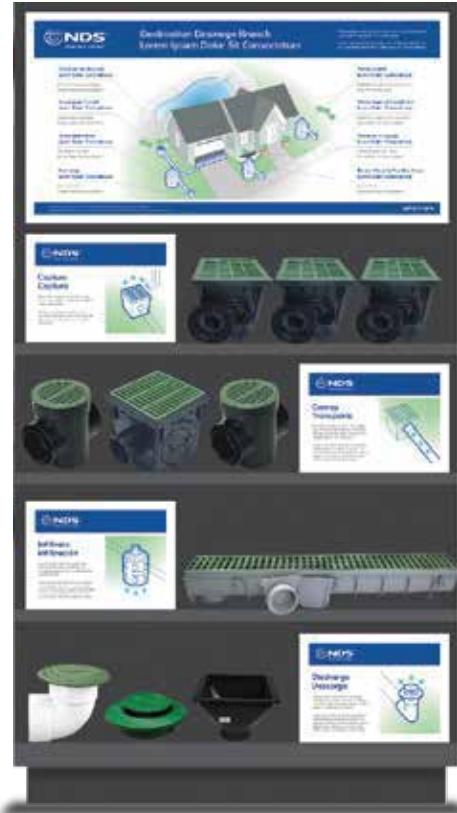
Rack Header



End Cap Display



Counter Display



End Cap Display



Counter Mat

Expert Training and Support



Professional Drainage Training

NDS provides a complimentary training program that will provide your team with the knowledge needed to better assist customers. Contact your NDS representative for assistance.



Where to Buy Listing

Your business listing enables customers to reach out to you for the parts they need to get the job done right. When you participate in Destination Drainage program, your branch will get your listing prioritized.



NDS Stormwater Contractor Playlist

These videos include step-by-step tutorials and expert guidance on the quality products you know and trust from NDS.



Expert Guidance

You've got a job to do, and we're here to help. Contact us for guidance, support, and solutions.

Technical Support:

(888) 825-4716 | techservices@ndssupport.com
6:00 am – 4:30 pm PT, Monday through Friday

Customer Service:

(800) 726-1994 | customerservice@ndsspro.com
5:00 am – 5:00 pm PT, Monday through Friday

NDS

**Your knowledgeable and trusted partner
for the best in stormwater solutions.**

Our purpose is to protect and enhance the value and beauty of properties while preserving water for future generations.



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with on-time delivery**

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