

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

AUGUST 2013

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Save These Important NAHAD Dates

March 9 – 12 University of 2014	Industrial Distribution JW Marriott Indianapolis, IN
April 26 – 30 30th Annual Meeting & Convention 2014	JW Marriott Desert Ridge Phoenix, AZ
April 23 – 27 31st Annual Meeting & Convention 2015	Loews Miami Beach Hotel South Beach, FL

Growing Business in a Growing Market

NAHAD member distributors share service and marketing strategies for growing with oil and gas markets.

Improvement in drilling technologies and the discovery of larger shale reserves in recent years has increased shale gas production in the U.S., which has meant greater opportunity for distributors serving the industry.

“Oil and gas customers are a prime target for us,” says Tina Hinojosa, marketing manager for sealing products master distributor APG in Houston, TX. “We can see a lot of opportunity in that market.”

APG isn't alone in its focus. Paul Ziac, hose product manager for Pennsylvania-based R/W Connection, says the oil and gas market has performed well for the company since it began serving it about five years ago. “There's a lot of activity now that wasn't here five to ten 10 years ago,” he says. “We try to target that as much as we can.”

Hydraquip Distribution in Houston, TX is also targeting the industry. Tim Nichols, Hydraquip's vice president of sales and marketing, says the company prioritizes its marketing resources accordingly. “We target these customers through many means, including market-specific sales people trained in the industry, ongoing efforts and participation in oil and gas trade shows.”

Generating more business with existing customers is another key strategy for distributors in this area. APG, for example, created a brochure specific to the industry, which has helped them to sell more to existing customers. Hinojosa says the brochure showcases the diversity of APG's offering and shows customers the variety of applications where their products can be used. Kevin Elvis, also with APG, says when customers see the brochure for the first time, their response is often, “Wow, I didn't know you did that.”

Elvis says the company's positioning as a problem-solver also leads to cross-selling opportunities. And solving a problem for one customer (which for APG can mean the development of a new product) strengthens the company's ability to prevent and solve similar problems for other customers.

APG's product development capabilities help them to meet the unique needs of oil and gas customers, especially those involved in hydraulic fracturing. “With fracking comes a lot of product development,” Elvis says. Evolving drilling technologies mean customer needs evolve as well, making ingenuity an important part of serving these customers.

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An In-Depth Discussion with a Member of the Hose Safety Institute Advisory Council

NAHAD Hose Safety Institute Advisory Council Member Steve Niswander, Vice President of

Safety Policy & Regulatory Relations for Groendyke Transport Inc.



In keeping with its focus on engaging end-users, the Advisory

Council, comprised of end-user representatives of key hose markets, offers advice and input to the Institute, while also addressing their specific market needs and applications. Current Council members represent a variety of industries and markets, including Military, Mining, Transportation, Oil & Gas, Agriculture, Bio-processing, Power Generation, U.S. government agencies and Product Testing.

Steve Niswander has been with Groendyke Transport Inc., which operates a large fleet of tank trucks coast to coast, for 34 years. He is active in the ATA, the NTTC, the Commercial Vehicle Safety Alliance and the Oklahoma Hazardous Materials and Emergency Response Council. He is the recipient of numerous safety awards and was recently named Chairman of the Research Advisory Council for the American Transportation Research Institute. Niswander is a member of the NAHAD Hose Safety Institute Advisory Council.

NAHAD: Tell me about Groendyke Transport.

Steve Niswander: Groendyke Transport was started in Beaver, OK, in 1932. It started with one man, Harold Groendyke, hauling gasoline from Beaver to the Panhandles of Texas and Oklahoma and to Kansas. It started with one truck, and today we have a thousand trucks.

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PRESIDENT'S LETTER



Hello! I guess an introduction is in order here. My name is Terry Weiner and I am your new NAHAD President for 2013-2014. First, I need to thank Don Fritzingler for holding the reins of the presidency for the previous year. NAHAD is in a better position today because of Don and those that preceded him. Also, I would like to thank the current and past NAHAD Board members for their efforts and contributions in making this a fine and growing association. I need to thank Joe and Kristin Thompson and the staff at Thompson Management for helping NAHAD become the association that we the members can be proud being members of. Lastly, I would like to thank the rest of the distributor, manufacturer, associate and affiliate members of NAHAD for voting for me to be your President.

Now - a little about me. Well, I grew up in this industry. My father, Arthur Weiner started our company, Abbott Rubber Company in Chicago in 1951. I was born in 1952, but I spent many days during the summers playing with the hoses in the warehouse as a kid and got to listen to the company ups and downs at the dinner table. In 1970, my father passed away and we worked to keep the business going. I have been here full time after graduating college in 1974. So, if I do the math, I have been involved in this industry since I was 16 which is 45 years now. It's now my brother Dennis and myself as owners. We have three sons in the business now too.

I was elected to the NAHAD Board of Directors five years ago. Three years ago, I joined the NAHAD Executive Committee and this year I am honored to serve as NAHAD President. I hope that I can serve my term with expertise and professionalism as previous NAHAD Presidents have served this fine organization.

Terry Weiner

Terry Weiner, *NAHAD President*



New NAHAD Partnership – Member Benefit Announced

Service First Processing (SFP) is a leading provider of credit card and ACH / check processing services. We make accepting credit cards simple, efficient and more profitable for your company.

Headquartered in Boca Raton FL, SFP is one of less than 2900 companies worldwide on



WE MAKE ACCEPTING CREDIT CARDS
SIMPLE • EFFICIENT • PROFITABLE

Visa's Global Registry of Service Providers. SFP and NAHAD

have put together a special members only program that is guaranteed to reduce the cost of your monthly processing expenses while improving your level of service and support. Our primary objectives are to reduce your business operating expenses, streamline your company's sales process and increase your profit margins through more efficient processing. Our program consists of four main steps:

- 1. Consult Your Company** - We assess your current situation to evaluate strengths and identify areas for improvement. We will provide an "Apples to Apples" quote detailing how much your company will save as well as information on exclusive NAHAD benefits
- 2. Implement Solutions** - Based on your company's unique processing needs SFP will set up your account correctly and train your staff. This process will help mitigate risk, reduce costs and provide for more efficient processing.
- 3. Lower Your Expenses** - By implementing our program you will immediately create a positive impact to your company's bottom line.

4. Service Your Account - Service is the cornerstone of our business. Our professional service associates are respectful, responsive and effective. Dedicated SFP/NAHAD Member telephone number 855-836-0808
Dedicated SFP / NAHAD Member webpage <http://www.sfprocessing.com/nahad/>

Take a look at what NAHAD members are saying about Service First Processing:

"We often get calls from merchant processors who say they will save us money. In my opinion Service First Processing operates on another level of professionalism. They are very precise in explaining how they will save any company money. Their equipment (Gateway system) is further advanced than any merchant provider we have used in the past. It reduces cost while also saving time processing on our end. The most impressive part of working with Service First is their level of service. They are there when you call and they do what they say they will do and they always follow up. Good business practice is hard to beat. I highly recommend their services."

Doug Erion

Vice-President Accounting & Finance,
RGA - Rubber and Gasket Co of America

"What sets Service First Processing above the myriad of credit card processors is that they educate their customers in credit card processing not just quote a "better rate", anyone can lower a rate but do they tell you how to overall affect your credit card fees? Since we have been with SFP, our monthly fees have dropped by 40%. I recommend Service First Processing as a premier credit card processor."


Bertie Howell

Vice President, Texas Rubber Supply Inc. 

Growing Business in a Growing Market Continued from page 1

Fast service is also important. Elvis says oil and gas customers tend to demand quicker turn-arounds than customers in other markets. So, the company offers a 24-hour call-out service (available to all customers) to help them obtain products whenever they need them, a service Elvis says customers are willing to pay for.

Another strategy distributors are using to expand their customer base in the oil and gas markets is by getting closer to the customers in these markets, and their specific needs. R/W Connection opened a 20,000-square-foot branch in Northern Pennsylvania to take advantage of growing business in the Marcellus shale play, Ziac says. They also put more 'feet on the street' in that geographic area. R/W also offers 24-hour service, keeping many unique and customer-specific products stocked so they can respond quickly to customer requests.

Membership in NAHAD's Hose Safety Institute has also helped distributors to better meet customer needs. Institute members are NAHAD member companies who have also met specific employee training and quality control standards and who comply with, and utilize, the Institute's Hose Assembly Guidelines and best practices for all of the hose assemblies that they fabricate. RW's Ziac says that being a member of the Hose Safety Institute has been "really important" to their business. Customers who learn about their Institute affiliation and the Hose Assembly Guidelines respond well to it, and some customers require it, including adherence to Institute Guidelines in their hose assembly specifications. 


This article is part of NAHAD's continuing series on the oil and gas industry.

NEW MEMBER PROFILE



Brian Bearden founded Upstream Marketing 14 years ago to provide up to date communication platforms for a rapidly changing business world. Since 1999, the company has been involved in custom website design as well as web programming, web maintenance and content management development. Upstream Marketing serves a diverse group of industries in both the United States and around the world. These markets include producers of hose, fittings and accessories, oil and gas, petrochemicals, manufacturing and process industries, and engineering and service companies.

Upstream Marketing dedicates itself to providing quality service to every one of its clients. One of the stated goals of the company is to "help clients stand out from their competition and show a positive return on their online marketing investments". The company charges based on the job completed and not on hourly rates. In addition, Upstream marketing is proud to operate from the Houston, TX area in an industry known for outsourcing. When asked what differentiates the company from others, Brian Bearden, Director, states, "We are one of the very few website design companies that has experience working directly with manufacturers, distributors and manufacturers' representative. Our goal with every design project is to provide turnkey solutions that exceeds customer expectations."

Upstream Marketing has high hopes for joining NAHAD and hopes the organization will open more opportunities to serve the business community. In particular, the company wishes to expand its service to more hose and fittings companies. As Upstream marketing entered NAHAD, they issued this statement: "We are aware that to best serve this industry, we must keep up with changing technology and industry issues. We look forward to growing our knowledge and our business through our relationship with NAHAD." 

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NAHAD Member Companies Celebrate Anniversaries

In June 2013, **Kuriyama of America, Inc.** celebrated its 45th anniversary. The company, over those 45 years, has provided a complete line of quality thermoplastic, rubber and metal hose products and accessories to the industrial marketplace. We thank our distributors for their continued support.

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NIANTIC SEAL, INC., a leading distributor of premium sealing products headquartered in Lincoln, Rhode Island, is celebrating their 50th year in business.

Originally incorporated in 1963 as Niantic Rubber Company to serve the local Rhode Island market with industrial rubber goods, Niantic Seal Inc. has grown with the needs of our customers while expanding into new markets to become a leading distributor/fabricator of high performance seals, die cut gaskets, molded parts and specialty engineered hose assemblies. We continue to passionately serve our local customers and also those located regionally, nationwide and now globally from our Lincoln, Rhode Island headquarters and technology center.



At Niantic, it is always a team effort on behalf of our customers. In addition to our dedicated, loyal and highly experienced customer centric employee group, we are also proud to acknowledge our premier manufacturers of technical materials and finished goods including Parker Seal, Parker Chomerics, DuPont Kalrez, Penflex, and Saint-Gobain Performance Plastics.




Goodyear Rubber Products, Inc., an industrial rubber products distributor headquartered in St. Petersburg, Florida celebrated their 65th year in business in February.

Goodyear Rubber Products opened for business on February 10th, 1948 on Central Avenue in downtown St. Petersburg near their current headquarters. Founded by Brooklyn NY transplants, Murray and Jackie Jacobs, the company is owned and operated by their son, Robert "Bob" Jacobs, with a strong commitment to maintaining their high standards of integrity and loyalty to customers, vendors and employees alike.

Goodyear Rubber Products, Inc. has grown to six locations on the West Coast of Florida including the primary St. Petersburg location and five ParkerStores in Tampa, Clearwater, Bradenton, Ft. Myers and Naples. According to company General Manager & V.P., Eric Von Kaenel, the company will continue growing in the future by adding additional branches and new product lines. Currently, the company offers Industrial and Hydraulic hose and Couplings, Conveyor and Power Transmission Belts, Sheet Rubber and Fluid Sealing products including Expansion Joints along with Rubber Dock Fenders, Floor Matting and Protective Clothing.



Reliance Industrial Products Ltd. has just celebrated their 20 year anniversary! The celebration drew in more than 750 attendees and showcased their new 120,000sq facility in Nisku, AB. Reliance would like to thank all of their vendors, customers and staff for contributing to 20 years of success. 



Congratulations to Pelican Worldwide! The company exhibited at the 2013 Showcase of Hose Solutions and won a free registration to next year's 30th Annual Meeting & Convention in Phoenix, AZ.

SAVE THE DATE

March 9 – 12, 2014

J.W. Marriott Indianapolis



UNIVERSITY OF INDUSTRIAL DISTRIBUTION

Serving Industrial Distribution for 20 Years

NEW MEMBER PROFILE



ContiTech North America, Inc. belongs to the Continental AG Group, founded in 1871 in Hannover, Germany. ContiTech Fluid Technology is a development partner and original equipment manufacturer of hoses and hose assemblies for both automotive and industrial applications. Through its experience with design and material engineering, as well as with the manufacturing process, ContiTech provides the safe and smooth transportation of all media.

ContiTech has served all kinds of industries for many years. Some of these industries include aviation, chemical, oil, railway, mining and food and beverage to name only a few. ContiTech's main objective is to create high quality products that are beneficial to their clients. Peter Tiedemann summarizes the company's goal saying, "Our high quality hoses for industrial and commercial applications can be used in many ways. For decades, they have proven themselves in continuous use under the most grueling conditions. They are characterized by their reliability, safety, long service life, and easy, trouble free handling."

Tiedemann sees the NAHAD organization as a great tool for expanding ContiTech's business and distributor networks. ContiTech hopes to have more opportunities to access leaders in the industrial hose business in North America through NAHAD.

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Member to Member Exchange

ABC Industries, Inc. is pleased to unveil its revamped, user-friendly website, www.abc-industries.net. The informative new site is an extension of ABC Industries' commitment to superior customer service and its responsiveness to industry needs. Based on input received from clients, the updated website offers:

Logical, straightforward navigation that allows visitors to quickly and easily find products; Informative product pages that include specifications, downloadable documents, and applications and clearly defined accessories pages that link to complimentary product pages.

"ABC Industries has always prided itself on helpful customer service. The new website is an integral part of the customer experience, and we are thrilled to offer this vastly improved tool to our clients," said Abby Weiss, Marketing Communications Coordinator for ABC Industries.

The website's flexible architecture was created with the future in mind. As new products are developed and existing products evolve, ABC can easily upload relevant content in a timely fashion. Its open interface virtually eliminates the need for off-site website maintenance.

An attractive two-tone "swoosh" featuring ABC's signature teal is utilized as the website's backdrop. The swoosh, along with a complimentary sand-tone color; will be translated to ancillary marketing collateral as an upgrade to ABC's total marketing scheme.



Air-Way Manufacturing Company now offers three plating options including: 1) Electrodeposited Zinc with improved performance specs exceeding SAE Standards; 2) Electrodeposited Zinc Nickel for highly corrosive applications and 3) Autocatalytic High Phosphorous Electroless Nickel which completely plates the part's ID (purple dye added for identification). Contact Air-Way Sales at 800-253-1036 for further information.



APG is proud to announce the addition of Chris Elrod and Derek Shaw to the APG family. Chris Elrod is the Southeast Regional Sales Manager. With 15 years of industrial sales

experience, he has an array of product knowledge with specific expertise in PVF products and applications.

Derek Shaw is the Gulf Coast Regional Sales Manager. His experiences range from assembly to purchasing; which enables him to relate well to customers. Derek has superior knowledge in the tank truck industry.

APG continues to grow with the market to meet customers' needs. Recent product additions include NH threaded couplings, gasket kits, dry disconnect couplings, Teflon encapsulated O-rings, and petroleum flange products. For more information, visit www.callapg.com or call 800-888-5223.



Apache Inc. announces the launch of their new website as part of their "Think Forward" strategy.



"It's an exciting time for our customers and the employees at Apache," says Tom Pientok, President & CEO. "As Apache prepared for our 50th anniversary in 2013, we rebranded and entered the year with a focused market strategy. Now we have a website that reflects our new image and this new strategy. Our new website is vastly improved with regards to navigation, product, and industry information."

There is a strong history of success and leadership over the last 50 years to celebrate at Apache. The new website reflects their strategic, forward-looking focus, reinforcing the position Apache has as a leader in the industrial products marketplace.

"While Apache has a long and rich history of success, we realize we can't rest on our laurels. We must continually engage our customers in strategic conversation to drive their business into the future," says Connor Deering, Vice President of Sales. "Our future is about our customers - developing relationships where our success is driven by our customers' success, where we both Think Forward."

In September of 2012 Apache rolled out a new logo and tagline, in conjunction with the announcement of a strategic business change that has permanently shifted their market strategy. Just a few months later they also made their fifth acquisition in five years.



BAND-IT IDEX®, INC. is proud to announce Alton Williams to their Marketing Team.

Alton is a graduate of Mesa State University.

BAND-IT® He has been with BAND-IT® for over four years, working his way through the ranks of Tool Repair and Customer Service. Alton will field technical questions from customers regarding product application, tool operation and tool performance through the use of product guides and videos.

For additional information regarding BAND-IT® products and tools, please visit WWW.BAND-IT-IDEX.COM or for Phone Orders: 800-525-0758.



Bee Valve, Inc. announces the publishing and release of its 2013 expanded product catalog. This 90-page, full-color publication presents Bee Valve's complete product line, including expanded product offerings in glass-reinforced nylon fittings, tank fittings, bulkhead fittings, tank accessories, gauges, quick coupling connectors and sealant.



Bee Valve's 2013 catalog also includes engineering and technical data regarding sprayer nozzle tip performance, push-in fittings and quick coupling connectors. In addition the catalog includes a Material Quick Reference Guide and a Basic Chemical Resistant Table.

Bee Valve Inc. is a manufacturer of low-pressure fluid control and handling products and offers a complete line of ball valves, couplers, adapters, strainers, and hose, tube, pipe and nozzle fittings in a variety of materials. The company also offers sprayer components, tank fittings and accessories, clamps, gauges and sealant.



Brennan Industries named new general managers at three of its distribution centers. Michael Caliebe was named general manager of Brennan's Ohio distribution center, located in Solon, Ohio. Caliebe joined Brennan in 2000 as a regional sales manager and in 2007 was promoted to operations manager at the Ohio distribution center prior to becoming general manager. He has more than 20 years of experience in the hydraulic, pneumatic and construction equipment industries.



Nick Longo was named general manager of Brennan's Washington distribution center, located in Sumner, Wash. Longo joined Brennan as an OEM manager 16 years ago and prior to his promotion to general manager, he was the operations manager for the Washington distribution center. And, John Perone was named general manager of Brennan's California distribution center, located in Lake Forest, Calif. Perone joined Brennan in 2011 as operations manager for the California distribution center and has more than 25 years of sales, marketing and distribution experience.

"As general managers, these three individuals will help Brennan's focus on operations," said Bill Jarrell, vice president of operations, Brennan. "Also with their significant sales experience, they'll not only support the sales managers but will also improve the overall experience for Brennan customers."



Dixon Quick Coupling has completed the move to a brand new 100,000 square-foot Coupling's manufacturing plant in Gastonia, NC. The facility becomes Dixon Quick, customer service, warehouse and divisional headquarters.

Dixon Quick Coupling manufactures pneumatic and hydraulic quick disconnect fittings used in the oil and natural gas, agricultural, construction and industrial sectors. With this project Dixon strengthens its nearly century old commitment to U.S. based manufacturing. For more information on Dixon's pneumatic and hydraulic product lines or on the new facility, please call 800-839-9022.



Epicor Software Corporation announces the availability of the Epicor ICE business architecture for the Epicor Eclipse wholesale distribution enterprise resource planning (ERP) solution.

Epicor has long believed that enterprise software should evolve its functional and technological capabilities independently. Moreover, business-critical applications like ERP have to be robust platforms that enable users to easily and continuously adapt to constantly changing business scenarios. The Epicor approach to software development is designed to ensure customers stay competitive. The parallel focus on ERP functionality and Epicor ICE technology drives parallel benefits in business efficiency and agility.

"Epicor ICE brings a new family of technologies to Eclipse," said Erik Johnson, vice president, technical strategy for Epicor. "With Epicor ICE, distributors can create new ERP experiences for their users and make their

Eclipse data more widely available for integrating or analysis." Current Eclipse customers may contact their Epicor customer account manager to discuss specific hardware and software requirements for Epicor ICE, new customers should email info@epicor.com.



Flexaust is pleased to welcome Chris Sharpe to their sales team.



Chris graduated from Springfield College with a Bachelor of Science in Business Management in May, 2008. While at Springfield College, Chris was a member and captain of the both the Springfield College Football team and Lacrosse team. For the past four years, Chris has been part of an inside sales team as a supervisor in the pharmaceutical industry. Chris replaces Jim Cook as the Regional Manager for the New England territory. Jim retired in June 2013 after 37 years of exemplary service to Flexaust and their customers.

Flexaust adds another innovative product to the Flex-Tube® family, Flex-Tube® PU 60 HF. The highly flexible heavy all plastic polyurethane hose was initially developed as a grain vacuum hose where a heavy wall hose is required, but increased flexibility is desired. This hose is lighter and easier to handle than other heavy wall hoses making it easier for operators to maneuver in the grain silos. Flex-Tube® PU 60 HF is ideal for applications requiring good airflow with high abrasion, puncture and UV resistance. It is available in 3" to 12" I.D. sizes up to 50' long and comes standard in clear with a blue helix that can be customized to meet OEM color requirements. For more information, visit www.flexaust.com.



Gates Corporation introduced its patent-pending iLok™ coupling for underground coal mines at the 2013 Longwall USA Exhibition & Conference held in Pittsburgh, PA in June.



An alternative to staple-lock couplings, Gates high-pressure iLok coupling can be connected to longwall mining machinery in seconds and disconnected in under two minutes to save 90 percent of the labor hours required to move equipment from one coal seam to another. Workers disconnect the couplings by cutting and removing the cable lock and turning the swivel nut two and a half times by hand, instead of prying staples loose with crowbars or hammering equipment.

"Gates new iLok couplings are going to revolutionize the longwall mining industry," said Don Gilbreath, Product Development Engineer at Gates Corporation. "No other

high-pressure coupling system offers the simplicity, speed, safety, and strength of iLok."

The couplings also have Gates TuffCoat® Xtreme™ plating, which provides red rust protection that exceeds the 72-hour SAE standard by 1,000 percent. To download an iLok coupling brochure and learn more about Gates mining solutions, please visit gates.com/mining.



Houston based **GHX Industrial**, a wholly owned subsidiary of The United Distribution Group announces that it has acquired the assets of Flowline Components, Inc. and Flowline OEM Group, Inc.



Founded in 1988 by Larry Blackburn and Greg Johnston, Flowline operates two branches in Baltimore, Maryland and Greencastle, Pennsylvania and is a value added distributor of fabricated hose, MRO products and other related products.

"Flowline concentrates on several primary areas including hydraulic and pneumatic fluid conveyance products, custom assembly, kitting solutions and vendor managed inventory" stated GHX President, Richard Harrison. Flowline's core customer base has historically consisted of agriculture, construction and food & beverage OEMs.

"Expanding our service area throughout the US and Canada is an ongoing strategic focus for GHX and the acquisition of the Flowline locations compliments our already strong North American presence" said Darrell Cole, President & CEO of The United Distribution Group.

Mr. Harrison further stated that "the executive management staff of Flowline will remain with the company after the acquisition with Mr. Blackburn maintaining responsibility for sales, marketing and customer relations and Mr. Johnston continuing in his current capacity focusing on operations and inventory management".

In recent months, GHX has also consolidated its Mobile, Alabama and Pensacola, Florida branches into a newly constructed, 25,000 square foot facility in Loxley, Alabama. The company has also opened a brand new 18,000 square foot state-of-the art facility on West Little York Drive in Houston, Texas.

In addition, McCarty Equipment Company, a subsidiary of GHX Industrial has recently established a location in Dickinson, North Dakota which along with its Williston branch accounts for two locations in the state of North Dakota. GHX now operates 40 branches in 15 states and provinces throughout the US and Canada.



CONNECTIONS

continued

Hyde Industrial Blade Solutions (IBS)



announced today that its V-Tooth Serrated Straight Blades are now suited to provide precision cuts across a myriad of packaging manufacturing operations from vacuum-form packing to sealing.

Additionally, producers in the food, pet food, personal care products, pharmaceutical, lawn and garden, office supply, paper and chemical industries can utilize the blades for a wide range of packaging applications.



Kuriyama of America, Inc. is pleased to



announce the addition of the following new products to their product line.

Kuriyama Industrial Rubber Hose New Products Catalog: Featured in this new 8-page catalog are products by Alfagomma. Included are: T340AH red cover & T340AA black cover, EPDM steam hoses, for the transfer of saturated steam up to 270 PSI and 430° F. Also, T341AH red cover & T341AA black cover, Chlorobutyl steam hoses, for the transfer of saturated and superheated steam up to 270 PSI and 430° F. Both of these new products feature an extruded tube which provides higher working pressures and a braided construction for increased flexibility.

Other new products include: T6D 1AA Oil Rigger/Frack 400 PSI discharge hose, ST6D2AA Oil Rigger/Frack 400 PSI discharge hose with SUPERTUFF cover and CT601AA 150 PSI Corrugated Oil Rigger/Oil Field-Frack Tank Hose for the oil markets. Also, the new T720AA Bulk Material S & D hose has been added.

For more information, call (847) 755-0360 or visit their web site at: www.kuriyama.com



MFC is proud to announce several personnel changes. In response to sustained growth,



MFC has added Customer Service Representatives

Jack Butler and Joe Sherin to help meet customer demand. Jack and Joe will help maintain the responsive and knowledgeable service MFC is known for. Additionally, Dan Weisman has been promoted to Materials Manager. In his new position, Dan will lead a team responsible for procuring and managing raw materials inventory. As MFC continues to grow, the focus remains on

providing excellent service and producing quality metal and Teflon hose and bent tube products. To learn more about MFC, please contact them at info@mnflex.com or 800-351-9069.



Barbed fittings for use with plastic and rubber tubing and reinforced hose are available from **NewAge Industries** in five materials. Each material – polypropylene, polyethylene, nylon, PVDF, and brass – offers different performance properties to meet the demands of diverse applications such as appliances, medical devices, chemical transfer, laboratories, food and beverage processing, pharmaceutical uses, general industrial, vending equipment, potable water, MRO and OEM.

Thermobarb fittings offer simple connections – just push the fitting into the tubing and secure it with a clamp. Multiple barbs provide a tight fit with the tubing's I.D. Sizes range from 1/8" through 1" tubing I.D. in styles that include tees, wyes, reducers, connectors, adapters and nipples. Pinch clamps and check valves are also stocked, as well as clamps and other fittings such as push-to-connect, compression, and cam operated couplings. For more information, call 1-800-506-3924 or e-mail: info@newageindustries.com.



Parker Industrial Hose Products Division



is pleased to introduce a new product—Series 7399 E-Z Form™

High Temperature Hose. This petroleum-based-oil suction/return hose is available in 1/2" through 1", and is rated to 302°F at 150 PSI. Series 7399 resists cracking, has superior kink resistance, and can be routed through confined spaces where formed hose might normally be required.

For more information, visit the literature section of www.Safehose.com or contact Parker at 1-866-810-HOSE.



PIRTEK USA's newest PIRTEK Hose



Center that opened in June in the Perry Township community of Indianapolis, Indiana. The mobile-based hydraulic hose and fitting franchise will reduce equipment downtime and increase productivity by bringing hose and fitting replacement services directly to customer jobsites within one hour of a call for assistance.

Jim Hamilton is General Manager of PIRTEK Perry, which consists of three mobile service vans that are ready to "manu-

facture" hose assemblies at jobsites, and a Hose Center at 3015B South Harding Street that is an easily accessible hose source just off I-465 for walk-in customers.

A former U.S. Marine, Hamilton brings loads of proficiency to the helm at PIRTEK Perry. His mechanical, management and training skills were developed while he worked for a commercial and industrial ventilation systems company. And his latest stint in workforce recruiting/development makes him just the right man to build a powerful fix-it-fast team.

"We are very proud of our family-owned and operated business, and we have a very strong team in place," says Hamilton, who is relocating his family from Florida back to his homeland state to begin his venture in PIRTEK franchise ownership. "Everyone is excited about getting to work and providing timely hose replacement service to manufacturing, construction, trucking and rental companies and many more accounts throughout the city."



Ponaflex Corporation is pleased to

Ponaflex announce the opening of new sales offices in Chicago and Houston. The company has enhanced its warehouse program to further improve its customer service by providing faster response to customer orders and reducing freight costs. The Company has warehouses in Chicago IL, Miami FL, Houston TX, and Compton CA. These facilities emphasize the commitment that Ponaflex Corporation has to customer satisfaction and continued growth of distribution channels.

Ponaflex Corporation also announces the addition of their new food grade PVC material handling suction hose products: Pona Clear Spiral, Pona Cupric Spiral, and Ponaspring. Pona Clear Spiral is fully transparent, and it is corrugated for excellent durability. Pona Cupric Spiral is constructed with grounding wire to dissipate static electricity. Ponaspring is constructed with spiral steel wire reinforcement to resist kinking and collapsing. For additional information, please call (949) 453-1230 or email ca@ponaflexusa.com.



Jamie Ludwig President of Sales &



Marketing, **Red-L Distributors Ltd.** is pleased to announce the appointment of Scott Schroter to Manager Key Accounts.

Schroter developed his sales expertise with Dixon Group Canada prior to joining Red-L. Scott will be responsible for maintaining Red-L's key account customer relationships, expanding the company's plant business and

developing new business promoting industrial and hydraulic hose solutions, lubricants and Red-L's plethora of ancillary products.

Scott can be reached at Red-L Distributors Ltd. Corporate Headquarters, 9727 - 47 Avenue, Edmonton, AB. T6E 5M7. Phone: 1-780-437-2630, Email: scottschroter@redl.com.



Reelcraft introduces a new Series 3900



heavy duty
LPG Reel
constructed

from heavy gauge steel for maximum durability and long service life.

Each steel constructed reel received a high quality corrosion resistant baked-on powder coated finish that is applied in component form for maximum coverage and protection from the elements.

A heavy gauge #40 (1/2") chain drive is standard and Reelcraft's optional and unique direct gear drive is available and has proven in their tests to outlast even the #40 chain several times.

Aluminum constructed LPG Reels are also available with either an anodized or power coated finish again for maximum corrosion resistance and attractive appearance. There is a huge after-market for LPG Reels with the numerous national, regional and local independent marketers of LPG on their Bobtail delivery trucks. Reelcraft's static discharge cable reels are an excellent companion product to offer along with LPG hose reels. To learn more, please visit www.reelcraft.com or call 1-800-444-3134.



In continuing with **RYCO's** commitment to support the industrial distributor network and NAHAD, RYCO is pleased to announce the appointment of new Territory Sales Managers joining the RYCO Sales Team.

RYCO is pleased to announce the appointment of Dan Struve as Territory Sales Manager covering the areas of Northern California and Nevada. Lorin Palmer as Territory Sales Manager covering the Rocky Mountain States of New Mexico, Colorado, Utah, Wyoming and Montana.

Bill Kozman as Territory Sales Manager for the states of Wisconsin, Illinois, Indiana and Ohio. Tim Carper as Territory Sales Manager for the states of South Carolina, North Carolina, Virginia and Maryland.

For more information on RYCO Hydraulics hose fittings and adapters, please call 1-866-821-RYCO (7926) or visit them on the World Wide Web at www.ryco.com.au.



Singer Equities, Inc. has acquired the operating assets of Stewart-Hunt, Inc. based in Burlington, MA. Founded in 1956,



Stewart-Hunt is a leading fluid power distributor specializing in the sales, service, testing and repair of hydraulic pumps, motors, cylinders and various other hydraulic components. The company will operate as a division of **PRC Industrial Supply** headquartered in Portland, ME with a branch location in Bangor. Nelson Smith and Jim Hunt, previous owners of Stewart-Hunt, will remain with the company and report to Kevin Easler, Vice President and General Manager of PRC Industrial.

"We are thrilled to have the Stewart-Hunt team as part of our New England operation which will provide vertical integration to our existing fluid power business in Bangor, ME. In addition, their suburban Boston location will lower PRC's center of gravity to access core New England markets," said Don Fritzinger, President of Singer Equities.

PRC Industrial Supply is a platform business of Singer Equities, specializing in the value added services within the industrial and hydraulic hose, conveyor belt and gasket markets. Stewart-Hunt is the company's 33rd location and first truly integrated fluid power business. More information on the businesses and their operations can be obtained at www.singerequities.com.



Spectronics Corporation has introduced the **OPTIMAX™** 400 — an economical, violet light LED leak detection flashlight. It emits less visible light so industrial fluid leaks are easier to spot, saving technicians valuable diagnostic time and effort.

The **OPTIMAX 400** features a high-output LED that causes fluorescent dyes to glow more brilliantly and with greater contrast than conventional lamps. The flashlight's pre-focused beam optimizes fluorescent response without any adjustments needed. With power comparable to high-intensity 150-watt lamps, it works well with Spectrolite® **OIL-GLO™** 33 (green), **OIL-GLO™** 44 (yellow/green) and **OIL-GLO™** 50 (red) oil-based dyes, as well as **WATER-GLO™** 802 (green) water dye.

The **OPTIMAX 400** is engineered with "instant-on" operation. Its cordless, compact design allows it to get into tight, cramped areas larger lamps can't. A rugged, corrosion-resistant, anodized lamp body stands up to years of heavy use. Powered by standard AAA batteries (included), this unit features an LED with a 100,000-hour service life.

For more information, call toll-free 1-800-274-8888. Outside the U.S. and Canada, call 1-516-333-4840. Website at www.spectroline.com.



Texcel is pleased to announce the opening of its newest Distribution Center in Denver, CO. This 35,000 square foot, state-of-art facility will serve as Texcel's full service distribution and fabrication center for the Rocky Mountain Region.



In addition, Texcel is pleased to announce Ken Linzmeyer as the newest addition to the Texcel Team. Ken comes to Texcel with many years of experience in industrial distribution from his time spent with Altra Industrial and, before that, Gates Rubber Company. Ken will be Territory Manager — Rocky Mountain Region where he will oversee Texcel's sales strategy in Colorado, Utah, Wyoming, and Montana. For more information please visit www.texcelrubber.com or call Texcel at 1-800-231-7116.



Tribute, Inc. is pleased to announce a new partnership with **MITS**, a software company that provides advanced reporting and business intelligence software. Founded in 1996 as Management Information Tools, Inc., and headquartered in Seattle, MITS develops analytics and reporting solutions for the wholesale distribution market.



Their flagship product, **MITS Distributor Analytics (MDA)**, allows distribution companies the ability to "drill down" into sales, inventory and accounts receivable data, spot patterns and develop quality business intelligence that can have a significant impact on their bottom line and will be fully integrated with **TrulinX** software later this year.



World Wide Metric now carries low pressure (PN16) metric brass compression fittings available in unions, elbows, tees, and male connectors. These types of fittings use pressure to tighten connections which prevents leakage creating a tight seal. Call 732-247-2300 to speak to a professional regarding more information on these types of fittings.



Congratulations Exam Passers

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or Design and Fabrication Exam from 05/23/2013 to 07/17/2013

Corrugated Metal Hose (Handbook Exam)

- Larry Pecar, GHX

Industrial Hose (Handbook Exam)

- Braxton Kirtley, PT Coupling
- Darrell Lambert, LewisGoetz
- Bob Gang, Peerless Mill Supply
- Hunter Harper, IRG
- Rebecca Simpson, Hose Supplies New Zealand

Composite Hose (Handbook)

- Stephen MacDougall, Runnalls
- Jayson Pippin, LewisGoetz
- Brentlee Heckathorn, LewisGoetz
- Arturo Izguirre, Texcel
- Shawn Smith, Texcel
- Shawn Orr, Texcel
- Marcus Rushing, Texcel
- Brandon Holley, IR-G
- Bev Phillips, FB Wright

Jamie Daly, Hose Supplies New Zealand Hydraulic Hose (Handbook)

- Marc St. Laurent, Runnalls
- Leroy Washington, LewisGoetz
- Solomon Schoolcraft, Summers Rubber
- Brandon Holley, IRG
- Kody Allman, Summers Rubber

Corrugated Metal Hose (Design and Fabrication)

- Industrial Hose (Design and Fabrication)
- Shawn Phillips, Amazon Hose
- Mark Frith, Arco
- Lon Pocza, Summers Rubber
- Jayson Pippin, LewisGoetz
- Brentlee Heckathorn, LewisGoetz

Profiles International
imagine great people®

Matching People to Jobs Can Help You Hire Top Performers and Improve Performance

Have you ever hired or promoted someone who did not live up to your expectations? If you did, chances are strong that the person did not possess the innate traits to execute the competencies of the job. *For example, in a management position, does the person have the internal characteristics to be a “people” person, big picture thinker, or confident leader? In a sales position, is the individual internally motivated, a critical thinker, able to accept rejection?* By hiring or promoting the wrong person for the wrong job it is like hiring or promoting a rabbit to swim. Rabbits may swim for a short stint, but eventually they will struggle, get frustrated and quit. That is exactly what happens when we hire people for positions that are foreign to who they are. It is a lot easier to hire rabbits to run and fish to swim. The only ways you can effectively match people to jobs is by measuring the “total person” with a valid, reliable psychometric assessment then match the results (innate traits) to the traits that are needed to perform the job in an exceptional manner.

With Profiles’ proprietary job fit assessment approach NAHAD members can utilize a proven methodology to be more efficient and effective in the hiring, promotion, training, development and coaching processes. This information becomes a true enlightenment. By using the Profiles’ approach members can now take an inventory of existing and future candidates to align each candidate with the role that capitalizes on their strengths. Job match is virtually impossible to do without using an assessment specifically designed for that purpose. Human judg-

ment is too subjective and does not objectively quantify a person’s intangibles. The Profile XT Assessment takes an inventory of an individual’s thinking style, behavioral traits and occupational interests. It also provides results in seconds!

“Our goal is to empower NAHAD members with an easy, accurate, and understandable means that will help them link people to their business strategies, i.e., top line growth, workforce performance, customer experience and profitability,” says Anthony Pantaleone, NAHAD’s contact at Profiles International, Inc.

How often have companies promoted the top sales person to management only to find out that the person fails? This scenario happens too often, only to disrupt the whole department and have a negative effect on morale within the company. Consequently, the promoted employee suffers from stress, tension and conflict because the position is unnatural to him or her.

“We use Profiles’ assessment tools to assess new candidates and the assessment describes each candidate in accurate detail. The information is a very valuable component in our decision making process“, says Joe Thompson, President, NAHAD.

To learn more about our new partnership with Profiles International, Inc. and special pricing for NAHAD members please contact, Anthony Pantaleone, Regional Vice President @ 888-773-8835 or anthony.p@profilesmail.com or visit the Value Partners page on the www.nahad.org website. 

An In-Depth Discussion with a Member of the Hose Safety Institute Advisory Council *Continued from page 1*

We do about 75 million miles a year. About 45 percent of it is gasoline, another 40 percent by dollars is chemical and we also haul other things like flour.

NAHAD: How long have you been with the company, and what has kept you there?

Niswander: I started there in 1979, when they needed someone to help out in the safety department. Back then, that department took care of everything from human resources, to safety and training and emergency response - we kind of did it all. That morphed into the safety side of the company and HR kind of split out of it.

So I really enjoy the safety aspect of it. Another part of what has kept me here is that the founder, Harold Groendyke, made several statements that impacted me. One is that Groendyke is a large company: it moves slowly, but it's always positive. That always really hit home with me. Another one he challenged our drivers with is: "There's no load too hot that won't cool in any ditch." That was his way of saying to take your time when you're driving.

NAHAD: Groendyke is a six-time Heil Trophy winner for best overall safety record and program. What has driven the success of your safety program?

Niswander: The drivers. You can put everything in the world out there to tell people what to do, but if they don't have the motivation to do it for themselves, their company or their fellow employees, it's not going to work.

The first Heil we got was in 1973, and we followed that up in 1975. I was involved with the ones we won in 1990 and 1991. What's unique about that is that one of the six things that gets you the Heil is improvement over the previous year, so it really means something to win two years in a row. We did the same thing in 1999 and 2000, and we're the only tank truck company to win the Heil back-to-back twice.

NAHAD: What challenges or opportunities has Groendyke encountered recently?

Niswander: Hiring drivers. The baby boomers are retiring, so you've got to find someone to replace them. The tank trucking industry is kind of in a doldrums in the fact that we haul hazardous materials, and because it's considered dangerous, we don't allow drivers to drive the truck unless they are 23 years of age for hauling hazardous material. Once people fresh out of high school get started in some other career, they don't want to start all over. So we've got to find a way to bridge that gap from graduation to helping the person get their CDL and be able to drive nationwide and get a hazmat endorsement.

NAHAD: You were recently named Chairman of the Research Advisory Council for the American Transportation Research Institute. Can you tell a bit about that?

Niswander: I've been on that committee for four years. There are about 25 people on it from state infrastructure, academia, various kinds of trucking and van companies, and even a transportation attorney. When I first got on there, they did a study on parts of the infrastructure in the U.S. as far as where traffic jams happen. There's a stretch of road in Houston, for example, where if you were driving on it from two to four in the afternoon, you could drive it in 7 minutes. But if you were there from four thirty to seven thirty, it would take you 35 minutes for the same stretch. So we take that information and pass it along, hoping transport companies use it to dispatch people around those areas. We also pass it along to the federal government.

We did a similar study on rollover accidents. There are, for example, five areas in Atlanta where they average five rollovers in a 60-day period. So that's another thing we fed to the government.

NAHAD: How did you originally get involved with NAHAD? Why did you become a Hose Safety Institute Advisory Council member?

Niswander: We got involved because the president of our company had heard about it and he asked me to check into it. The more I checked into it, the more excited I got, because we haul between 250,000 and 300,000 loads every year, and every one of those is loaded through a hose.


One of our problems we have is in determining the lifetimes of those hoses and how they are used. For example, if we're unloading gasoline in Phoenix, AZ, where it's 114 degrees, that hose has different problems than the ones in Riverton, WY, where it's 30 below and we're unloading acid. There's a whole realm of factors, and we're excited to use the resources of the council to learn more about that.

NAHAD: How has your background helped you to contribute to the goals of the Council?

Niswander: When I found out about NAHAD, I was hoping that we could make a difference through National Tank, where we have about 220 tank truck carriers and we use hoses every day. We were hoping we could make an impression on manufacturers, and get some information as to how those hoses are made, and encourage them to give us some distinctions on them as far as what they need to be used for and how long they last. I think in working together, we can help both industries, and it would also be an environmental win-win.

The Council provides important guidance, input, review and focus in support of the Hose Safety Institute's goals, which include:

- Promote and maintain the NAHAD Hose Assembly Guidelines
- Identify emerging issues and critical applications related to hose assemblies;
- Serve as a forum for addressing industry issues, providing appropriate input to the NAHAD Standards Committee and ensure ongoing industry dialogue and communications;
- Provide educational resources and tools to Institute Members and to end-users who support hose assembly quality, safety and reliability; and,
- Identify and engage industry organizations and related agencies involved in, or impacting, hose safety, quality and reliability.

According to NAHAD staff director, Joseph Thompson, "Hose Safety Institute membership is afforded to NAHAD member firms who commit to supporting the Hose Assembly Guidelines and who meet specific requirements focused on enhancing hose assembly safety, quality and reliability. The Advisory Council is a key element of the Institute, linking end-users and key markets to the Institute members, providing a dynamic and valuable resource to participating distributors and suppliers." 



THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

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Put NAHAD on your P/R List! Send press releases and your company logo by email to kthompson@nahad.org

third person (use "they" instead of "we"). Exclude sales features claims and direct or indirect comparisons with competitors' products. Of course, all articles will be published on a space-available basis. NAHAD assumes no liability for incorrect or deleted information, but will publish corrections upon request.

Newsletter Issue	Material Due to NAHAD	Mailing Date
February	1/4/13	2/4/13
April	3/1/13	4/2/13
June	5/3/13	6/3/13
August	7/2/13	8/2/13
October	9/5/13	10/4/13
December	11/4/13	12/3/13

NAHAD NEWS PRODUCTION SCHEDULE

NAHAD member companies are invited to submit brief news items for inclusion in the "Member-to-Member" section of the NAHAD News. Please write your articles in complete sentences, and limit them to 60 words, including pertinent phone numbers, etc. Camera-ready logos may be submitted and will be included on a space-available basis.

News items should focus on new or additional personnel changes, appointments or promotions, facility expansion, new products lines or advertising/promotion plans. Articles submitted must be typed or neatly printed, and should be written in the

NAHAD NEWS • CONNECTIONS FORM
Member-to-Member Exchange