

NAHAD news

A QUARTERLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

Industry Insights Article

What's the Future for Forever Chemicals? Will Teflon™ Stick Around?

NAHAD INDUSTRY INSIGHTS COMMITTEE is charged with bringing you relevant articles, guidance, and best practices to help you forecast and plan for the future.

By Mark Balcom
President, Pooley Inc.
Chair, NAHAD Industry Insights Committee

Recently a customer called me and voiced concern over a group of European scientists trying to make the use of Teflon™ illegal. He asked me, "What are we going to do?" Teflon™ or fluoropolymers are used in many processes in his manufacturing plant and his anxiety was clearly evident. I checked into the topic and what he was referring to was a group of chemicals called PFAS. The following is a compilation of online research of articles, PowerPoint presentations and other facts.

The news media refers to PFAS as "forever chemicals" as they are extremely persistent in our environment, water, soil, food sources and our bodies. A quick Google search will tell you that PFAS is found in 99% of the American population. PFAS is a chemical acronym that stands for Perfluoroalkyl or Polyfluoroalkyl substances. According to Jeff Strahan, PhD, the director of Research, Compliance and Sustainability at Milliken & Company, it means any chemical with a carbon atom bonded to two or more fluorine atoms. The U.S. Environmental Protection Agency states



that, "PFAS are a group of manmade chemicals that have been manufactured and used in a variety of industries since 1940." These industries range from aerospace and automotive to electronics and semiconductor, medical devices, personal care products and textiles. PFAS chemicals can be found in many products from non-stick cookware, personal care products like shampoo, as well as firefighting foams and food packaging. They are also used in the textile industry for water proofing and stain resistance. And of course, Teflon™ or fluoropolymers are used in many forms as a liner in many food and beverage hoses, as well as pharmaceutical and chemical hoses and tubing. Several hose manufacturers have already released statements about the PFAS restriction proposal in Europe. The proposed restriction aims to restrict the manufacturing of any article including PFAS and defines PFAS such that fluoropolymers, such as PFA, PVDF, PTFE and FEP are impacted by the proposal.

The bottom line is that PFAS is an active area of legislation and regulation at the state level. In fact, as of March 2023

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there were 182 current policies in 32 states. The EPA has released a couple statements:

"Scientific studies have shown that exposure to some PFAS in the environment may be linked to harmful health effects in humans and animals."

"The EPA plans to take specific actions and commits to bolder new policies to safeguard public health, protect the environment and hold polluters accountable."

One of the EPA's objectives states: [Place responsibility for limiting exposures and addressing hazards of PFAS on manufacturers, processors, distributors, importers, industrial and other significant users, discharges and treatment and disposal facilities.](https://www.epa.gov/system/files/documents/2021-10/pfas-roadmap_final-508.pdf) Source: https://www.epa.gov/system/files/documents/2021-10/pfas-roadmap_final-508.pdf

While I believe no one is currently suggesting the widespread elimination of fluoropolymers from all industrial applications, you can clearly see there is a lot of attention being paid to PFAS or "forever chemicals." In fact, last year 131 articles were written on the

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Dear NAHAD Members



HOPE YOU HAVE ENJOYED A WONDERFUL SUMMER, getting some well-earned R & R, and spending quality time with family and friends.

At Alliance Hose, business continues at a very strong rate, and it was a relief that we didn't need to put in a lot of overtime over the summer months to keep pace with customer demands, as we had in the past two years. We thank the steadily improving supply chain situation for that.

Now it's early fall, back-to-school time. Yes, it can be sad to say goodbye to the lazy days of summer, but it's also a time of new learning, new adventures and a heightened focus on achieving the goals we set for ourselves for this year. One of the places we all can turn to for assistance is NAHAD, the only association dedicated to serving the needs of our industry.

At the time of this writing, we just kicked off our first annual Hose Safety Awareness Week, and the initial response has been fantastic. It is exciting to see how distributors and manufacturers have embraced this opportunity to educate, train and celebrate the good work we do as NAHAD members. We're seeing everything from webinars for the end-user community, customer onsite trainings and demonstrations, and open houses to showcase what safe fabrication and assembly looks like. These are just a few examples. In a future issue of *NAHAD News*, you'll be able to see a summary of all the good work NAHAD members showcased during this week. I encourage you to visit hosesafetyawareness.org to learn more.

In the spirit of going back to school, I'd like to remind you of the education and training resources that NAHAD has developed and enhanced in the last few years, all found under the NAHAD365 banner on our website. NAHAD Academy is the e-learning platform for quality, relevant industry education content, along with our specific Hose Safety Institute Handbook and Fabrication certification courses. You will also find all our recorded webinars and the Outer Diameter podcasts, as well as an employee development roadmap. It's a complete toolkit for getting our people the education and training they need to thrive in our industry.

In addition to the ongoing offerings of NAHAD365, the recently rebranded "HSI Hands-On Training" will take place October 16-17 in my fair city, Chicago. During two days of training, attendees will participate in a series of interactive presentations, as well as visit both NAHAD distributor and manufacturer locations for hands-on learning activities. It's also a great opportunity to get to know people doing the same or similar work at other companies in our industry. Relationships built at these events can become resources down the road for solving the challenges we face. I hope you are planning to send members of your team to this unique experience.

As always, I welcome your comments and feedback and appreciate the opportunity to serve as your NAHAD president. All the best to you for a strong end to the year and great things ahead.

Sincerely,

Dave Heckler
 Alliance Hose & Rubber Co.
 NAHAD 2023-2024 President

Supercharged Technology: Understanding and Preparing for AI



By Mike Mortensen
President/CEO, ARG Industrial
NAHAD Executive Board Member & Tech Committee Chair

IN THE FAST-EVOLVING LANDSCAPE OF TECHNOLOGY,

artificial Intelligence (AI) stands out as a game-changer with significant implications for businesses.

While AI has been reshaping industries for some time, it has recently gained widespread attention, and as a topic seems omnipresent. To prepare for and harness the potential benefits of AI in our businesses, it's important that we grasp the implications, opportunities, and challenges.

What Is AI, and Why Is Generative AI a Game Changer?

Artificial Intelligence, or AI, is the emulation of human intelligence by machines. It empowers computers to perform tasks that typically require human intelligence, such as problem-solving, decision-making, and language understanding. AI isn't a new concept. Reactive AI and machine learning have been used in data analytic models for decades. Think IBM's Deep Blue unseating a chess grandmaster and world chess champion in 1997. With the advancement of cloud computing and the almost unlimited data processing resources available with modern computers, AI represents a technological revolution with far-reaching consequences.

Recent advancements, such as Large Language Models (LLMs) or Generative AI, like ChatGPT, have taken AI to new heights. These models can analyze human language at the phonetic level and interpret context and meaning, enabling them to generate appropriate responses. Impressive as that sounds, AI is not flawless, and one of its challenges is the potential for "hallucinations" or generating false information, which may be attributed to biases

in the models' training data. Currently, the hallucination rate is estimated to be around 20-25%. So, while ChatGPT can do some amazing things, it still takes a sharp human eye to check the work product for accuracy.

As AI continues to evolve, it will likely face regulatory oversight and legal considerations, akin to how the internet led to new regulations and legal precedents. AI and its largest models, owned by tech giants like Microsoft and Google, are on track to become the next global utilities.

Putting AI at the Core of Your Business Strategy

The use of AI tools and models shouldn't be viewed as only peripheral plugins to your business processes. The use of AI should be considered a foundational element of a "future-proof" business strategy. Its potential impact can reach every level of your organization, and so it should be considered carefully.

Executives will leverage AI for strategic planning, market analysis and predictive analytics, enhancing decision-making processes. Mid-level managers will optimize inventory management, reduce costs, manage maintenance and automate tasks using AI, allowing them to focus on more strategic initiatives. Frontline and customer facing employees will use AI-powered tools for personalized recommendations, real-time pricing information, and access to internal data, enhancing customer service and driving sales growth. Early adopters of AI tools will no doubt gain a significant competitive advantage by streamlining processes, gaining increased efficiencies, and offering a superior customer experience.

It's important to remember however that just like any other technology or process implementation, an organization's ability to adopt and deploy AI is limited by the skillset of its people. Equally important is the quality, organization and governance of a company's data. AI is not the tech "easy button" for your business, but it does have the potential to supercharge all your processes.

Is AI a Job Killer?

Contrary to the popular concern of job displacement, I feel AI is more about enhancing human productivity. It will automate routine tasks, freeing up employees for more creative and critical work. AI provides data-driven insights, equipping teams with timely information for better decision making, identifying growth opportunities, and improving customer service. Additionally, AI can predict equipment failures, reducing downtime and maintenance costs.

All this said, it is crucial to prepare our workforce for these coming changes; acknowledging that some tasks will surely be automated by AI and finding opportunities to upskill and cross train valuable team members.

So How Do I Get Started?

Applied AI is where most businesses are already experiencing the benefits. AI is being seamlessly integrated or applied within existing technologies many of us may already be using, making them more intelligent and efficient. Tech providers across all industries are aggressively integrating AI into their offerings. From smartphones to Enterprise Resource Planning (ERP) systems, AI is being baked in.

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Supercharged Technology: Understanding and Preparing for AI

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Examples include AI-optimized websites for better search engine functionality, AI in supply chain management for real-time predictions and stock out mitigations, AI-driven chatbots for customer inquiries, AI co-pilots for customer service staff, and AI tools for evaluating and negotiating favorable terms in contracts with customers and suppliers.

While Applied AI is growing in the background, you will undoubtedly find specific use cases where one of the Large AI models will be helpful in achieving your business goals.

Choosing the Right Model

Understanding the difference between public models like ChatGPT and enterprise-level models like Microsoft Azure AI or Google Vertex is vital. Public models offer basic AI capabilities and accessibility, are low to no cost, but lack the customization and scalability for many specific industry needs. Additionally, the data entered and generated becomes public data, and intellectual property rules may not apply.

Enterprise-level models provide customization, scalability and security tailored to your specific applications. These models come with a cost, where data storage capacity and the number of prompts entered into the model generate a fee. Think of them as secure environments where the AI model can access your company data, use it to

provide analytics, spot patterns and trends, and generate specific insights and recommendations for your business.

A Word on Data Security and Protection

Safeguarding company data in an AI-driven world is paramount. Many of your employees are already accessing public AI models to aid them in their work. It's essential to understand that data uploaded to public AI models becomes part of the model and can be accessed by anyone. Implementing an AI data policy, strong user authentication, and authorization mechanisms, along with frequent security audits, are crucial steps to protect your sensitive company information.

I encourage you to consult with your IT professionals to develop a plan around safeguarding your sensitive data within an AI use framework. If you do not have an IT professional consulting you regarding data security, I suggest you get one. Data is the currency of an AI-driven world and protecting it can be the difference between thriving or putting the survival of the business at stake.

Final Takeaways

1. Consider AI in all its available forms as part of an overall technology strategy that enables you to achieve your operational goals. Invest

in people who understand and can deploy this technology in your business.

2. Map out the links in the value chain of your business. Then consider one or two use cases for each link where AI could create efficiency, accuracy or automate that process. Consider a measurable success criterion for the AI implementation within that link. This is the beginning of your AI roadmap.
3. Leverage relationships within trade associations, buying co-ops and even your customer partnerships to uncover and explore common use cases, understand the success stories and pitfalls.
4. Consult your IT professionals regarding data integrity, data hygiene, data organization and governance within the AI framework before you experiment with your identified use cases.

In conclusion, AI is not a distant vision but a reality reshaping our world today. By embracing AI and technology at a foundational level, you create an opportunity to unlock hidden potential across your entire organization, set yourself apart from the competition and level up your business. Please remember that selecting the right people to adopt and deploy technology in your business is the key to your success. Integrating technology into our businesses is not a destination, it is a journey, taken one step at a time. ●

Industry Insights Article

What's the Future for Forever Chemicals?

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subject and the following movies were released: The Devil We Know (2018), Dark Waters (2019), and Burned Protecting the Protectors (2023). The EPA's researchers will continue to work hard to understand and find answers about PFAS chemicals so they

can make better decisions on how to best protect human health and the environment. NAHAD and the Industry Insight Committee will be watching and reporting on the progress and how it may or may not affect our industry. ●

Notes:

1. Teflon™ is a trademark of the Chemours Company FC, LLC.
2. Source: Power Point presentation by Jeff Strahan, PhD. Milliken and the Advanced Textiles Association.

What's **NAHAD 365**

Excellence in education... Any day of the year.

With a dual emphasis on safety and employee performance, **NAHAD 365** offers professional development and job training content offered in a diverse variety of formats, extending beyond the annual convention, 365 days a year.

Discover NAHAD 365 below:

NAHAD CONVENTION

NAHAD Convention

The NAHAD Convention is your best opportunity to connect with leaders in the industry, attend thought-provoking business sessions, and maximize your presence through the Showcase of Hose Solutions.

NAHAD WEBINARS

NAHAD Webinars

NAHAD's Education Committee is focused on providing webinar topics of interest to both manufacturers and distributors. These webinars are a "must-attend" for anyone looking to grow in the areas of leadership, operations, career development, compliance and risk analysis, fabrication and more.

NAHAD ACADEMY

Skill, Knowledge
& Competence

NAHAD Academy

An e-Learning platform Designed to ensure all member organizations, regardless of size or budget, have access to affordable, quality, and relevant education content. More than 200 course titles are available with three subscription options to choose from.

NAHAD HOSE SAFETY INSTITUTE

Safety, Quality
& Reliability

The Hose Safety Institute (HSI)

Members of NAHAD's Hose Safety Institute® represent distributors, manufacturers and suppliers who share a passion for the industry. Membership demonstrates to your customers that you take care great in the products you deliver to the field by following prescribed design and standards specifications for top-tier assembly, design, fabrication, handling, and management.

NAHAD HANDS-ON TRAINING

HSI Hands-On Training

Formerly Regional Training, this program is designed to promote and develop an understanding and adoption of HSI guidelines and best practices in hose design and fabrication. Attendees will participate in a series of interactive presentations, visit distributor locations for hands-on exercises, and tour a manufacturer's warehouse.

Distribute Innovation

INFLUENCE//IMPLEMENT//INTEGRATE

University of Innovative Distribution (UID)

Sponsored by the Association Education Alliance (AEA), a consortium of 40+ distribution professional associations and in cooperation with the Department of Technology Leadership and Innovation of Purdue University, UID is a concentrated educational program designed to enhance and fortify your knowledge, skills, and abilities.

Courses are grouped into six educational tracks: Distribution Strategy, Leadership & Professional Development, Management, Marketing, Operations, and Sales.

NAHAD Employee Development ROADMAP

Employee Development Roadmap

Proper recruitment, selection, onboarding and training of new employees and the ongoing education of current employees is critical to their success, and that of your business. This Roadmap provides you with important and timely Human Resources updates, policies, and templates. It identifies the key positions within the typical NAHAD distribution company, by title, with sample Job Task Descriptions for each.

NAHAD the OD

The Outer Diameter (OD) Podcast

This podcast series is designed to promote professional development and continuing education for distributors and manufacturers. Content includes new industry developments, innovative tactics for any business model, and valuable need-to-know information centered around the hose distribution industry

NAHAD HANDBOOKS • GUIDES • REPORTS

Handbooks, Guides, & Reports

NAHAD provides members with access to comprehensive tools, recommendations, and best practices packaged in a collection of various handbooks, guidelines, and reports.

Topics cover hose assembly, the basics of industrial distribution, value-added selling, compensation, and other financial/productivity data.

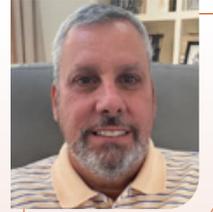
NAHAD Welcomes Industrial Specialties and Martin Industrial Sales

THIS SUMMER, NAHAD welcomed two new members to the association family, Industrial Specialties and Martin Industrial Sales.

Industrial Specialties is a dynamic organization that specializes in hydraulic and pneumatic connector products, services, and solutions. Industrial Specialties is a Parker Connector Technology Center, the global leader in motion and control technologies. Industrial Specialties represents Parker Fluid Connector products and offer many complementary products from other suppliers. Two Oklahoma locations, Duncan and Oklahoma City, provide a combined 47,000 sq feet of warehouse space. We offer training programs that provide Professional Development Hours, on-site training for customers and staff, just in time delivery, and a bin stocking program. Industrial Specialties is one of 12 Parker Certified Ultra High pressure hose assemblers and the only Parker Certified Blow Out Preventer hose assembler in the Midwest. Award winning with 12-time Diamond team recipient and three-time Hose Product Distributor of the year.



Martin Industrial Sales employs four representatives and has more than 60 years of experience serving the industrial field. Martin representatives cover 10 Southeastern states: Louisiana, Mississippi, Alabama, Florida, Georgia, Tennessee, North Carolina, South Carolina, Virginia and Arkansas. Martin Industrial Sales represents a strategic mix of manufacturers that service the industrial marketplace. MIS appreciates what is necessary to perform as a premier manufacturers' representative firm, supporting its manufacturers through blanket field sales coverage, exceptional customer service, and strong regional management. Martin Industrial Sales was established in 1995, and since its inception its top priorities have been creating opportunities for its partner companies to increase their business and empowering them to reach their goals.



David Vinturella, Owner, Martin Industrial Sales

Aeroflex Makes a Stellar Debut on the Indian Stock Exchanges with a Record-Breaking IPO and is Now Scouting Inorganic Growth Opportunities in the USA

Aeroflex Industries Ltd, the leading Indian manufacturer of flexible hoses and assemblies and an active member of NAHAD is thrilled to announce the resounding success of its recent Initial Public Offering in India that has made headlines across the financial world and represents a significant milestone in the company's journey.

The Aeroflex IPO garnered an overwhelming response, with an astounding 97 times subscription rate, translating to an impressive \$2.95 billion in investor interest. The combined funds raised amounted to a total of \$51.3 million.

This historic IPO witnessed unprecedented enthusiasm from investors, surpassing multiple subscription benchmarks. Notably, the Aeroflex IPO received an extraordinary 2.7 million applications, marking it as **the IPO with the highest number of applications received in 2023 (till date)**, according to stock exchange disclosures.

On August 31, 2023, Aeroflex Industries Ltd made its highly anticipated debut on the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) with an opening price of \$2.37 on BSE, commanding a premium of 82.78% over the IPO issue price over the IPO issue price of \$1.3 per share.

Aeroflex Industries Ltd, buoyed by the success of its IPO, is now focused on the next phase of its growth journey. The company is **actively seeking strategic growth opportunities in the United States' flexible hose / flow solutions industry**. As part of this expansion strategy, Aeroflex is keen to explore collaborative ventures, strategic investments, acquisitions, and joint ventures with US-based hose manufacturers, distributors and hose assembly fabricators.

This strategic move aligns with Aeroflex's commitment to innovation, excellence, and customer satisfaction. By forging partnerships and investments in the US market, Aeroflex aims

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Save the Date

NAHAD's 2024 Annual Convention

April 28-May 1, 2024
 Marriott Marquis San Diego Marina
 San Diego, California USA

Mark your calendars and make plans to join us for NAHAD's 40th Annual Meeting & Convention, taking place April 28-May 1, 2024. This year's event will take place at the beautiful Marriott Marquis San Diego Marina located in downtown San Diego. Originally scheduled to be NAHAD's 2021 convention location, this property will bring together everything NAHAD members have come to love from the Annual Convention in beautiful 80-degree sunshine, minutes from the airport.

NAHAD leadership has put together an exceptional program complete with extensive networking opportunities, a robust educational program, and the Showcase of Hose Solutions. Attendance is expected to exceed 1,000 manufacturers and distributors, from all around the globe. Registration will open in Q4 2023. Visit nahad.org to learn more and see the full program and schedule.

We can't wait to see you in San Diego!



NAHAD'S 40TH Annual Meeting and Convention

Preliminary Schedule

Saturday, April 27, 2024

8:00 a.m. – 11:00 a.m.	Board of Directors Meeting & Breakfast
12:30 p.m. – 2:30 p.m.	Standards Committee Meeting & Lunch
3:00 p.m. – 4:00 p.m.	Education Committee Meeting
6:30 p.m. – 8:00 p.m.	President's Reception

Sunday, April 28, 2024

8:00 a.m. – 6:00 p.m.	Registration Desk Open
8:00 a.m. – Noon	NAHAD Academy Kiosk
8:30 a.m. – 10:00 a.m.	Welcome Hospitality
9:00 a.m. – 5:00 p.m.	Company Meetings
10:00 a.m. – 11:30 a.m.	Opening General Session
11:30 a.m. – 12:30 p.m.	Grab & Go Lunch
12:30 a.m. – 4:00 p.m.	Sales Workshop
2:30 p.m. – 4:30 p.m.	NAHAD Academy Kiosk
5:30 p.m. – 6:30 p.m.	Emerging Leaders Happy Hour
6:30 p.m. – 8:00 p.m.	Opening Party

Monday, April 29, 2024

8:00 a.m. – 6:00 p.m.	Registration Desk Open
8:00 a.m. – 11:30 a.m.	NAHAD Academy Kiosk
8:30 a.m. – 10:00 a.m.	Guest Program
8:30 a.m. – 10:00 a.m.	Morning Hospitality (Grab & Go)
9:00 a.m. – 5:00 PM	Company Meeting Rooms
9:00 a.m. – 10:30 a.m.	Breakfast & Speaking Session
9:00 a.m. – 5:00 p.m.	Exhibitor Set Up
12:30 p.m. – 2:30 p.m.	Members' Luncheon, Keynote & Carver Award
2:30 p.m. – 5:00 p.m.	Open Afternoon to Explore the Resort
6:30 p.m. – 10:00 p.m.	Manufacturer & Associate Hospitality Suites

Tuesday, April 30, 2024

7:00 a.m. – 3:00 p.m.	Registration Desk Open
7:00 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 10:00 a.m.	General Session & Business Meeting
10:00 a.m. – 2:30 p.m.	Showcase of Hose Solutions & Lunch
2:30 p.m. – 4:30 p.m.	Exhibitors Breakdown Showcase
2:30 p.m. – 5:00 p.m.	Company Meetings
5:30 p.m. – 7:00 p.m.	Closing Party

MEMBER CONNECTIONS



Dakota Fluid Power, a Singer Industrial

Company (formerly SBP Holdings), announced on August 1, that they have opened a new storefront in Gillette, Wyoming, to better meet the needs of their customers. With this addition, Dakota Fluid Power will increase Singer Industrial's North America footprint to approximately 85+ locations with over 1,200 employees. The new location, which includes a walk-in front counter and a service and repair shop, will be Dakota Fluid Power's 11th branch location. Dakota Fluid Power plans to utilize this new storefront to better support and service their ever-expanding customer geography by continuing to provide innovative fluid power products, technical expertise, service/repair and a well-stocked inventory. More information can be provided by viewing singerindustrial.com and dakotafluidpower.com.



Flexaust introduces FX-400, an improved long-

lasting temporary heater duct for commercial and industrial rental use that provides smooth airflow to keep workers more comfortable in colder weather applications. FX-400 lightweight heating duct is ideal for all types of construction sites, commercial and residential work area heating, cement drying, dehumidification, event tents, and other climate control environments where temporary and portable heating or cooling is used... Please contact sales@flexaust.com and watch <https://youtu.be/vd-Ja7WheXU> for more information.

take charge of nationwide specification and AML objectives as well as lead product training at a corporate level. Leaning on his vast experience over the past 11 years as well as his stringent military service, Chris will be an incredible resource for our distributor network in their efforts to help national end users with their metal hose and expansion joint needs. In addition, Hose Master is also delighted to announce the promotion of Lance Portwood to the position of Regional Sales Manager, covering the gulf states.

For more information, visit www.hosemaster.com or contact the inside sales department at 800.221.2319.



Hose Master is thrilled to

announce the well-deserved promotion of Chris Dionisio to the position of Specification Sales Manager. In this exciting new role, Chris will



With the **UNIFLEX** crimper HMC 5-200 everything up to 200 t/2000 kN radial crimp

force can be processed ergonomically and



efficiently. To save further processing steps, like welding, screwing or swaging the Hoses as crimping is a simple process. The repeatability is assured. Thanks to the 126-mm wide base dies, a large number of cross sections and workpiece lengths can be machined. With this C-crimper (opened at the front), the workpiece can be inserted at any point and immediately removed from the side after the process, e.g., a 16-mm steel cable with aluminum sleeve or the 4" industrial hose with ANSI flange, 5" layflat hoses. The long opening allows full use of the 155-mm side opening. The machine is available with the modern 12" touch screen IPC control from Siemens as standard. This allows the process to be monitored and an IT connection enables the further use of the data in the course of production. Watch the video: <https://youtu.be/ciFvn0aZEAI>

Company of New Castle, DE. These acquisitions add strong family-owned brands and dedicated employees while bringing new products and services to the Omni organization. To support ever growing formed tube business Omni has made significant investment in automated equipment while expanding the formed tube facility by an additional 17K sf. Omni continues to invest in people and infrastructure to remain an industry leader in fluid transfer distribution.

characteristics of this machine is the presence of a double working level: an upper level for bends up to 180° and a lower level for standard tubes. Discover more on www.opusainc.com



Danfoss is pleased to announce the appointment of Chris Schwab as the Director of Fluid Conveyance Sales for the Americas Region. With an impressive 24-year tenure at Danfoss, Chris has held various roles increasing in responsibility within engineering and product management. His most recent position was as the global director of product management for the Rubber Hydraulic Hose & Fittings business unit. He has also served on the Standards, HSI, and now Technology committees within NAHAD. In his new capacity, Chris will take the lead of a dedicated team of sales development managers, with a primary focus on driving profitable growth within the Fluid Conveyance division.



CENTER MAXI is the **O+P's** multifunctional unit for hydraulic rigid tubes' complete assembly. This mobile center allows many operations such as cutting, internal and external deburring, bending, pre-assembling rings according to DIN 2353 standards, 37° flaring of rigid stainless steel (AISI 316 TI) and carbon steel (ST 37.4) rigid tubes, from 6 to 42 mm and 4 mm thick fittings complying with SAE and JIC standards. One of the main



2022 proved to be a record-breaking year and **Omni** continues

to post double digit growth through the first half of 2023. With a bullish outlook Omni Services has made two acquisitions, ACR Hose in Leominster, MA as well as The Briggs

NAHAD Convention in the News

The NAHAD 2023 Convention was featured in a recent issue of House Coupling World. The article summarizes each day of the Convention and includes photo of speakers, attendees and some special events! Visit their website at <https://hose-coupling-world.com/category/featured-stories/> to read the article.

RETROSPECTIVE: NAHAD

NAHAD'S 2023 Annual Meeting & Convention: An Inspiring Place for Innovation

The beautiful, Atlantis Paradise Island hotel in Nassau, Bahamas was the perfect backdrop for the exceptional program this year's NAHAD Convention had to offer. After another year of new and unprecedented challenges, hose industry members were thrilled to gather and experience the impressive series of sessions, speakers, and events NAHAD had to offer once again.

This year's NAHAD Convention began on Saturday, April 29, 2023. Nearly 900 attendees convened for NAHAD's 29th Annual Meeting and Convention to connect with top decision-makers in the hose and hose accessories distribution industry.

DAY ONE

The morning began with a Welcome Hospitality sponsored by Anco International. Guests greeted one another over breakfast, coffee, and juice before heading into the first session of the day, Speed Networking.

Next up, Caitlin Westad, daughter of NAHAD's 2022-2023 President Jason Westad, kicked off the opening General Session by paying homage to her father and his personal and professional contributions not only to the industry but as a pillar for their family. Mr. Westad took the stage soon after, thanking his daughter and turning to the crowd to welcome them to this year's Annual Convention. He spoke about the growth of NAHAD365, including the launch of NAHAD's podcast, The Outer Diameter. He went on to emphasize the work completed on enhancing NAHAD's whitepapers, NAHAD Academy, Hose Safety Institute, and the University of Innovative Distribution. Mr. Westad also noted the progress made with the new committee restructuring and thanked the volunteers for their commitment to helping advance the work of NAHAD.



"We are new NAHAD members and first-time attendees. The sense of community demonstrated by all members helped us to ease right in. Members' willingness to share wisdom and connections, as well as opportunities to collaborate with people and companies pursuing the same goals and facing the same challenges, was extremely valuable to us. It's very gratifying to be a part of this group!"
-Tina Greenleaf, Hoses, Hose Coupling Centers

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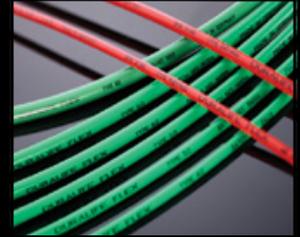
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Aeroflex Makes a Stellar Debut (continued from page 6)

to further strengthen its global presence and deliver cutting-edge solutions to its valued customers.

Aeroflex Industries invites potential partners and stakeholders to reach out and explore opportunities for mutual growth and success. The company's track record of success and its dedication to innovation make it a compelling partner in the hose manufacturing industry.

For inquiries and collaboration opportunities, please contact:

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About Aeroflex Industries Ltd:

Aeroflex Industries Ltd is a leading Indian manufacturer and supplier of high-quality hoses and hose assemblies possessing one of the world's largest manufacturing plants for flexible metal hoses and a host of prestigious quality certifications. With a focus on innovation, quality, and customer satisfaction, Aeroflex has established itself as a trusted name in the industry. Backed by strong leadership and a commitment to excellence, the company is poised for continued growth and success.



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Congratulations Exam Passers!

The following employees of NAHAD Academy subscription companies have passed exams during the period June 3 through September 15, 2023.

Exams

- Composite Hose Fabrication
- ◆ Composite Hose Handbook
- Corrugated Metal Hose Fabrication
- ◆ Corrugated Metal Hose Handbook
- Fluoropolymer Hose Fabrication
- ◆ Fluoropolymer Hose Handbook
- Hydraulic Hose Fabrication
- ◆ Hydraulic Hose Handbook
- Industrial Hose Fabrication
- ◆ Industrial Hose Handbook

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