

## ▶ TIME IS, IN FACT, ON YOUR SIDE

JEFF HAMILTON, REGIONAL SALES MANAGER - CENTRAL, PFERD INC.

It's a pretty safe bet that everybody reading this has at some point wished that they had more time. An equally safe bet is that your customers need to be as efficient as possible with their time in order for their manufacturing process to be profitable. It is absolutely true; time is money.

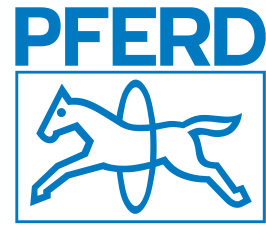
Let's address the "you" part first. As a distributor, you can create more time by being efficient with your sales process. It's all too common that distributors take the approach of going after the "products" that the end user is using with the approach of "try this, it will do the same thing and the price is lower." That approach is likely not an efficient use of your valuable time and ultimately not much of a cost savings for the customer. This is fine if you want to spend the majority of time playing defense on factors

such as cross-referencing products manufacturer to manufacturer.

Now let's address the customer component and kill two birds with one stone. You can walk in the door looking at everything the customer is doing from the perspective of

### IT'S A GOOD DAY WHEN YOU CAN OFFER A PRODUCT SOLUTION TO YOUR CUSTOMER

improving the process rather than looking at what products they are currently using. It's a good day when you can offer a product solution to your customer. Ultimately, your solution saves them time, essentially removing price from the conversation



and shifting it towards cost savings and productivity. This comes back to the "time is money" part. In addition, you have also created more time for yourself that would ordinarily be spent comparing products in a defensive approach to the situation. How will you be able to make the process of offering solutions rather than products to your customers easier? The answer: Develop partnerships with manufacturers that have both the resources and commitment to supporting distributors in demonstrating real value to end users. This partnership is another component of the value you bring to the end user (another win).



HAMILTON

## ▶ ALL THE SMALL THINGS

PATRICK CARROLL, SR. PRODUCT MANAGER, MRO MARKET, NORTON | SAINT-GOBAIN ABRASIVES

Clearly a trend in industry today is the move to the use of smaller abrasives and supporting tools. Why? Many customers in a broad range of industries like metal fabrication, welding, energy, MRO and aerospace are concerned with fine finishes, more control for less "gauging" of parts and pushing for added ergonomics for operators while being less concerned about stock removal and heavy deburring.

The "small" abrasives used in this category typically include quick-change discs and flap wheels (both coated and non-woven abrasives), mini flap discs, specialties like cartridge and spiral rolls, square and cross pads, and overlap slotted discs, as well as harder mounted points. In addition, "non-abrasive" products like carbide burrs and wire wheels usually complement the range, so that the full portfolio of products offers multiple solutions to achieve the desired finish of the part. Tied to these consumables,

many customers are now using smaller pneumatic tools like mini angle sanders and die grinders, that make it easier to work in hard-to-reach areas.

At Norton, we continue our drive to lead the industry with a comprehensive, versatile product portfolio. We offer a new, expanded line of Norton Merit, combining the best of these two brands, to provide small and portable solutions, including best, better and good tiers of coated and Bear-Tex non-woven quick-change discs and flap wheels, mini flap discs, specialties and mounted points. We have also recently added a line of carbide burrs and wire wheels. To support these many grinding and sanding choices, we've added a line of Norton Mini Angle Sanders and a Norton Die Grinder, both in kitted options and merchandising cases to facilitate usage, by having all tools and abrasives in one package.



CARROLL

## RADIAC INTRODUCES TYROLIT TRADE BUSINESS

ERIN WIENCEK, MARKETING COMMUNICATIONS, RADIAC ABRASIVES

Radiac Abrasives is a manufacturer of conventional bonded and superabrasives in North America. For more than 100 years, Radiac has delivered technology and quality in both product and service to the industry. Acquired by Tyrolit in 2009, Radiac is your North American company for high-performance Tyrolit brand products. In 2017, Radiac brought the Tyrolit Trade business unit to the U.S. market.



In the Trade business unit, our indirect sales channels provide professional users around the globe with Tyrolit products. We offer an extensive standard range specifically for the requirements of professional end users – in two quality lines, optimized for different materials. To ensure

joint success with our partners, the global Tyrolit sales and marketing team is at their side all year round to provide support with a broad range of customer-specific activities. Our local marketing team can assist you with activities for point-of-sale displays, sales promotions and the organization of in-house exhibitions.

Additional publications, in-store materials and product demonstrations are all available to our Premium Partners.

We offer an extensive catalog containing the complete trade product range in the categories of cutting, grinding, brushes, precision grinding and coated abrasives for numerous applications.



WIENCEK

## STRONGER TOGETHER: MANUFACTURER AND DISTRIBUTOR PARTNERSHIPS MATTER

JASON CONNER, VP SALES U.S. AND CANADA, WEILER ABRASIVES

Weiler Abrasives' approach to working with distribution is twofold:

- 1) Provide our distributors with the support necessary to operate and grow an efficient and profitable business
- 2) Empower them with the tools and resources needed to achieve above average market growth in the product categories in which we serve

We achieve this through one basic, powerful and proven model: the Weiler Value Package. At its core, it

is who we are; it is what we do; and it is how we go to market at Weiler Abrasives. Within the Weiler Value Package, there are many different elements our distributor partners find valuable and profitable to their businesses. These include training, end user site assessments, innovative new products, rebate programs, merchandising solutions, custom-engineered products and dedicated field sales support, to name a few.

Establishing long-term, mutually-beneficial partnerships with our

distributors is the key to growing together. We want our distributors' and their customers' businesses to be sustainable. By providing an industry leading brand, incentive programs, training, and more, within the Weiler Value Package, we're able to set that foundation.

At the end of the day, it's about trust and working together for the benefit of everyone's business. Weiler Abrasives believes that trust and those partnerships matter.



CONNER

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# WEEKLY

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