

▶ DO YOU HAVE NETWORK POWER?

JOHN BEAUDOIN, CEO, BERKSHIRE ESUPPLY

BESN Network is the newly announced, expanded program for distributors from Berkshire eSupply. BESN has not only added to our product offering and brands available, we're creating a new network for new sales opportunities on a near global scale, in addition to the procurement benefits and logistics we offer.

We're really the evolution of learning from millions of customer interactions with independent industrial distributors. Customized integrated technology, eCommerce, inventory, and logistics have been part of the Berkshire eSupply offering for years. When you have several growing Network members with national and international presence, and you look at the "what-ifs" of adding cooperative sales between members, globally, what you are really building is a powerful Network.



What we have built has evolved quickly, and it's what our Network members need. If you can enable sales and not just enable procurement and logistics, we think that is a game changer. Behind all the power and procurement are our people, highly technical, with years of industrial distribution experience in every area of the business. The people still make the business and we have set out to build a truly remarkable program every independent industrial distributor can and should join.

What's in the future for BESN? More is the right word. More sales, more channels, more products, and more weapons to compete with the big guys — that is what Berkshire eSupply is all about.



BEAUDOIN

▶ NETPLUS ALLIANCE - THE 'LITTLE BIG GROUP'

JENNIFER MURPHY, PRESIDENT, NETPLUS ALLIANCE

Every quarter, we ask our members what keeps them up at night. The answers, which are incorporated in our quarterly NetPlus Industry Outlook report, vary from "my dog barking" to the more urgent, including labor shortages, increased taxes and vendor lead times.

Like all distributors today, our members have been forced to rethink how they operate, including embracing digital in a post-pandemic era and deciphering supply chain puzzles to get their customers what they need. All they want to do is to be able to serve their customers well. Our members truly care; their customer relationships are more than just a series of transactions.

Just as they are putting a lot of energy and passion into helping their customers navigate uncertainty, the NetPlus team is here for them. One of our members coined us the "little big group," and we couldn't agree more. With NetPlus, members get the

benefits of belonging to a big group with the personalized attention of a small one. As a result, our members and preferred suppliers don't get lost in a crowd.

"The people are fantastic and responsive, and you can feel confident that they are always going to try to help you grow or help you be more profitable. If you need help, ask, and they are there. They are a great group of people, and they are all in, and I respect that." — Curt Campagna, Arrow Industrial.

When Dan Judge founded NetPlus Alliance, he saw a need for a buying group that wasn't costly or complicated. He wanted our group to welcome non-traditional distributors and he didn't make distributors change their business model to fit ours. That doesn't mean we don't have a selection process, but it's centered on making sure that NetPlus is as beneficial to the distributors and suppliers as they are to the group.

With a mix of contractor supplies and industrial MROP distributors, as well as distributors that sell fasteners, abrasives, safety and cutting tools, we are a diverse buying group. Our distributors are also diverse in size, from local multigenerational shops to national ones; our distributors cover 2,700 locations in North America. Our diversity and the willingness of our distributors and preferred supplier partners to expand their offering across channels help drive our growth.

Even as we grow, our mission remains helping businesses succeed. The value and benefits we provide help our distributors and suppliers serve their employees, customers and communities. As the world evolves and disruptions come at a break-neck speed, we want to provide our members the right tools and support. This has never been more important to the businesses we serve.



MURPHY

Powered By

B|e|S

Berkshire eSupply Network

A Digitized Industrial Supply Chain for Customers, Distributors and Suppliers

**DO YOU HAVE THE POWER
OF THE NETWORK?**

[Learn More About BESN](#)

Learn more about the fastest growing **NETWORK** for independent distributors designed to grow your business with advanced **Industry 4.0 technology**.

BERKSHIRE eSUPPLY

berkshiresupply.com

20 YEARS OF PARTNERSHIP

DONNA BRUNO, PRESIDENT, LOGISTICS SUPPLY

We proudly celebrate our 20th anniversary this year and are excited to continue our commitment to working with distributors to help them grow their business. Logistics has always taken a unique approach of partnering with industry-leading manufacturers to help distributors expand their business without risk. We are selective in our product offerings, providing strong quality brands distributors can represent. We do not carry everything, we just carry the best. We work with distributors that are also in buying and marketing groups, allowing them to receive partner brand benefits. We support our distributors with high-quality free marketing materials they can

personalize to develop their company. We do this with a wide selection of promotional flyers, brochures, and miniature catalogs they can choose from.

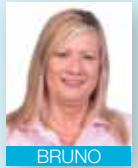


As an independent redistribution platform, we are committed to helping our customers find ways to resolve business issues that we have experienced ourselves. From product introductions to programs, we value our customers' feedback on freight programs, bundling, case breaks,

order fulfillment and distribution, just to name a few. We are always willing to work towards creating a solution.

It absolutely amazes me to look back and see how our world has changed over the last 20 years. Business and competition have certainly become more challenging. We will continue to invest and introduce ways to strengthen our platform and services for our partner manufacturers and our customers.

We are so grateful for all who have supported Logistics over the past 20 years and promise you the best is yet to come!



BRUNO

SURVIVING IN A 50/50 WORLD

ROGER WOODWARD, PRESIDENT, ALLIANCE DISTRIBUTION PARTNERS

Can your business survive a decrease of 50 percent in gross margin? What happens if your operating costs increase 50 percent? Years ago, an industry speaker said our business careers are a series of 50/50 events. The bad stuff (expenses, customer losses, turnover) increases 50 percent, while the good stuff (sales, margins, profits) eventually decreases 50 percent.

The upheaval of the last 18 months is a grim reminder that bad things do happen in business. One thing is certain: 50/50 events are more deadly when you have been standing still. The only way to win in a 50/50 world is by aggressively working every day to grow and improve your business. Here are a few personal observations about surviving in a 50/50 world:

Leaders Gotta Lead – There is no substitute for leadership. Constantly promote the company's values. Engage the team to get input on the good and bad stuff that happens. Good people want to win, give them the freedom to make it happen.

Narrow Your Focus – Chasing every opportunity will leave you bankrupt. Get good at a few products, vendors

or services. Love on your best people. Ruthlessly cut products, vendors, customers or teammates that waste time and resources.

Change is Like Cod Liver Oil – First it makes you sick, then it makes you better. Invest in technology and e-commerce. Diversify into new products and service offerings. Do more marketing. You can't win if you don't change.



As a master distributor of industrial, safety and welding products, Alliance Distribution Partners works to provide distributors with a broad range of products and business tools. Our team is proud to announce two new programs to support distributors: XTRweld and KABLUE E-commerce. XTRweld is a full line of welding products, supported by technical experts to help you win in the profitable welding space. KABLUE is a simple, cost-effective way to get into e-commerce with support that generates new selling opportunities. The Alliance Team is working hard to be your trusted resource for the products and tools you need to win in a 50/50 world.



WOODWARD



LOGISTICS. THE BEST CHOICE FOR YOUR BUSINESS.

We all make choices. When it comes to supply for your business, and the customers counting on it, making a bad one can cost you both. That's why you choose Logistics. We know what you want. We have what you need. And we go the extra mile to make sure you get both. Make the right choice, make it Logistics and get:

- Competitive Freight Programs
- Exceptional Distributor Programs
- Custom Marketing Materials
- Risk-FREE Expansion
- Fee-FREE Drop Ship on Stocked SKUs
- No Minimum Orders and No Small Order Fees
- New Distributor Perks
- And Much More!



Call **866.577.4477** or visit us at www.LogisticsSupply.com



RIDERS ON THE STORM

ZACHARY HAINES, CEO, DPA BUYING GROUP

In more ways than one, 2020 was a transformational year. The COVID-19 pandemic accelerated many underlying business trends and our industry is still trying to adapt.

Some of the aforementioned trends include supply chain disruptions; price and product inconsistencies; fewer onsite sales calls; convergence of inside sales and outside sales; and more customers demanding insights and outcomes. I will touch on a few of these in more detail.

A recent industry survey found that 94 percent of B2B decision-makers want a sales person who can share specific insights into their company's problems (a "trusted advisor"), however, only 36 percent believe that their sales person actually understands their company

or offers outcome-based solutions. DPA is helping our members retool their sales teams with the necessary skillsets to achieve better business outcomes.



It's also apparent that nontraditional interactions are now driving revenue. When surveyed, 76 percent of our customers prefer video interaction versus phone, and 79 percent prefer video when meeting with others in their same company. Since the start of the pandemic, in-person sales calls have dropped 55 percent, and digital interaction has risen 69 percent.

Additionally, the supply chain is still not back to normal. Last month, one of the world's largest container liners stated, "Port congestion and a shortage of container shipping capacity may last into the 4th quarter or even mid-2022."

Despite these challenges, DPA members have done a great job navigating the storm. The DPA Buying Group helps our over 1,200 distributor and vendor partners understand these trends and to prepare for what's ahead. We leverage "strength in numbers" to lock-in better pricing and programs and we offer sales-oriented solutions to your customers. DPA does not interfere with your ordering, invoicing or warehousing and there are not any signup fees or dues if approved.



HAINES

DELIGHTING CUSTOMERS

KEVIN SHORT, PRESIDENT AND CEO, ORS NASCO

ORS Nasco has not been shy this year in communicating the importance of distributors, suppliers, and buying groups in building relationships and delighting customers in their beginning-to-end experience. Emphasizing humility drives us to apply feedback and guidance from partners to ensure we are the most effective pure wholesaler in the channels served. And while ORS Nasco adds value in any economic condition, we currently see customers and suppliers alike reassessing their cost-to-serve and working capital objectives. More and more companies are reviving the "total cost of acquisition" concept and when they do, we shine in our collective mission of mutual success.

As an organization in a unique position to support customers' success while never competing, we are enhancing our value-added services suite to ensure the success of distributor partners through this ever-changing landscape. To support the distribution owner-operator, we

have made a variety of our skilled and dedicated support staff available to our clientele. If you need help with marketing, rich content, collections, sales skill training, recruiting, safety, technology or any other aspect of running a more efficient business, ORS Nasco is a high-value partner.

Last but certainly not least, in early 2020 we unveiled humility, curiosity, likeability and tenacity as the pillars from which we will recruit and the standards by which we will hold ourselves accountable. ORS Nasco is and will continue to be transparent with the core components of our company's culture, vision, mission and values. We very much believe the impact and importance of culture extends far outside the walls of our business. Culture influences how our customers, suppliers and associates view our organization and represents what it feels like to do business with us.



SHORT



BUYING GROUP

CELEBRATING 20 YEARS

THANK YOU TO OUR PARTNER DISTRIBUTORS AND SUPPLIERS!

The DPA Buying Group leverages its purchasing power to negotiate better deals for you. DPA offers marketing allowances, better pricing, extra promos, and lower minimums. Join over 1,100 distributors and gain access to over 230 top manufacturer brands today!

Jan/San

Aerosols
Brooms & Brushes
Can Liners
Chemicals
Hand Soap
Ice Melt
Matting
Mops & Buckets
Towel & Tissue

Safety

Arc Flash
Eye & Face Protection
Fall Protection
First Aid
Gloves
Hard Hats
Hearing Protection
Hi-Vis Apparel
Signage

Industrial

Abrasives
Adhesives
Compressors
Cords & Lights
Drill Bits & Cutters
Fasteners
Hand & Power Tools
Ladders
Measuring Tape

Restoration

Blowers
Disinfectants
Extractors
Fire & Smoke Damage
Floor Machines
Mold Mitigation
Tile & Grout
Vacuums
Wands

Packaging

Bags
Bubble Wrap
Corrugated Boxes
Envelopes & Mailers
Labels
Material Handling
Shrink & Stretch Film
Strapping Products
Tape

Public Safety

Apparel
Fire Extinguishers
Fire Rescue Gear
Flashlights
Medical & EMS
Police Gear
Tactical
Traffic Safety
Uniforms & Badges

Visit JoinDPA.com for more info.

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