

NEW INDUSTRIAL PLATFORM

BRETT POWELL, NATIONAL INDUSTRIAL SALES MANAGER, MIDLAND INDUSTRIES

In late 2018 and early 2019, Midland Metal Mfg., in conjunction with Wynnchurch Capital, announced a series of acquisitions and the rebranding of a new industrial distribution platform called Midland Industries.

The platform is comprised of Anderson Metals, Midland Metal Mfg., Buchanan Rubber, and Mid-America Fittings. The new family of companies is being driven by customer needs and industry demands, with an emphasis on technology-driven solutions across all markets. With global and domestic manufacturing capabilities and an industry-leading e-commerce platform, we are reinventing ourselves.

This isn't as much a new company as it is a family of brands that are very familiar in the industry. With our histories of outstanding customer service and innovation, the new Midland Industries is the perfect fit of customer-driven solutions, smart technology and deep product selection. All this while still retaining our core family values and traditions.

NOT JUST BIGGER, BETTER

The dramatic changes over the past year are only a portion of our evolution. Yes, we've changed the name but now the hard work begins. We must spend every day proving to our customers that the sum of all the new parts will be even greater than before.

From retaining our core values to bringing aboard the best and brightest talent in the industry, we are analyzing every aspect of our business – not for the sake of change but to build on our previous success. The new company is a collection of tremendous experience and leadership. Everyone has a voice and we are coming together as one.

So, what can you expect from the new Midland Industries? Much of what you've come to expect and even more. From our custom catalog to our e-commerce solutions and our evolving marketing suite – everything we do is intended to improve the customer experience of everyone in the chain.



POWELL

STAR DISTRIBUTORS - GALAXIES ABOVE OTHERS

RANDY KISH, MANAGER OF DISTRIBUTOR MARKETING, CONTINENTAL

IN A WORLD WHERE PRICE CAN TRUMP QUALITY, CONTINENTAL CREATED A VERY EXCLUSIVE DISTRIBUTOR LEVEL CALLED STAR

Industrial and hydraulic hose users know that a bad hose or crimp can set their business back, or worse. In a world where price can sometimes trump quality that's why Continental, the world's largest industrial manufacturer, created a very exclusive distributor level called STAR. Built on the premise of safety, STAR Distributors aim higher than others and are true partners. Not only do they exceed all training and certifications required, Continental-authorized STAR Distributors are the only distributors that are independently audited by Underwriters Laboratories

Inc. (UL) to verify each assembly location meets the Continental STAR requirements.

STAR STANDS FOR FOUR MAJOR CONCEPTS:

- 1) SAFETY** is priority one with every hose assembly.
- 2) TRAINING** NAHAD Hose Assembly certification and Continental and Industry Partners trusted training expertise.
- 3) ASSEMBLY** with Continental certified crimp specifications with

approved fittings. This ensures assemblies are built to approved specs.

4) RELIABILITY with distributor testing, hose tracking and UL verification makes world class repeatability each and every time you build an assembly.

For more information on STAR or to find a STAR Distributor near you, visit Continental-Industry.com. or use the STAR distributor locator:

<https://www.continental-industry.com/en-gl/Media/Tools-apps/Overview-of-tools-apps/Distributor-Locator>



KISH