

THE GEMTEX ADVANTAGE

FRANK PRENDA, VICE PRESIDENT SALES & MARKETING, GEMTEX ABRASIVES

The abrasive market is a very crowded space, which requires suppliers to provide current and prospective customers reasons to consider and maintain their company as a preferred abrasive supplier. At Gemtex, we emphasize three major factors that separate us from the competition:

- 1) Our 44 years in the abrasive industry.
- 2) We “manufacture” coated abrasives using formulas and processes which are unique to only Gemtex.
- 3) Our company will private-label products for single box quantities. These factors allow us to customize specifications, and even product colors, for specific customers.

Gemtex, founded in 1975, is a manufacturer of standard and

specialty coated abrasive products sold worldwide to the industrial, automotive, construction, welding and retail channels. The products are manufactured at our corporate headquarters in Toronto, Canada, and marketed under the Gemtex and private label brand names.

Through constant communication with our distributors, we have focused on their priorities which always comes back to the desire to be profitable and to do business with companies that are easy to do business with! To that point, we frequently discuss “The Gemtex Advantage” with distributors, reminding them of reasons to maintain or consider Gemtex as their abrasive resource. Factors include our quality products, competitive pricing, easy-to-read catalog, excellent customer service, free samples and

four unique products only produced by Gemtex (Trim Kut, Mini Grind R Discs, CZ45 grinding discs and Quicklock “Spinner”). Distributors also look forward to our quarterly promotions featuring various products at discounted prices.

As a coated abrasive manufacturer, Gemtex is always searching for advantages to grow and maintain sales. In order to be relevant in the very competitive abrasive market, vendors must constantly strive to provide their distributors with exceptional service and quality products at competitive prices. The ability to manufacture customized products (specials) for customers is an added advantage that most distributors welcome with open arms.



PRENDA

CREATIVE WAYS TO SUPPORT SELLING EFFORT

PATRICK CARROLL, SENIOR PRODUCT MANAGER - MRO, NORTON|SAINT-GOBAIN ABRASIVES

Historically, manufacturers sold new products packaged in large quantities and in non-descript boxes. Clearly a trend in industry today is the move to selling new products in smaller, more user friendly quantities. Also, creative packaging is being used such as kits, carry cases and displays to help distributors and customers in a broad range of industries including metal fabrication, welding, energy, MRO and aerospace.

In support of this trend, Norton|Saint-Gobain Abrasives recently introduced many new products available in novel ways to support distributors and end-users including:

Test Kits: Highlighting BlazeX F970 fiber discs for carbon steel; in stock in diameters 4 ½-inch, 5-inch and 7-inch in grit 36. It's a great way to easily test the product.

Kits Bundling Abrasives and Tools: One kit includes a mini angle sander with coated and non-woven quick change discs; another kit includes a die grinder with coated cartridge rolls and flap wheels, bonded mounted

points and carbide burrs. The grouping system approach makes it easy to sell these products.

Carry Cases: “Suitcase” approach to selling abrasives and tools noted above. One case has a mini angle sander and abrasives, another has a die grinder and abrasives. It's a great tool for distributor salespeople to sell these products.

Displays: Carbide burr display allows product to be displayed anywhere. It's great for walk-in trade and promotes repeat business.

Kits in Plastic Cases: Carbide burr kit helps focus on new product category; five popular burrs offered in a case for easy display and presentation. It focuses distributors on highest potential part numbers to sell.

Norton|Saint-Gobain Abrasives will continue to look at creative ways to support distributor selling efforts across a wide range of industries.



CARROLL

COMMIT TO BEING DIFFERENT

SHANE MILLER, NATIONAL SALES MANAGER, WENDT USA

In today's global economy, it's getting harder and harder to differentiate yourself from your competition. With one simple click, a multitude of "me too" companies are at the consumer's fingertips. Both manufacturing and distribution are facing the same challenge: "How can I stand out from the internet crowd?" The answer: Commit to being different. How can this be done?

1) Communicate with your customers. Don't assume what their needs are, ask them. Then support those needs with inventoried product. The internet can offer fast delivery but are your customers receiving the product that best fits their needs?

2) Add value to the products you sell. Price-dumping websites are a dime a dozen. Qualified application support is priceless. Support your customers with technical expertise and they will rely on your partnership.

3) Educate your customers on products they haven't seen. Patented solutions are not only unique, they have the potential to represent huge cost savings. At the very least, it demonstrates your commitment to bringing distinctive solutions in the future.

4) You don't have to do business with everyone. The best relationships are built on

common objectives. Work within your expertise and partner with those that support your corporate goals.

At Wendt USA, these four steps are imbedded in our core philosophy. We listen to our customers and develop unique grinding and finishing solutions for specific applications. The Wendt USA team offers distributor training, distributor joint calls, and application cost analysis. Lastly, we work with a select distribution network that shares our core values and commitment for steady growth. That's how Wendt USA commits to being different.



MILLER

Kuri Tec

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- Durable construction is ideal for tough in-plant applications.
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K9296 Series

K9593 Series

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▶ SETTING A NEW PERFORMANCE STANDARD

WILLIAM MEEKER, TERRITORY SALES MANAGER, PFERD

PFERD's VICTOGRAIN is an engineered grain that is changing the way the metalworking industry grinds steel. As with most abrasive companies, the sales pitch for a new product is usually the same, in that the product touts longer service life, or achieves maximum stock removal. However, the true difference between VICTOGRAIN and other abrasive products out on the market, is that the "proof is in the pudding." VICTOGRAIN is truly setting a new standard in performance.

During field testing, VICTOGRAIN sells itself. Time and time again, VICTOGRAIN proves superior over comparable competition. The new grain is the most aggressive when it comes to stock removal, and really allows the end user to skip a step in terms of finishing, since it leaves a rather smooth finish after use. When testing against a bonded grinding wheel, VICTOGRAIN shows four times the amount of steel removed with less effort and fatigue on the worker. As a result, the

manufacturer can see a huge reduction in labor cost, reduced product costs, while at the same time, improving ergonomics for their workers.

In the Western United States, end users are catching wind of VICTOGRAIN and the amount of conversions since its September launch has been staggering. Being able to introduce a product like this in the industry is very exciting and is a true game changer for PFERD. The PFERD sales staff has 100 percent confidence in the product, which helps build trust when presenting the product to potential customers. This then leads into the customer wanting to test the product and ultimately purchasing VICTOGRAIN. For more information or to test VICTOGRAIN in your area, please contact PFERD at 1-800-342-9015 or contact your local PFERD sales territory representative.



MEEKER

▶ DIRECT RESPONSES TO GRINDING SOLUTIONS REQUESTS

PETE LANE, CHIEF OPERATING OFFICER, EAGLE SUPERABRASIVES INC.

Eagle Superabrasives Inc., North America's fastest growing full-line manufacturer and supplier of diamond and CBN wheels, now offers immediate, direct responses to customers' requests for grinding solutions.

Over the years, we've noticed a definite trend in customers needing grinding solutions faster than ever before. Customers can't afford to wait for suppliers to get back to them with a quote, solve a grinding problem or to expedite a delivery. They need answers now.

In response to this growing need, Eagle Superabrasives provides direct communication to its dedicated technical salespeople. They do not have voicemail — you speak directly with an Eagle engineer who provides immediate responses via phone,

email, FaceTime, or whatever method you prefer. Approximately 95 percent of quotations can be provided immediately — for unique applications, the longest wait is 24 hours but most responses are within two hours. A product drawing is provided with every new grinding wheel — this ensures that your customers get the correct product the first time.



Eagle Superabrasives manufactures more than 30,000 pieces per month — all products are ISO9001; 200 and ISO 22917:2016-certified and guaranteed to perform. The company offers an industry-leading Make And

Hold Program guaranteed to never run out of inventory and is sized to meet all delivery requirements. For hard-to-solve grinding problems, an Eagle salesperson can be assigned to consult onsite with your sales representatives. Eagle can also provide online product training and private-label products upon request.

Eagle Superabrasives is a global supplier of premier superabrasives, offering a comprehensive range of diamond, CBN Borazon and CDX wheels covering a wide range of industries. Founded in 2010, Eagle operates worldwide in 30 countries and has an extensive inventory of more than 6,000 diamond, CBN Borazon and CDX wheels in stock at our U.S. headquarters in Hickory, North Carolina.

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COMPANY INFORMATION

Company Name _____

DBA Div of Sub of _____

Company Website www._____

My company's business type is (select one):

- General Line Distributor
- Specialty Distributor (50% or more of sales from one major product category)
- Independent Manufacturers Representative
- Retail - Hardware Store, Lumber Yard, Rental Center
- Other (specify) _____

Company Associations Affiliation (select all that apply):

- BSA - Bearing Specialists Association
- FPDA - Serving Fluid Power and Motion Technology Distributors
- GAWDA - Gases and Welding Distributors Association
- ISA - Industrial Supply Association
- ISD - International Sealing Distributors Association
- NAHAD - The Association for Hose and Accessories Distribution
- NFDA - National Fastener Distributors Association
- NIBA - The Belting Association
- PTDA - Power Transmission Distributors Association
- STAFDA - Specialty Tools & Fasteners Distributors Association

Products sold (select all that apply):

- | | | |
|--|--|---|
| <input type="checkbox"/> Abrasives | <input type="checkbox"/> Hose/Rubber Products | <input type="checkbox"/> Power Tools |
| <input type="checkbox"/> Blades | <input type="checkbox"/> HVAC | <input type="checkbox"/> Power Transmission |
| <input type="checkbox"/> Brushes | <input type="checkbox"/> Lubes & Chemicals | <input type="checkbox"/> Pumps |
| <input type="checkbox"/> Cutting Tools | <input type="checkbox"/> Machine Tools & Accessories | <input type="checkbox"/> Quality Control |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Maintenance Equipment | <input type="checkbox"/> Safety Equipment |
| <input type="checkbox"/> Fasteners | <input type="checkbox"/> Material Handling | <input type="checkbox"/> Tapes |
| <input type="checkbox"/> Fluid Power | <input type="checkbox"/> Metal Wire, Conduit | <input type="checkbox"/> Tools & Die |
| <input type="checkbox"/> Hand Tools | <input type="checkbox"/> Pipe, Valve, Fittings | <input type="checkbox"/> Welding & Gases |

MY INFORMATION

Name _____

Title _____

Address 1 _____

Address 2 _____

City _____

State _____ Zip _____

Country if not USA _____ (Outside USA-digital edition only)

E-mail _____

Phone _____ Fax _____

Please indicate the category which best describes your job function (select one):

- Corporate/Operation Management-Owner, President, VP, Corporate Officer, Manager (Branch, Division, General, Operations, Warehouse), Purchasing, Information Technology
- Sales, Mktg. or Customer Service/Support-Inside or Outside Sales Rep, Acct Mgr, Cust Service, Product Support, Sales Engineer or any other sales, marketing or customer service/support positions
- Other (specify) _____

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