

STAYING CONNECTED DURING THE PANDEMIC

BRAD POVELAITES, COMMERCIAL MANAGER THIN WHEELS, NORTON | SAINT-GOBAIN ABRASIVES

New products are essential to improving our customer's cutting, grinding and finishing experiences. Now more than ever, we continue to develop new abrasive solutions. However, one of the most important things we do is stay connected and provide excellent service in this challenging year. With less on-site activity, the access to testing or the actual need for something new becomes reduced. Selling more of what you have that is proven and available becomes paramount for our customers.

As our distributors and customers reduced inventory, we took the

initiative to implement processes allowing us to react quicker to changes in demand with key Norton products. Several tasks were initiated quickly to ensure our customers knew we would maintain our support of them. First, and one of the most important, we have stayed committed to keeping our customer-facing resources. We've kept product on the shelf so our distributor partners could service their requests. Finding product has to be easy when working digitally so we've invested in several resources from shoring up our PIM data and on-line information for easy accessibility, to launching an

upgraded distributor portal called MyAbrasives with all new features, and hosting a variety of distributor and end-user training sessions to maintain our customer touch. For those locations that continued to manufacture even when other facilities were on lockdown, we established virtual testing with our application engineers.

We will continue to engineer new abrasives to be released soon, complementing the recently launched BlazeX F970 fiber and quick-change discs, among others.

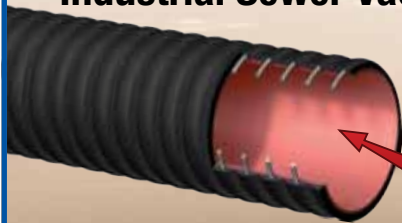


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BUILDING PARTNERSHIPS AND DELIVERING ONLINE SOLUTIONS

TONY HUFFORD, CATEGORY MANAGER - METAL FABRICATION, WEILER ABRASIVES

Weiler Abrasives, like companies around the globe, experienced the impact of the COVID-19 pandemic on the way it conducted business with its customers and distributors in 2020. The company found itself leaning heavily on the digital space to make connections, to continue building partnerships and to offer abrasives solutions — an approach that had been in the works pre-COVID-19 but was strengthened throughout the year.

Weiler Abrasives has been working hard for the last three years to put together detailed digital product information to share with its distributors. It has enlisted the use of content syndication, which allows for product data sharing between its Product Information Management (PIM) system and its distributors' websites or ERPs. This allows distributors to have the same clear, easy-to-understand and up-to-date abrasives information for customers and establish consistency in the offered solutions. It also helps to strengthen communications with

distributors and build even stronger partnerships.

If customers are unsure of distributors in their area, they can identify them through the distributor locator on the Weiler Abrasives website.

In addition, Weiler Abrasives committed to virtual training throughout 2020 with the introduction of its Weiler Wednesday Webinars. These in-depth digital trainings provided valuable advice on a range of topics, including abrasive solutions for stainless steel and aluminum, troubleshooting common abrasive challenges, proper abrasives selection and more. These trainings also provided the opportunity to have live conversations with welding experts.

Combined, Weiler Abrasives' approaches to connecting in the digital space help customers and distributors overcome challenges and gain the best abrasives solutions knowledge.



HUFFORD



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COMMITTED TO U.S. MANUFACTURING

LEO LAVIGNE, DIRECTOR OF PRODUCT DEVELOPMENT, UNITED ABRASIVES/SAIT

Since 1970, United Abrasives/SAIT has been synonymous with quality, reliability, innovation and value. We have navigated the uncertainty of 2020 with resilience by continuing to develop and manufacture superior products, while maintaining high stock levels of our products. United Abrasives/SAIT is proud of its commitment to manufacturing in America.

Several new American-made products have been added to the United Abrasives/SAIT line in 2020 to keep up with the changing market trends. In response to the marketplace's embrace of the new 9-inch battery-powered cordless cut-off saws, we developed a line of 9-inch Portable Saw Blades specifically made for these tools. The line of premium performance cut-off blades maximizes the performance and battery life of these new cordless Portable

Saws. The blades are available in two formulas (A60S General Purpose and Ultimate Ceramic Cut-Off Premium Performance) for a wide variety of applications.



Another trend that we saw in 2020 was the increasing interest in products made from high-end ceramic grains. United Abrasives has developed premium performance Ceramic Flap discs, the 7-II and 9-II Ceramic Fiber discs, The Ultimate Grind Ceramic grinding wheel and the Ultimate Pipeline Ceramic wheel. All these new ceramic products were developed with the end user in mind. We did a lot of market testing to ensure

that these products can handle the toughest applications while increasing productivity.

United Abrasives also expanded our end user tactical team; they are extensively trained in all aspects of abrasive products with the ability to conduct cost savings audits. Together with the distributor, we can help generate sales, trust and partnerships to win at the end user. Please contact us to set up a visit and demo with your end-user.

United Abrasives/SAIT's focus, in 2021 and beyond, remains both our commitment to American manufacturing and the production of the highest quality and safest abrasives in the industry.



ENHANCE BRAND WITH PRIVATE LABEL OFFERING

FRANK PRENDA, VP SALES & MARKETING, GEMTEX ABRASIVES

With increased mergers and acquisitions taking place, there is a heightened interest to private label products, enhancing market awareness while solidifying a new corporate identity.

Gemtex Abrasives conducted an independent survey with a cross-section of industrial distributors in 43 states throughout the U.S. as well as six provinces in Canada and discovered that 78 percent of polled distributors were interested in a private label program. An astonishing 90 percent of those distributors chose not to pursue a private label program due to high minimum requirements. The data was very clear; this was an excellent opportunity to fill a need that was not being addressed.

At Gemtex, we offer a private label program for "box quantity" minimums (if a distributor decides to buy one box of 25 resin fibre discs, we will label the box with the customer's label). The Gemtex name does not appear on the product, so the end user will refer to the box label when it is time to repurchase that product. In the event

a distributor purchases in larger quantities, Gemtex will brand the distributor's name directly on the product as well as on the box. We actually offer three label options: 1) Private Label (distributor's name on the label); 2) Generic Label (no name on label, just product description, part number, quantity, etc.); 3) Gemtex label.

In addition to having their company name on the label, distributors can also secure their own formula for a specific product type. Because Gemtex is a coated abrasive manufacturer, we often partner with distributors to develop custom formulations and product colors based on application or the distributor's corporate image. As an added service, our graphics department offers the option of enhancing a desired image or logo for a box label or designing a new corporate logo or private brand for a new product launch. It is safe to say, the Gemtex Abrasives private label program has been instrumental in cementing long lasting business relationships with our distributors.



CHOOSING THE RIGHT PARTNER

ALLISON FREY, OWNER, CHAMPION CUTTING TOOL CORP.

With 120 years of industrial experience under our belts, Champion Cutting Tool has always been proactive about keeping up with trends and reinvesting back into our company. That is why we acquired Mercer Industries last year. Preserving their name, their employees, and committing to adding resources to the line is why this deal was successful and different from other M&A activity in the industry. We are working diligently to introduce our customers to the advantages of this new, abrasives side of our business. Champion is one of the only family-run suppliers left in this industry. This is unique because we truly care. Some of the things that set us apart from other companies is that:

We Do Our Research: Understanding the market and listening to distributors and users needs is what drives us to introduce better tools. We run competitive tests and do in-field demos. When it comes to abrasives, we are

confident in the performance of the Mercer cut-off wheels, flap discs and wire wheels. We will continue to enhance our offering in these products.

Distributors Rely On Us: We know that our distributors have high expectations of Champion. They expect quality tools, high inventory levels and fast shipping. Abrasives are a natural extension to our line because we are providing distributors with a convenient, one-stop shop, for all things metal drilling, cutting and finishing.

We Focus On People: Our customer service and sales teams are extremely accessible and always looking to serve our customers properly. We do not have layers here; we can have real conversations with our customers and make decisions faster than larger companies.



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