

GEMTEX PRIVATE LABEL PROGRAM

FRANK PRENDA, VICE-PRESIDENT, SALES & MARKETING, GEMTEX ABRASIVES

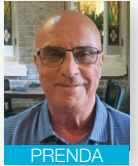
With increased mergers and acquisitions taking place, there is a heightened interest in private label products enhancing market awareness while solidifying a new corporate identity.

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% of polled distributors were interested in a private label program. An astonishing 90% 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, for no additional cost, 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 customers 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 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.



PRENDA

WORKING WITH YOU TO GET IT RIGHT FOR CUSTOMERS

CHRISTIAN MURPHY, CORPORATE APPLICATION ENGINEER, NORTON | SAINT-GOBAIN ABRASIVES

In today’s competitive market, adding value for customers has never been more crucial. Now more than ever, end-users are in a constant search of identifying and achieving cost savings, a task that is often placed on distributors. As a manufacturer and supplier, Norton | Saint-Gobain Abrasives has always aided in active on-site testing to improve part quality, reduce cycle times, and demonstrate cost savings with detailed documentation.

As a company, our model is not one to just ship a product out of a catalog; rather, we provide solutions at the system level by working alongside our distributors to ensure customers have the right product for their application, and by dialing in

processes to confirm they are operating as efficiently as possible.

With the benefit of having application engineers located throughout North America, the Norton team provides support when problems arise. Whether it is unwanted vibration, burning of parts, sudden drop in product life, or other issues that unexpectedly arise, our abrasives experts are happy to help diagnose root causes and mitigate issues. Norton | Saint-Gobain is also home to the Abrasive Process Solutions program, an initiative dedicated to customers by determining optimal material removal and surface generation solutions. Highlighted by a comprehensive automation cell, the Norton APS team can help customers

explore the benefits of automation before investing large capital on robotic cells and unproven processes.

Additionally, Norton | Saint-Gobain Abrasives offers several other indirect services such as training, demonstrations, live and web-based seminars, and plant audits. The Precision Customer Seminar, hosted several times a year for engineers and operators, offers an excellent learning opportunity to understand the details behind abrasive products and processes. As a whole, Norton | Saint-Gobain Abrasives works with its distributors to achieve customer goals, demonstrate cost savings, troubleshoot issues, and add value.



MURPHY

CAREFULLY-CURATED PRODUCTS FOR ONLINE

RAFAEL ASTACIO, PRESIDENT, PFERD NORTH AMERICA

Navigating digital transformation can be daunting, especially with the constant buzz around AI and e-commerce – and the notion that manufacturing lags behind other industries by a decade. This often leaves independent distributors wondering how to optimize their supply chains while still offering top-tier customer service.

At PFERD, we're here to simplify that process. We focus our model on being the partner for the future: We'll meet our customers wherever they are. With a comprehensive product range that supports every metalworking application as well as digital data for that product range, we are poised to handle all e-commerce needs with ease.

We offer a carefully-curated assortment of products designed specifically for online sales – complete with high-quality images, videos, and product details to get our partners selling quickly. We also provide electronic ordering options through our user-friendly PFERDSHOP portal, giving access to real-time data to help our distributors' business thrive. Our EDI capabilities enable seamless, direct order submissions and feedback, ensuring smooth operations for all parties.

However, we understand that digital must not mean disengaged. We promise personalized support every step of the way. Through our PFERDACADEMY, we offer hands-on training to deepen product knowledge, with only travel costs to consider—everything else is on us.

PFERD has been innovating for over 225 years, constantly delivering durable, industry-leading products and solutions. Our blend of rich history and forward-thinking digital tools makes us the partner to rely on – today and tomorrow.

And while we embrace the latest tech, we still keep it human. None of this column was written by AI.



ASTACIO

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FOR OVER 30 YEARS

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*WHEN USED WITH 72 COUNT BUCKET



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