

EMPOWERING MEMBERS WITH TOOLS FOR GROWTH

JENNIFER MURPHY, PRESIDENT & CEO, NETPLUS ALLIANCE

In an evolving, competitive industry, it can be challenging for small and mid-sized distributors to stand out. It's critical to empower independent distributors with the guidance and means to navigate challenges with confidence. NetPlus provides members with the tools they need to build strong supplier partnerships and commit to training that will set them apart.

NetPlus provides opportunities for members and partners to build relationships. Our Annual Meeting features networking events, educational sessions, and one-on-one appointments that drive mutual growth. In the NetPlus Portal, distributors and suppliers prioritize who they want to meet with and build tailored schedules that reflect their goals. A "ranking" tool

allows attendees to plan additional meetings during open appointment times. We encourage them to expand existing business and explore new partnerships and verticals.

Strategic Growth Plus plans often emerge from those meetings. This NetPlus program guides partners through a proven process that yields a more than 50% higher growth rate than those without plans. Growth Plus is both structured for clear accountability and customizable to meet the unique needs of each partnership.

Ongoing education is key to growth. With NetPlus Academy, members can achieve product mastery and deeper industry knowledge through hands-on trainings, interactive webinars, and



on-demand online courses. Through BlueVolt, we offer more than 1,100 courses from nearly 50 suppliers. Additionally, NetPlus offers business-focused courses and guided training tracks through OpenSesame.

This year, NetPlus launched two specialized masterclass series to support our members' business success, starting with Dr. Al Bates on improving profitability and Patrick Ungashick of NAVIX Consultants on succession planning. More is coming in 2026. With our expert team behind you, NetPlus is your trusted partner and catalyst for growth.



MURPHY



GROWTH STARTS WITH PARTNERSHIP

At NetPlus Alliance, we're more than a buying group — we're a team of advocates committed to your success. Our close-knit, service-first approach helps distributors and suppliers in the industrial, construction, fastener, and safety markets grow stronger together.

Our team provides more than access. You will build relationships, foster trust, and benefit from hands-on support.



**YOUR TRUSTED PARTNER
AND CATALYST FOR GROWTH.**

Scan the QR code or visit
offer.netplusalliance.com/grow to see
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▶ NAVIGATING A CHANGING MARKETPLACE

ZAC HAINES, CEO, DPA BUYING GROUP

As the industrial and contractor supply industry faces increasing consolidation, the rise of B2B marketplaces, and growing direct-to-customer competition, independent distributors must evolve to stay competitive. The DPA Buying Group, celebrating its 25th anniversary, continues to empower its members with tools, resources, and partnerships that ensure long-term success.

DPA provides purchasing power that levels the playing field, giving independent distributors access to better pricing, lower minimums, and valuable rebate programs. But in today's marketplace, pricing alone isn't enough – distributors must also differentiate through expertise, agility, and added value.

To meet this challenge, DPA has launched DPAUniversity.com, a free online learning management system that enables members to train their teams on supplier products while also strengthening professional skills like consultative selling and leadership. Suppliers can contribute their own training content, and business owners can track team progress – creating a smarter, more capable sales force.

Recognizing the importance of proactive selling, DPA also introduced AI training at its recent national conference, equipping members with cutting-edge tools to uncover new sales and growth opportunities.

DPA's strength lies in its diverse supplier base, which

spans janitorial, packaging, safety, and industrial categories – giving members a broad product offering and multiple paths for differentiation. A new Travel Incentive Program will reward growth and purchasing consolidation, further deepening supplier relationships.

While the market shifts, DPA's mission remains clear: Help independent distributors remain agile, knowledgeable, and competitive. With 25 years of service and innovation behind us, DPA is poised to lead its members confidently into the future.



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▶ POWERING GROWTH THROUGH CONNECTION, CONTENT, AND NATIONAL COVERAGE

JOHN ALLENBACH, PRESIDENT OF SALES, IBC

In today's industrial marketplace, independent distributors face increasing pressure to deliver national-scale solutions while preserving the high-touch service that sets them apart. IBC bridges that gap with a unique value proposition centered around three pillars: connection, content, and coverage.

At the core is IBC Connects – a powerful EDI platform that unites our supplier members with our independent distributor members from ordering through payment. What sets IBC apart is that we guarantee supplier payments when connected through our central billing/central pay system – something other buying groups typically do not offer.

Next is IBC's advanced Product Information Management (PIM) system where we currently manage content for over 555 suppliers and 1.8 million SKUs. In an increasingly digital world, clean, consistent, and enriched product data is critical. IBC's PIM simplifies digital commerce by housing supplier-approved content and pushing it out to member web-sites, e-commerce platforms, and customer-facing tools. This enables faster time-to-market, stronger brand presence, and a unified digital experience across the entire network.

Finally, IBC delivers unmatched value through its National Accounts Program. By aggregating the strength of its independent distributor network,

IBC offers end users the scale, pricing consistency, and compliance of a national contract – delivered through local partners who know the customers best. Distributors benefit from access to large-scale opportunities they couldn't access on their own, while suppliers gain loyal channel partners executing nationally with local intensity.

While many buying groups focus primarily on rebates, IBC goes further. We equip independent distributors and suppliers with powerful digital tools that create lasting value. IBC is more than just a rebate-driven buying group – we're a technology powered business accelerator!



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EXCLUSIVITY FOR RUBBER INDUSTRY DISTRIBUTORS

GEOFF LONG, OFFICE OF BUSINESS DEVELOPMENT, RAGCO

In an industry packed full of private equity and corporate competitors, there remains a large pool of end users who will always value the independent distributor. The strength of Ragco, America's premier buying group for distributors in the rubber industry, is built on the freedom of each member to operate in the way that best serves their local or regional market. The benefits of affiliation combined with an insistence that each member enjoy exclusivity in any local market, have led to the group attracting dozens of new members over the last few years.

Nominally a truncation of "rubber and gasket companies," Ragco is more than just a group purchasing organization. Since 2020, Ragco has accelerated their catalog of private label industrial products. Members have access to their own line of hose and fittings, gaskets sheet, ball valves, and other Ragco-branded products made by the world's finest manufacturers.

The group promotes a "family" approach in networking with each other. Members engage laterally to share

access to elusive brands, unique products, and specialized fabrication capabilities. Member inquiries can be instantly distributed to the entire group. With members in 26 states (and growing) and thousands of years of combined experience, answers are tremendously easier to find when a business is part of Ragco.



Each spring, members descend on the Ragco Marketing Conference, where they interact with suppliers, attend demonstrations and training presentations, and tour manufacturing facilities. The event is praised by suppliers throughout the hose, belting, sealing, and similar industries as extraordinarily valuable.

Ragco is open for membership, accepting applications from independent distributors located in markets where there is not current representation. In 2025 to date, Ragco has added nine new members and estimates a minimum of four more to join before the end of the year.



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