

▶ TURN YOUR CRIMPING UNIT INTO A PROFIT CENTER

RANDY KISH, MANAGER DISTRIBUTOR MARKETING, INDUSTRY HOSE NORTH AMERICA, CONTINENTAL

Are you looking to turn your crimping unit into a real profit center, while providing enhanced customer service? The next-generation controller for hydraulic and industrial hose crimpers – Continental's CrimpIQ – is a cloud-based controller that provides instantaneous updates to the crimper, helping to reduce costly downtime and offers a new level of enhanced efficiency, safety, quality and speed to your customers.

The controller puts precise digital crimping and cloud solutions right at your fingertips. Thanks to Continental's pioneering technology, you no longer have to hunt through manuals or waste time trying to find

the exact specs. This quantum leap in technology also eliminates guesswork and the possibility of inputting the wrong specs.

To crimp a fitting onto a hose with CrimpIQ, you simply use the 10-inch touchscreen interface. This user-friendly, easy-to-use, high-resolution touchscreen gives access to crimp specs, notes and tutorials at the touch of a button. You can even create support tickets from the crimper with screen capture capability and machine status for more responsive help when it's needed most.

Plus, the secure cloud-based connectivity platform is fully

connected via Wi-Fi or Ethernet to CrimpCloud 24/7. So the system will always have the very latest crimper software updates, crimp specifications, as well as full-device backup including your saved die preferences, users and settings information that are accessible day and night.

Continental's CrimpIQ is crimping that is evolved to the next level. Discover what it can do for your business today. The CrimpIQ is available on the following production crimpers: PC200, PC400, PC600, PC1000 and PC1200.



KISH

▶ HOW TO GROW YOUR E-COMMERCE BUSINESS

JENNIFER BRAUN, MARKETING MANAGER, REELCRAFT

With more consumers shopping online every day, a successful e-commerce website and strategy are essential. There are many things that you can do to improve your website that will help to grow your business.

Optimize product pages - Content is king. Products on your site should have as much information available as possible. Customers want helpful guidance in the form of additional content, related products, service documents, images, customer rankings and more. The more information you can supply about a product, the lower the chance that a customer will go elsewhere to find it. Reelcraft provides all its distributors with product content and images and continues to focus on ways to grow this content.

Keep your design clean and easy to navigate – You can't sell a product to a customer if they can't find what they are looking for. Keep your navigation consistent and create categories of products that are clearly defined. Avoid too many navigation tabs and use dropdown menus



instead. Customers want information, but they need to be able to easily find what they want and understand it. The interactive catalog on Reelcraft.com allows customers to navigate to the reel they need based on their specifications and find information for that particular reel, including on-hand inventory if applicable.

Create a mobile-friendly site – More and more customers are using their cell phones and tablets to shop online. Having a website that is easy to use and just as functional for these smaller devices is a necessity.

Focus on how you sell your products – Customers have many options when it comes to buying products online. But they will always return to a website that provides a truly remarkable buying experience from start to finish.



BRAUN

ADVANTAGES OF AEROSPACE-QUALITY FITTINGS

JOHN JOYCE, DIRECTOR OF MARKETING, BRENNAN INDUSTRIES

Whether in aerospace and military applications or off-road equipment, the use of aerospace-quality components in manufacturing or MRO is the right choice. In aerospace applications, corrosion-resistant (CRES) stainless steel tubing and fittings are the primary components in high-pressure hydraulic systems. Currently, suppliers must be certified to AS9100C, including all of the requirements of ISO 9001:2008 for the manufacture of fluid system fittings for the aviation, space and defense industries.

It is important to use high-quality tubing or hose and fittings to ensure an effective seal. That's why components that have been AS9100C- and Nadcap-certified are often used by OEMs of commercial, industrial and heavy equipment and by maintenance engineers in manufacturing plants and those who maintain earthmoving equipment and machinery.

It is common for manufacturers of fluid system components that are qualified to supply low- and high-pressure fittings and adapters for the aerospace and military market to also provide these same products for critical applications in industrial, construction and commercial equipment. Components that meet these stringent requirements are often used by some of the top OEMs and maintenance crews in the manufacturing and repair of equipment from off-road and heavy machinery to CNC milling machines. Any equipment or machinery that must withstand harsh environments or frequent actuation can benefit from using military-grade materials to ensure top performance and long service life.

If you'd like to know more, I encourage you to read our white paper, *Advantages & Applications of Aerospace Quality Fittings*.

WHY PNEUMATIC TOOLS AND ACCESSORIES?

MARVIN AARON, PRESIDENT, COILHOSE PNEUMATICS

Cordless tools often seem to hog the spotlight, but the features and benefits of pneumatic tools and their associated systems – compressors, hoses and accessories – are constantly improving.

It's important not to overlook the many improvements and advantages inherent in pneumatic tools. Though it's easy to get distracted by "flash" over "substance," distributors should take care not to overlook the huge buying power of the installed base of air tool users and offer their customers the latest and greatest pneumatic technology has to offer.

PNEUMATICS PROVIDES:

More power. Pound for pound, air tools cannot be beat for raw power. Stronger and lighter materials

used in modern tools are also improving this ratio.

Greater simplicity. Even the most modern air tools have relatively simple designs, are incredibly durable and can be easily maintained and repaired. Lubrication and occasional maintenance will ensure air tools last for many years.

Quieter compressors. Increasingly quiet compressors come on the market each year. Users can have a conversation right next to them, even while they are running.

Lighter hoses. While heavy and stiff, red rubber or PVC hoses were once the only options, now polyurethane and hybrid PVC offer lightweight and flexible alternatives.

BETTER AND INNOVATIVE ACCESSORIES

A wide range of innovative pneumatic tool accessories is available, making air tools increasingly versatile. For instance, Coilhose's new CoB-loTM pneumatic coupling combines a coupling and a blow gun, in virtually the same envelope size. Now, with "a blow gun on every hose," operators can quickly and easily clean off their tools and work areas without having to take the time and effort to disconnect a tool and reconnect a blowgun.

For the greatest combination of power, ergonomics and usability, plus a solution that represents durability and a low total cost of ownership, look to pneumatics!



AARON