

NAHAD news

A QUARTERLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

The Intersection of Digital Transformation and eCommerce: Key Roadblocks for Distributors

By Bill Rosado



Transitioning to B2B eCommerce is a critical move for the future growth of distribution businesses, but it's not without its hurdles. As customer expectations evolve, so do the complexities of integrating new technologies into traditional distribution business models. This article delves into the most significant roadblocks distributors face when implementing an eCommerce solution, from complex integration challenges to unrealistic expectations of instant online success. Navigating these obstacles is essential for leveraging technology effectively and implementing a robust eCommerce strategy that supports and accelerates your business's digital growth and resilience.

In distribution, digital transformation is more than a buzzword; it's a critical path to staying competitive. Embracing eCommerce is a significant part of this transformation, but its challenges can derail your efforts if not properly managed. Planning for these roadblocks and how to move around them will position your business for long-term online success.

ROADBLOCK 1: INTEGRATION CHALLENGES

A common pitfall in the transition to eCommerce is the misconception that any form of integration will suffice. Many vendors claim to offer integrated solutions, but the reality often falls short. Instead of seamless connections, businesses frequently encounter borrowed code, broken paths, and fragmented systems that do not work efficiently together. True integration goes far beyond a simple patch or API connection; it requires a robust, cohesive system that ensures all components work harmoniously to deliver a seamless and efficient business operation.

Seamless ERP Integration

At the heart of true integration lies the seamless connection with existing ERP systems. Your website must integrate with your ERP to provide a unified and efficient operation. This integration should cover all aspects, from inventory management and order processing to real-time data and customer-specific pricing synchronization. When done correctly, it allows for accurate data flow for optimal operations.

Complex Pricing Model Integration

Managing complex pricing models is one of the unique aspects of B2B eCommerce and is a common roadblock for generalized big-box website solutions. Distributors often deal with various pricing agreements tailored to different customer levels and specific market conditions. BigCommerce research found that "inaccurate pricing is the number one pain point buyers face during the B2B eCommerce purchasing process." True integration ensures that pricing data is accurately reflected from the ERP to the website in real time. Without this, the customer experience can be frustrating, leading to higher bounce rates, lower engagement, and stagnant cart sales.

Shipping Costs and Options

Distributors must account for various shipping costs and options based on customer location and market availability. An integrated eCommerce solution can seamlessly handle these variables, syncing with third-party shipping vendors and the ERP system to provide accurate shipping information. Investing in deep integration, where all systems "talk to each other," is crucial for the success of your digital transformation and the overall growth of your business.

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ROADBLOCK 2: POOR DATA MANAGEMENT — NEED FOR A PIM

The Mess of Product Information

In the process of building the website, another roadblock surfaces (especially with the marketing team) by way of managing product data. Distributors often struggle with inconsistent and incomplete product information scattered across manual spreadsheets, manufacturer downloads, and image libraries. This makes loading key product information into the new eCommerce site daunting and time-consuming.

A lack of a single source of truth makes it difficult to maintain accurate data for an eCommerce site. Implementing a Product Information Management (PIM) system, can rectify these issues. If you've ever dealt with bad data transfers, low-quality images, or have a staff member dedicated to manually updating part numbers, you're familiar with this headache.

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SUMMARY: Transitioning to B2B eCommerce is essential for the future growth of distribution businesses, but it's not without its difficulties. This article identifies the top roadblocks distributors face, from integration issues to the misconception of instant online sales success. Find out how to navigate these obstacles, leverage technology, and implement a successful eCommerce strategy that drives your digital transformation efforts.

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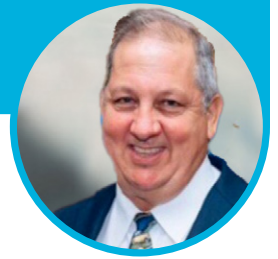
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Dear NAHAD Members



OVER A MONTH HAS PASSED SINCE OUR 40TH NAHAD ANNUAL CONVENTION IN SAN DIEGO. Attendees had the opportunity to listen to impressive speakers who shared insights on the economic outlook, AI applications in business, team building, and strategies for market share growth and predictable sales. The networking opportunities were abundant, with business meeting rooms fully booked, and the Showcase of Hose Solutions was a highlight. A heartfelt thank you to our manufacturers and associates for the exceptional hospitality evening, which was eagerly anticipated and flawlessly executed by your teams. For those who couldn't attend, you were missed. Please mark your calendars for April 12-15, 2025, for our 41st Annual Convention at the JW Marriott Water Street in Tampa, Florida. Our team is already working diligently to surpass past events.

This year, NAHAD is focusing on several key initiatives stemming from our fall board meeting in 2023. Among these is the rebranding of the association. A taskforce has been established to collaborate with designers in reinventing NAHAD's logo and all related brands, including the Hose Safety Institute, NAHAD Academy, NAHAD 365, and various other NAHAD products and services. Expect a new logo to be unveiled this summer, accompanied by a brand-new NAHAD website later this year.

Hose Safety Awareness Week, scheduled for September 8-14, will be here before we know it. Last year, many NAHAD members showcased their commitment to hose safety in unique ways, and this year promises to be even more impressive. For more information on Hose Safety Awareness Week and ideas for activities at your facilities with your customers, please visit nahad.org/hosesafety/hose-safety-awareness-week/ or scan the QR code below.

Hands-on Training will take place on October 14-15 in Houston, featuring interactive presentations and tours of nearby NAHAD facilities to explore hose safety applications in daily life. Registration opens in July and is limited to 65 participants, so we encourage you to sign up soon as spots will fill up quickly.

Exciting developments are happening at NAHAD in 2024, and the full board will meet in November to plan additional initiatives for 2025 at the fall board meeting. I wish everyone a wonderful summer and invite you to share your thoughts, concerns, and any feedback for our upcoming meeting later this fall.

Brian Pellegrin
 NAHAD President
 Singer Industrial

“Exciting developments are happening at NAHAD in 2024”



September 8-14, 2024



40TH ANNUAL

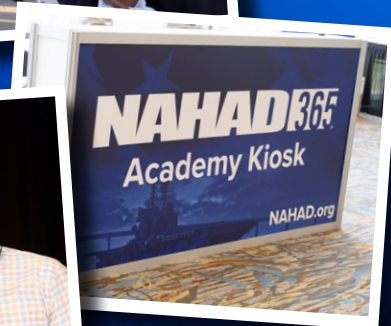
NAHAD 2024

Meeting & Convention

April 28-May 1

Marriott Marquis San Diego Marina

Thank you to everyone who attended. We had a great time, and it was another successful year. Here are some of the highlights.



You can view the full photo gallery online at rossstewartphotography.pixieset.com/nahad2024/ or scan this QR code.



The Intersection of Digital Transformation and eCommerce *Continued from page 1*

 **ROADBLOCK 3:
NOT FULLY LIVE ON ERP**

The Importance of Sequential Implementation

It's difficult to launch an eCommerce site while still trying to get fully live on an ERP system. Integration is not just about linking systems but creating a seamless flow of accurate information that both enhances the customer experience and creates efficiency. While it is critical to complete your ERP implementation first, many distributors research and vet eCommerce options during this time.

Once your business is fully operational on the ERP, you can then focus on integrating eCommerce, setting yourself up for success in online sales.

 **Roadblock 4:
Delays, Delays and Dead Deals**

Distributors often face extended timelines when implementing eCommerce with companies that over-promise and under-deliver. The financial impact of these delays can be costly: they sap team morale, lead to increased custom design expenses, and could result in missed online opportunities. According to a study by McKinsey, large IT projects run 45% over budget and 7% over time while delivering 56% less value than predicted. (www.mckinsey.com/capabilities/mckinsey-digital/our-insights/delivering-large-scale-it-projects-on-time-on-budget-and-on-value).

Ensuring a well-documented implementation plan with a clear plan and a deadlined go-live date can mitigate these risks, ultimately saving both time and money.

“Time is the most valuable asset you don't own.” – Mark Cuban

By selecting a solution provider with a proven track record of on-time delivery, distributors can avoid the financial pitfalls associated with prolonged project timelines and quickly begin to reap the benefits of their eCommerce investment.

 **ROADBLOCK 5:
THE E-CATALOG TRAP**

Distributors often fall into the trap of using their eCommerce site merely as a digital catalog. This limitation prevents them from driving sales effectively, as they use their website simply for product searches rather than facilitating transactions.

B2B eCommerce is more nuanced than just displaying products, and should create an engaging shopping experience, from quote to cart checkout. Customers use the website to research and look up unique pricing, stock availability, and shipping estimates. An eCommerce site scales the catalog by offering personalized search recommendations, providing quotes and estimates, and syncing back into the ERP. Leverage these eCommerce capabilities to gain insights into customer preferences, optimizing the entire shopping experience and ultimately driving more sales. This mindset is essential for transforming a static catalog into a dynamic sales engine, ensuring your eCommerce website not only attracts visitors but converts them into loyal customers.

 **ROADBLOCK 6:
UNREALISTIC ROI EXPECTATIONS**

Distributors often set unrealistic expectations for how much revenue their eCommerce site should generate. Remember, buying is only half of the buyer's experience; the other half is shopping—finding, researching, and evaluating purchases. Traditional ROI models don't apply here, and it's important to reevaluate success metrics based on other factors. Online website success should be measured by overall engagement and the value the site delivers to customers, even if orders are completed through other channels. The website's value extends beyond the shopping cart and includes customer service portals, saved labor, and customer retention that easily justify the investment.

(www.aldrichsolutions.com/roi-calculator)

 **ROADBLOCK 7: THE “BUILD IT AND THEY WILL COME” MENTALITY**

Creating your integrated eCommerce site is just the first step. Driving traffic and higher

engagement requires continuous efforts and strategic marketing. This roadblock, an assumption that merely having a website will attract customers and sales, leads to early frustrations. Effective marketing, PR, push notifications, sponsored search, and SEO are crucial to keeping engagement high. Understanding your customers' habits and educating them on how to use the website or portal is essential. Your eCommerce site is a place to connect them with your unique solutions and your brand.

 **ROADBLOCK 8:
COST PROHIBITIVE**

Cost is a significant consideration when looking to invest in an eCommerce solution. Budgeting and planning around things that distributors need online vs the 'wish list' of features can help avoid costly mistakes. Project costs often exceed initial projections due to custom design, code, and expensive revisions, especially when vendors don't understand the B2B distribution space.

Additionally, distributors wear many hats and might not have a dedicated web person on staff or the time to manage the website independently. Choosing an eCommerce platform that is easy to manage and doesn't require an HTML specialist to maintain it can alleviate both these time and budget concerns. Plan ahead for maintenance and other customer support offers that your future website provider includes with their service, offering adequate training and support for you or your team.

Conclusion

Despite these roadblocks, the risk of not meeting buyer expectations and being left behind is far greater than venturing into B2B eCommerce. Adding an eCommerce solution is essential for the long-term growth of your distribution business. Awareness of these challenges and strategic plans to mitigate risks while leveraging new technology will drive your digital transformation and sustained success in the competitive B2B online marketplace. ●

NAHAD WELCOMES NEW MEMBERS GOLDFLEAF APP INC. AND STRATO, INC.



GoldLeaf App Inc. began development of its GoldLeaf software in May 2023. GoldLeaf has an extensive background in software development and an eager drive to provide industry-leading software tools to technology-driven companies.

GoldLeaf offers specialized software to the hydraulic hose assembly industry. Its Software-as-a-Service (SaaS) product (goldleafapp.com) has been developed in-house by a team led by Grant Holohan, a professional mechanical engineer who knows the hydraulics industry intimately.



Strato, Inc. is a leading manufacturer of quality products while providing exceptional customer service to the rail industry. Products are designed to meet AAR specifications and include air brake hose assemblies, flanges, weld fittings, gladhands, dummy couplings, end-of-car arrangements, yokes, knuckles, couplers, coupler components, tank car and transit castings, test and custom designed specialty items, and reconditioning services. Our highly innovative team of engineers work to improve the existing product line and to design new products that exceed current performance expectations and solve industry-wide problems. Strato offers on-site engineering consulting services to assist customers with special projects and challenges. Our R&D lab and test facilities located within our plants are equipped to simulate real world conditions. While maintaining multi-million dollar inventory in warehouses throughout North America, Strato offers next day shipping on most items. Each of these value-added services enable Strato to deliver the best products in the market today. ●



One Solution

UP TO 60,000 PSI

SPiR STAR has over 25 years experience in high-pressure fluid control, delivering reliable quality products that are tested and traceable, while providing some of the best technical expertise in the industry. With application specific products for a variety of industries we are dedicated to getting you the right product for your needs and responding to the often time-critical situations that arise. Call us for your next project and get the quality product you want and the personal service you deserve.



HOSE | ADAPTERS | QUICK DISCONNECTS | VALVES
UP TO 60,000 PSI



HIGH PRESSURE PERFORMANCE

MEMBER CONNECTIONS



ARG Industrial, a leading, solutions focused organization specializing in the distribution of hose, fittings, and rigging products, is excited to announce the opening of its newest location in Hayden, Idaho. This move marks a significant milestone for the company, as it opens the 13th location, expanding its footprint into a new state. The employee-owned company continues to invest in growth as it serves customers from a wide variety of industries throughout the Pacific Northwest and Alaska.



Belt Power, LLC ("Belt Power" or the "Company"), a full-service

distributor and fabricator of belting and components for lightweight conveyor systems, has acquired Avtech Industrial Products ("Avtech"). Founded in 2000 and based in Phoenix, AZ, Avtech is a distributor of conveyor belts, motors, drives, hose & fittings, gearboxes, and other industrial products, and offers installation, fabrication, and repair services. The combination of Belt Power and Avtech provides a platform to deliver value-added solutions to customers across the Phoenix market and leverages Belt Power's expanding footprint, fabrication capabilities and technical sales organization.



Quality food grade hose and washdown water hose reels are



now available for food & beverage applications. All hoses are manufactured to meet the most difficult needs for food processing, beverage line or dairy applications. With the food-approved PVC hose the reels can be used in close contact with food and beverages. The reels are available in AISI 304 stainless steel and AISI316 acid-proof steel which make the reels highly resistant to

corrosion and suitable for use in various environments both indoors and outdoors. We offer a wide variety of products for food and beverage applications such as stainless-steel air/fluid couplings, water spray nozzles and new metal detectable plastic blow guns.



Coxreels is proud to introduce a new line of three industrial duty LED lights now available on the C (Dual Purpose) Air/Electric reels. The new LED lights feature a variety of industrial-grade features and options, including: a 50,000 hour rating, internal light diffusers, and shatter-resistant polycarbonate lenses. Coxreels' new LED lights also feature adjustable steel hooks for hands-free placement.

Whether you are looking for the compact LED light feature (-M), the LED light with the additional power source (-K), or the industrial-duty, UL Listed LED light (-H), these reels have the perfect features to complement a variety of applications.

Coxreels® has remained steadfast and focused on manufacturing high quality, industrial grade hose, cord, and cable reels with leading industry innovation since 1923. Offering a full product line serving the industry in every channel and application, Coxreels® takes great pride in designing, building, and supporting each and every product made exclusively in the U.S.A.

For further information on Coxreels® industrial duty LED lights, contact Customer Service at (800) 269-7335 or visit www.coxreels.com.



CRP Industrial has launched their new revamped website at

crpindustrial.com. Designed for improved user experience, the mobile-friendly site offers simplified navigation and access to product information. Industry professionals can now explore product information, applications, spec

sheets, technical videos, and brand news – all on one streamlined platform. Additionally, Reinflex and CRP Sanitary Hose product details are now conveniently located under one user-friendly website.



Dixon continues to invest in North American manufacturing with the

recent completion of two projects at its Canadian facility in Winnipeg, MB. The first project was a plant expansion of 10,000 square feet that improved efficiency in shipping and receiving. The second project featured renovation and upgrading of foundry equipment. Together, these two projects doubled manufacturing output capacity and enhanced employee safety and product quality. Dixon Winnipeg manufactures cam & groove fittings, tank truck and terminal market parts such as API couplers and valves, among other products. For more information, visit dixonvalve.com or call 877.963.4966.



Globe Products Co., Inc., a manufacturer

of high-quality ferrules, eyelets and other deep drawn stampings since 1981, unveils its new 17,300 sq. ft. corporate offices, expanding their 12-acre complex to 145,000 sq. ft. This upgrade highlights their dedication to growth, collaboration, and excellence, allowing them to enhance operations and better serve their valued employees and customers with superior service and quality products.



Hannay Reels,

an industry-leading

manufacturer of hose and cable reels, is pleased to announce the promotion of Brad Winnie to the position of Sales Manager, beginning May 1, 2024. Brad is a 10-year veteran of the company, starting on the factory floor in various roles before joining our inside sales team where he has served with distinction for the last several years. Brad has a passion for identifying and developing new markets and growth opportunities, and we are thrilled with the energy and talent he will bring to this position. www.hannay.com/en-US



Holmbury Inc. completed a 4,500 sq. ft expansion to their facility in Eastlake, OH on June 4th.

This expansion includes a brand-new conference room and technology center, employee lounge, and enhanced receiving and warehousing area. This expansion, as well as new Regional Sales Manager Jack Baker, new Regional Sales Manager Matt Welch, new Applications Engineer Mitchell Wiese, and newly promoted Sales Manager Brad Longmuir were introduced in early May.



Explore the forefront of technology with **OP USA INC's Mach**, the Multi Access Crimping Hub software.

This interconnected system is tailored to enhance productivity and efficiency in crimping operations. Mach's flexibility meets specific needs, providing real-time monitoring and precise control of the crimping process. With features like dual working cycles, a vibrant 7-inch touch screen display, and the ability to store up to 1000 programs, Mach ensures a user-friendly, cutting-edge experience.

Stay ahead in crimping technology with Mach's remote capabilities via VPN and portal support. Discover more on www.opusainc.com



Marken Manufacturing is proud to announce the release of their new 600S Autosaw and the powered hose sleever. The 600 S Autosaw will automatically print a label, and wrap the label

around the hose while feeding, measuring, and cutting. Mylar labels are printed with part number, date, etc. on demand with their Kit cutting software. Part numbers and information is stored in the kit cutting software and labels are generated for each hose. www.markenmfg.com

The new powered hose sleever shoots precut hoses up to 1.5" O.D thru sleeve guard in seconds. This eliminates having to manually pull the hose through the guard. It can with ease do up to 50' lengths.



Summers Rubber, a Singer Industrial Company, announced on May 1, that they have opened a new location in Columbus, Ohio, to better meet the needs of their customers. With this addition, Summers Rubber will increase Singer Industrial's North America footprint to approximately 100+ locations with over 1,400 employees. This storefront will serve as Summers Rubber's sixth location. Summers Rubber has been serving the Ohio markets for the last 75 years and plans to utilize this new location to better support their ever-expanding customer geography. singerindustrial.com, summersrubber.com.



TIPCO Technologies

("TIPCO") and Hose of

South Texas ("HOST") are proud to announce their partnership. With a shared vision based on people, partnerships, and innovation, Hose of South Texas will be joining TIPCO in its mission to become the largest independent distributor of fluid conveyance and sealing solutions in the United States. Hose of South Texas will continue to operate under the leadership of Tripp Batey as President. Hose of South Texas has been setting the industry standard in industrial and hydraulic hose since 1978. For over four decades, they have proudly served South Texas and beyond, earning a reputation for excellence, reliability, and unparalleled customer service. HOST stands apart from competitors by consistently delivering top-tier products and exceeding customer expectations with their unmatched service

Continued on page 8



HSI HANDS-ON TRAINING

October 14-15, 2024

Residence Inn Houston Pasadena

REGISTRATION OPENS THIS SUMMER!

The HSI Hands-On Training is designed to promote and develop an understanding and adoption of HSI guidelines and best practices in hose design and fabrication. Past attendees have been Fabricators, Assembly Managers, Inside and Outside Sales, Branch, Marketing, Safety, and Warehouse Managers. Attendees will participate in a series of interactive presentations, visit distributor locations for hands-on exercises, and tour a manufacturer's warehouse with a hands-on component.

On Monday, October 14, classroom presentations and hands-on labs will take place at San Jacinto College in Pasadena. On Tuesday, October 15, attendees will spend time at both GHX/Sun Source and Kuriyama's Warehouse and Training Center.

Transportation will be provided from the host hotel on both days. Registration will include bus transportation, lunch and snacks both days, and a social early Monday evening. More information on the hotel and registration will be coming in early July. ●

Check out the full schedule here.



Singer Industrial Names Haberbosch as President



In June, Singer Industrial announced the appointment of a new company president. **Pete Haberbosch**, formerly Vice President of Business Development/Mergers & Acquisitions, was promoted to the position of president.

Haberbosch is a 30-year veteran in the industrial field, with 10 of those years being at Singer Industrial. He managed several field business units before being promoted to Vice President of Business Development/Mergers & Acquisitions, where he managed Singer Industrial's acquisition outreach.

In addition, Chris Holder, formerly Vice President of Operational Excellence, was promoted to Chief Operating Officer.

Holder has 28 years of industrial business experience, with eight of those years working for Singer Industrial, serving in multiple operational roles. He was Director of Operations at Lewis-Goetz prior to joining Singer Industrial.

"Our leaders have many years of experience, and a track record of accomplishment that has made them well-known and respected in our industry," said Chairre Don Fritzing. *"Pete's dedication to our core values, success in supporting our field operations, along with his leadership skills and industry background make him the perfect choice as Singer Industrial's next president."*

Moving forward, Haberbosch and Holder will work closely with Sam Petillo, President of the Rubber Products Division, and Scott Wojciak, President of the Fluid Power Division, as the commercial leaders of their respective business units. The remainder of the leadership team includes CHRO Natalie Curtis, CMO Rebecca Gummerson, and CFO Charlie Brown.

About Singer Industrial

Singer Industrial, headquartered in Dallas, Texas, is a leading industrial distributor in North America, with 100 locations, and over 1,500 employees specializing in the Industrial Rubber and Fluid Power Industries. ●

MEMBER CONNECTIONS *Continued from page 7*

standards. Their commitment to excellence has enabled them to build strong relationships with customers in South Texas and beyond, making HOST a trusted partner in various markets.



Triad Technologies is proud to announce and welcome Mark Frantisak

as the General Manager of Triad's industrial hose team. Frantisak joined Triad in late 2023, boasting 18 years of prior industry experience. In this new role, he is responsible for aligning the strategies of all Triad's industrial hose locations as they pertain to resource integration, go-to-market strategies, operational excellence, people and culture, sales, marketing, profitability, and growth.

One of the things that initially attracted Frantisak to Triad was the people and culture. Triad is a strong company that builds on the expertise of our team, enabling us to face a wide variety of industry challenges. Our industrial hose team is no exception, specializing in products and services for fluid and material conveyance (liquids, gases, solids). Our expanded knowledge base, expertise, and equipment position us as a major leader in the industrial hose market.



The SH 2 series now has a big sister! The machine makes crimping easier with a larger opening diameter (82 mm (3.22") without dies) and a larger opening travel distance of +27 mm (+1.06"). The crimper is very compact and lightweight for mobile applications, only 80 kg and dimensions of 540 mm (21.25") x 716 mm (28.18") x 526 mm (20.70").

The machine also works at lower pressure of 350 bar (5000 psi) instead of 700 bar (10 000 psi), making available larger options in power units from 110 to 230-volt 50/60 Hz as well 12- and 24-volt DC. The machine comes with a Quick Dies Change and Rack storage for dies, plus a 2-year warranty.

The TU 4 Ecoline universal workbench

allows you to place various service presses and cutting machines simultaneously in a small space, effectively saving space. Optional: you can add the dies holders storage with QDC (Quick dies Change) for jaw sizes PB263, PB239 and PB 280 providing quick adjustments and optimal comfort. Furthermore,

for optimal use of the cutting machine, the hose measuring rail UHG 14 can be mounted.

The unit can be installed discreetly, making the work surface even more organized! It is easy to move and space-saving. Thanks to its sturdy wheels (optional), you can effortlessly use it in various areas of the production facility.

The TU 4 Ecoline workbench can be customized to your specific requirements. The dimensions are: Load capacity 200 Kg, Width 850cm, Height 752cm, Depth 520cm, and the weight is 66 kg.

With our new portable hose service workshop **UMAT 2**, you always have everything at your fingertips. The dishwasher-sized workstation with a sophisticated machine layout fits in the trunk of a station wagon and is set up ready for use.

With the UMAT 2, any hydraulic hose up to 1" 4 SP and 1 ¼" 2 SN can be processed from the raw material to the ready-to-install hose assembly. Cutting and crimping – all in pure battery operation or with muscle power. And of course, everything is the usual UNIFLEX quality. ●

ONE DIRECTION

WE HAVE ONE JOB.
TO MAKE YOURS EASIER.

NEXT GENERATION HOSE SOLUTIONS

Our **Redwing® Versabraid** fuel oil delivery hose features improved flexibility, 4x the flex life of our previous hose and handles nearly all petroleum fuels. Continental's **FR4 hydraulic** return or suction hose with ExtremeFlex® features a 1-1 bend radius.



What's **NAHAD 365**

Excellence in education... Any day of the year.

With a dual emphasis on safety and employee performance, **NAHAD 365** offers professional development and job training content offered in a diverse variety of formats, extending beyond the annual convention, 365 days a year.

Discover NAHAD 365 below:



NAHAD Convention

The NAHAD Convention is your best opportunity to connect with leaders in the industry, attend thought-provoking business sessions, and maximize your presence through the Showcase of Hose Solutions.



NAHAD Webinars

NAHAD's Education Committee is focused on providing webinar topics of interest to both manufacturers and distributors. These webinars are a "must-attend" for anyone looking to grow in the areas of leadership, operations, career development, compliance and risk analysis, fabrication and more.



NAHAD Academy

An e-Learning platform Designed to ensure all member organizations, regardless of size or budget, have access to affordable, quality, and relevant education content. More than 200 course titles are available with three subscription options to choose from.



The Hose Safety Institute (HSI)

Members of NAHAD's Hose Safety Institute® represent distributors, manufacturers and suppliers who share a passion for the industry. Membership demonstrates to your customers that you take care great in the products you deliver to the field by following prescribed design and standards specifications for top-tier assembly, design, fabrication, handling, and management.



HSI Hands-On Training

Formerly Regional Training, this program is designed to promote and develop an understanding and adoption of HSI guidelines and best practices in hose design and fabrication. Attendees will participate in a series of interactive presentations, visit distributor locations for hands-on exercises, and tour a manufacturer's warehouse.



University of Innovative Distribution (UID)

Sponsored by the Association Education Alliance (AEA), a consortium of 40+ distribution professional associations and in cooperation with the Department of Technology Leadership and Innovation of Purdue University, UID is a concentrated educational program designed to enhance and fortify your knowledge, skills, and abilities.

Courses are grouped into six educational tracks: Distribution Strategy, Leadership & Professional Development, Management, Marketing, Operations, and Sales.



Employee Development Roadmap

Proper recruitment, selection, onboarding and training of new employees and the ongoing education of current employees is critical to their success, and that of your business. This Roadmap provides you with important and timely Human Resources updates, policies, and templates. It identifies the key positions within the typical NAHAD distribution company, by title, with sample Job Task Descriptions for each.



The Outer Diameter (OD) Podcast

This podcast series is designed to promote professional development and continuing education for distributors and manufacturers. Content includes new industry developments, innovative tactics for any business model, and valuable need-to-know information centered around the hose distribution industry



Handbooks, Guides, & Reports

NAHAD provides members with access to comprehensive tools, recommendations, and best practices packaged in a collection of various handbooks, guidelines, and reports.

Topics cover hose assembly, the basics of industrial distribution, value-added selling, compensation, and other financial/productivity data.



LISTEN TO NAHAD'S MAY WEBINAR ON ECOMMERCE TO LEARN MORE ABOUT OUR COVER STORY.

You can find the webinar here: nahad.org/unlocking-ecommerce-educational-insight-panel/ or scan the QR code.



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THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

nahad.org

JUNE 2024

NAHAD news

A QUARTERLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

SAVE THE DATE

41st Annual

NAHAD

Meeting & Convention

April 12-15, 2025
Tampa, Florida
JW Marriott Water Street

#NAHAD2025

2025

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