

## TACKLING WORKFORCE CHALLENGES WITH AUTOMATION

By Bill Rosado, Aldrich Web Solutions



**D**ISTRIBUTORS WHO AREN'T ANSWERING THE QUESTION OF HOW TO DO MORE WITH FEWER RESOURCES WILL FAIL. WITH LABOR SHORTAGES, AN AGING WORKFORCE, AND RISING TURNOVER RATES, BUSINESSES ARE BEING FORCED TO LOOK FOR SOLUTIONS. Automation is not just about implementing shiny new tools—it's about using technology that doesn't require constant troubleshooting. The question is how automation can strengthen your existing workforce, optimize operations, and increase productivity, even in the face of workforce gaps. Let's look at how businesses can tackle workforce challenges head-on with automation solutions.

### WORKFORCE CHALLENGES IN DISTRIBUTION

The industry is wrestling with a series of workforce issues that show no signs of slowing down. According to the National Association of Manufacturers, over the next decade, it will need to fill 3.8 million jobs, with 1.9 million expected to remain unfilled.

**Labor Shortages:** The U.S. Bureau of Labor Statistics reported nearly 600,000 job vacancies in June 2023 alone. Manufacturer/Distributors must figure out how to maintain growth and productivity with fewer workers.

**Aging Workforce:** More than 25% of the U.S. industrial workforce is over the age of 55, posing challenges as older, skilled workers retire and younger generations are less attracted to these roles. Also, your average employee age is 44 years old, what automation do you need to implement over the next 15 years before these trained professionals retire?

**High Turnover Rates:** With an average turnover rate of 30%, businesses are facing rising recruitment and training costs. Repeatedly training new employees is costly and inefficient.

These workforce challenges make it clear—businesses must find ways to do more with less. This is where automation steps in.

### THE POWER OF AUTOMATION: FILLING WORKFORCE GAPS

To stay competitive, the mantra “do more with less” has become the battle cry for business. While some companies are just beginning to explore automation, others have embraced advanced tools with a whole range of usage in between. The key lies in understanding the stages of automation and identifying where your business stands today—and strategize where it can go tomorrow.

At the basic level of automation, businesses start by addressing the low-hanging fruit—identifying simple, repetitive tasks that consume time and energy. Tools that streamline invoicing and basic order management fall into this category. For example, an AR team bogged down by the repetitive task of sending out invoices and manually tracking payments can implement automation to reduce errors and speed up cash flow. Basic automation doesn't require a complete overhaul of your systems; instead, it layers simple, easy-to-implement solutions that alleviate immediate pain points. This level of automation helps companies create more time for innovation and customer engagement, without the need for significant investments upfront.

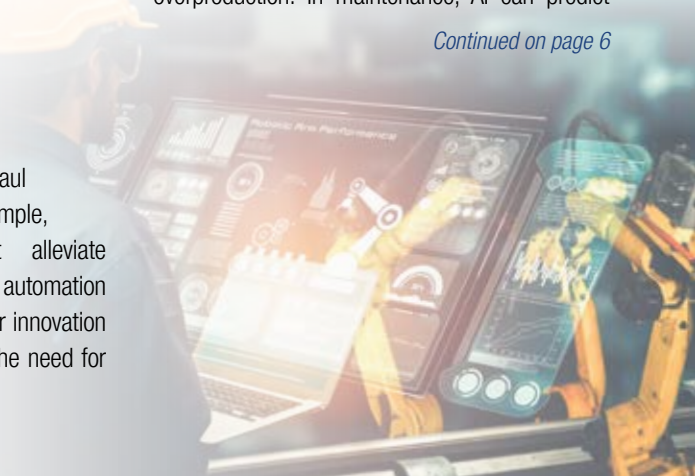
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At the intermediate automation stage, distributors begin to integrate more sophisticated tools, such as eCommerce platforms and customer/employee portals, that fully integrate with existing ERP and CRM systems. Imagine a customer placing an order on an eCommerce site—this triggers the ERP system to update inventory, sends an automatic order confirmation to the CRM, and generates an invoice. The entire process occurs without human intervention, reducing delays, errors, and bottlenecks. This mid-level tier of automation enhances the customer experience with self-service tools, real-time data, and personalized interactions.

The most advanced level of automation uses the power of artificial intelligence (AI) and predictive analytics to drive optimization. This is where businesses harness AI to anticipate future needs and prevent problems before they arise. Predictive analytics can forecast demand, allowing distributors to adjust production levels, optimize inventory, and avoid costly stockouts or overproduction. In maintenance, AI can predict

*Continued on page 6*



## Officer Listing

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## Dear NAHAD Members



**IN JUST A FEW WEEKS, 2024 WILL COME TO A CLOSE; THE ELECTION IS BEHIND US, AND 2025 WILL BE HERE BEFORE YOU KNOW IT.** This past year has seen slowdowns in some business end markets while other markets have stayed steady. I am hopeful that the diversity of your business has helped mitigate the slower markets by outperforming those where the markets have remained stable.

In October, NAHAD unveiled the new logo, which hopefully all of you have seen by now. This is in conjunction with the rebranding effort and the new website being developed to be launched in 2025.

NAHAD in 2024 performed very similarly to the industrial distribution market. We have seen a dip in membership dues, but the association has expanded in other areas which has helped to mitigate the impact of consolidation. This will only continue with more M&As taking place in the industry and during the November Board meeting and Strategic Planning session, the board worked on a plan to address this. One result of this is a new membership dues structure that I am hopeful will be approved and ready before the end of the year.

As always, I welcome your thoughts and feedback. I want to take this time to wish you and your families many happy blessings as we approach the holiday season. I am extremely optimistic that 2025 will be another great year for our industry and know that the board and I will work diligently to keep this great organization moving forward in a positive way. **Registration will open in December for NAHAD's 41st Annual Convention in Tampa, Florida, at the JW Marriott Water Street on April 12-15, 2025.** I can't wait to see you all there.

**Brian Pellegrin**  
 NAHAD President | Singer Industrial

“

**I am extremely optimistic that 2025 will be another great year for our industry...”**



## NAHAD Has a New Look



NAHAD was proud to unveil our new logo, designed to reflect the future of the hose manufacturing and distribution industry. Working with a taskforce of NAHAD members and with input provided by the NAHAD community at large, we are pleased to showcase NAHAD's new look, which illustrates a commitment to hose safety combined with utmost industry professionalism.

Soon to come will be a completely redesigned NAHAD website, with updated images and content that match the vision of our logo. The latest graphics that feature our new logo for events, promotion and education are coming to you soon, so make sure to stay connected with NAHAD on social media.

**If your website includes the NAHAD logo, please update it with our new version. For an updated logo file, contact us at [info@nahad.org](mailto:info@nahad.org). Watch this! →**





# HSI Reimagined

By Andy Christmas, HSI Committee Chair, Business Development Manager, McGill Hose & Coupling

HSI Reimagined is a term our members will begin to hear more often over the next few months. It was adopted at the 2024 NAHAD Convention in San Diego during the joint HSI/Education Committee meeting. Based on Webster's definition of the term, to reimagine is "to imagine again or anew; especially to form a new conception of something;" this title seemed to fit the new chapter we were considering for the Hose Safety Institute.

Most of you reading this newsletter know HSI not only for the certification program, but for the design and development of industry content supporting hose safety and hose safety awareness.

Many of our employees know about HSI because of their familiarity with STAMPED, participating in an HSI Hands-On workshop, or taking courses through NAHAD Academy and becoming Handbook or Fabrication certified.

In January 2025 HSI Reimagined will represent a change to the HSI membership program. HSI membership will become a NAHAD HSI designation, which has its own set of criteria to determine eligibility. Current HSI members will be automatically enrolled in the HSI designation program.



## History of the Hose Safety Institute

To understand why we are changing the program from a membership to a designation, it's helpful to understand how the program started and see its evolution. While not planned, the change the Board has approved falls on the 30th anniversary of NAHAD's initiative to recruit volunteers, representing distributors and manufacturers, to work on what would be a multi-year project to develop a comprehensive set of performance recommendations for the specification, design, and fabrication of composite, corrugated metal, fluoropolymer, hydraulic, and industrial hose assemblies. The rest, we can say is "history." (See *timeline below.*)

The HSI Committee is responsible for the continued development and enhancement of NAHAD's Best Practices and Guidelines. Through continual

collaboration, the Committee reviews and produces content in the form of white papers, in-person, virtual, and online training.

While HSI programs are developed primarily for Distributors to ensure safe hose fabrication and promote the delivery of value-added services to their customer base, the committee engages its Manufacturer members in all aspects of its work.

## NAHAD's HSI Membership becomes an Earned HSI Designation

Beginning in January 2025, HSI Membership will become an earned HSI Designation. This shift represents what's happening in the workplace, where employers are learning the value of investing in education, training, and certification for their employees. Where, as Mike Mortensen, CEO, ARG Industrial, said, "culture eats strategy all day long" – and building a culture where employees feel valued and are trained are key elements to getting the job done right and adding value for our customers.

The HSI Designation can be earned by any NAHAD member, both manufacturer and distributor branch/locations, who have trained their personnel and, thereby promote and adopt HSI safety, best practices, and industry-leading guidelines into their business culture.

### Distributor Criteria

- **Eligibility:** 50% or more of individuals in these positions: Fabrication, Inside/Outside Sales, Quality Control, Branch Managers, and Fabrication/Production Supervisors must be Handbook and/or Fabrication certified in the hose types the company specializes in.

### Manufacturer Criteria

Eligibility can be achieved one of three ways:

- **Option 1:** Manufacturer has 50% or more of its sales and/or training staff, who work directly with distributors, Handbook certified.
- **Option 2:** Manufacturer trains distributors, using HSI materials and requires distributors to meet HSI Best Practices and Guidelines.
- **Option 3:** Manufacturer who also fabricates hose assemblies: 50% or more of those employees directly involved in hose assembly fabrication are Fabrication certified.

Mid-December, Manufacturers and Distributors will have access to an online application to complete when they feel they have fulfilled the

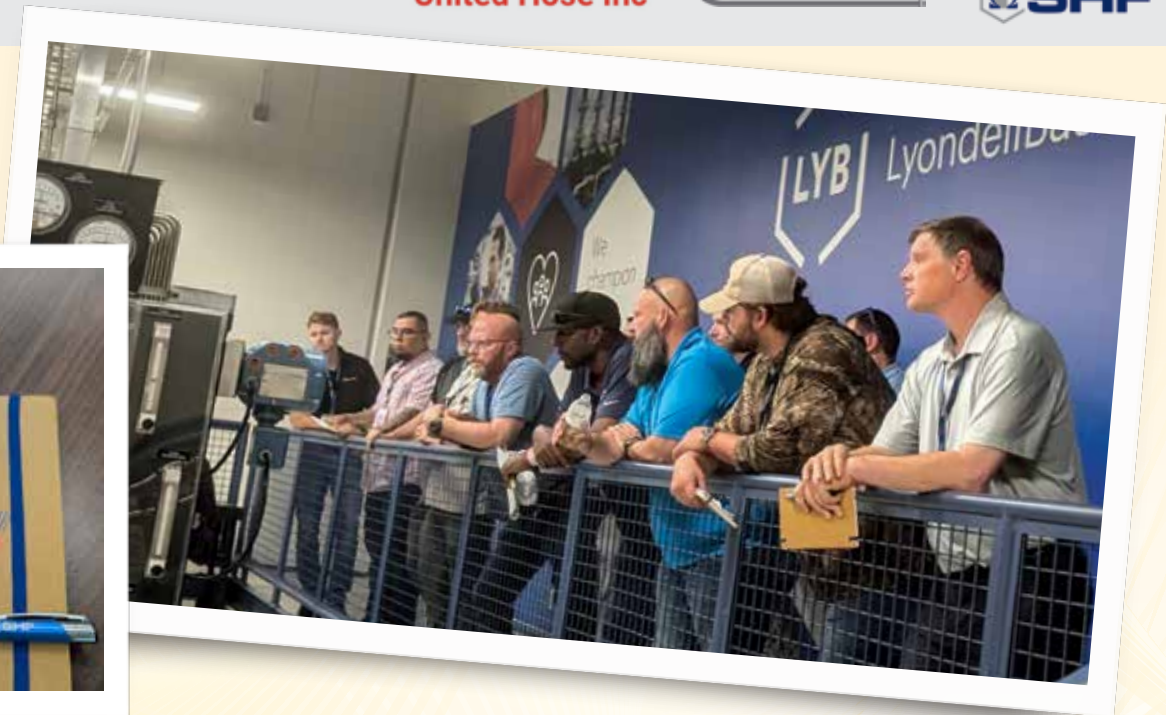


# THANK YOU FOR ATTENDING

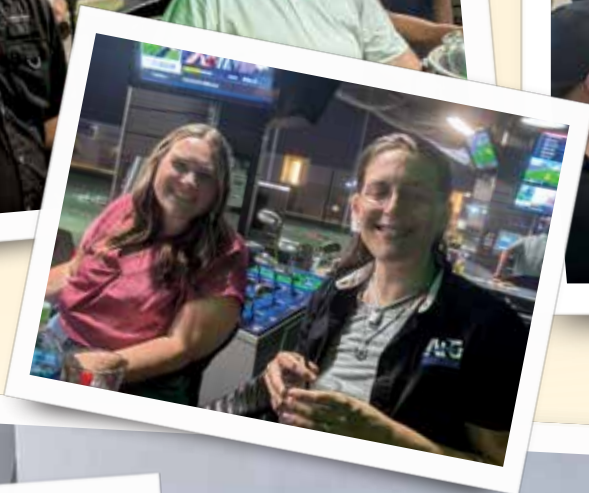
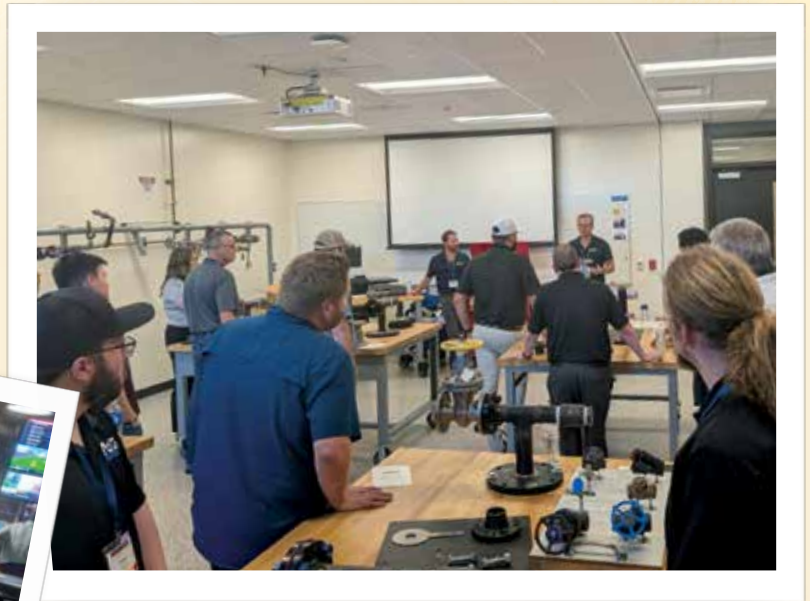
NAHAD held another successful HSI Hands-On training in October. We want to thank everyone who attended. This annual dynamic program is crafted to inspire and deepen member knowledge of hose safety guidelines and best practices in hose design and fabrication.

Our attendees engaged in a series of interactive presentations that bring the concepts to life, participated in immersive hands-on exercises at distributor locations, and experienced a behind-the-scenes tour of a leading manufacturer's warehouse. It was great to see you all this year!

Special thanks to the HSI Hands-On Sponsors



# HSI HANDS-ON IN HOUSTON, TX



**THANK YOU TO GHX/KURIYAMA  
FOR OPENING THEIR FACILITIES  
TO THE TRAINING ATTENDEES**



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## Tackling Workforce Challenges with Automation *Continued from page 1*

when machines are likely to fail, enabling businesses to schedule repairs before a breakdown occurs, thus minimizing downtime and maintenance costs. Advanced automation not only executes but also learns and adapts over time. This level of automation represents the future of distribution, where human expertise is combined with machine intelligence to achieve 'more with less.'

So, where is your company on this automation journey? If you're just starting with basic automation, ask yourself what repetitive tasks are holding your team back. Could automating payment processing, order entry, or inventory tracking free up your staff to focus on more meaningful work? Are there disconnects between your departments that slow down processes? Would your customers benefit from self-service options, like checking inventory levels or tracking orders without calling your team?

For those approaching advanced automation, the possibilities are even greater. Are you using data to make proactive decisions? Could AI help you predict demand, optimize supply chains, or improve maintenance schedules?

Even small steps toward this technology can have a significant impact on efficiency and job satisfaction. The question isn't just where your company is on the automation journey, but what new heights you can reach when your workforce is empowered with the right tools.

### **Matching the Automation with Workforce Challenges**

Automation isn't about replacing workers—it's about making every resource count and using automation tools to overcome these common workforce issues. Whichever challenge you are experiencing—labor shortages, an aging workforce, or high turnover rates—the right automation solutions can make all the difference.

With fewer workers available and rising labor costs, companies are finding it increasingly difficult to address labor shortages. Here are a few examples of repetition automation that have operations running smoothly with fewer employees.

Take inventory management, for example. Manually tracking stock levels across multiple facilities often leads to errors, overstock or out-of-stock issues, and wasted resources. By implementing real-time tracking through a customer portal or automatic reorder alerts on carts, inventory management can be streamlined. A "My Account" page, where customers can track their own orders and inventory, reduces the burden on staff. One distribution company found that by integrating real-time tracking with their customer portal, they reduced inventory errors and saw an increase in customer use.

Order processing is another area where automation shines. Slow order fulfillment and manual errors can not only frustrate your customers but also waste valuable time and effort. Automating order entry with eCommerce integration allows for features like quote carts, order templates, and customer-specific pricing to help with time efficiency.

Delayed payments and invoicing errors also present significant challenges in business both for forecasting and cash flow. Manually processing invoices, mailing checks, and reconciling payments are labor-intensive tasks that drain resources. By automating these processes with online payment portals and anonymous click-to-pay options, distributors can speed up payment processing and improve cash flow.

Another challenge is the aging workforce. As skilled employees retire, companies are left with knowledge gaps, while younger workers are often less attracted to roles that rely on outdated, manual processes. Automation can help bridge this gap by reducing the reliance on specific technical expertise and shifting focus toward system management. Product Information Management (PIM) systems are a prime example. Centralized PIM systems allow for a single source of truth, automating data synchronization across all sales channels. This reduces the need for manual data entry, or transfer of knowledge between departments and training, making it easier for younger employees to manage content and context.

Similarly, integrating ERP systems with other platforms allows distributors to automate order updates, inventory tracking, and customer data management, further simplifying workflows. By using these systems, younger employees can quickly adapt to the role without requiring extensive knowledge of legacy processes.

*"Given the foundational role the manufacturing sector plays in our nation's economy, it is deeply concerning that at a time when jobs are in such high demand nationwide, the number of vacant entry-level manufacturing positions continues to grow." — Paul Wellener, Deloitte vice chairman and U.S. industrial products and construction leader.*

Employee retention is another significant challenge. When employees are bogged down by repetitive tasks, job satisfaction declines and that leads to higher turnover rates. Automating production line tasks allow employees to shift their focus to tasks that tend to be more engaging and fulfilling.

Automating customer communication also plays a role in employee retention. Handling routine customer inquiries, such as real-time pricing, inventory availability, and order tracking, often takes up valuable time that and is also emotionally draining. Implementing tools like chatbots, automated emails, and self-service portals can ease the burden on customer service teams, giving them time to focus on deeper customer relationships.

Finally, rising operational costs are a challenge that everyone is facing. Recruiting, training, and maintaining a large workforce is costly, especially when manual processes can be automated. Additionally, supply chain automation can optimize stock levels, track shipments, and forecast demand in real-time, eliminating the need for manual tracking and cutting staffing needs in logistics.

### **Making Automation Meaningful for Employees**

Automation goes beyond simply increasing efficiency. It plays a key role in improving job satisfaction and enhancing the work environment

*Continued on page 7*

## Challenges *Continued from page 6*

in and outside of the warehouse. By eliminating repetitive, mundane tasks, employees can focus on work that makes a real difference. Consider a worker who used to spend hours manually processing invoices. With streamlined systems in place, that same employee can now devote their time and energy to creative problem-solving and innovation, where they feel more valued and can see the impact of their contributions.

Automating routine tasks also helps reduce burnout, leading to a more engaged and motivated workforce. It can also optimize workflows, finishing tasks faster and with fewer mistakes. When workers are actively contributing to growth and innovation, they develop a deeper sense of connection to the company's success and fosters a more committed team.

## Conclusion: The Future of the Workforce with Automation

Businesses that don't figure out how to achieve more with fewer resources are setting themselves up for failure. Automation offers a solution to labor shortages, skill gaps, and high employee turnover. By adopting digital tools such as eCommerce platforms, ERP systems, CRM, Online Bill Pay, and AI-driven technologies, businesses can increase efficiency, cut expenses, and 'do more with less.' The time to evaluate your automation readiness is now, and implementing these tools will ensure your company thrives despite ongoing workforce issues. ●

## HSI Reimagined *Continued from page 3*

eligibility requirements. The designation, once awarded, will be good for three years. An application renewal will be required to maintain the designation.

Those companies who have a branch/location with an active HSI Membership will have their membership **automatically** be converted to the HSI Designation. Their HSI Designation will be renewed, by application, in 2028.

## Value Proposition of the Designation to Your Company Profile.

- **It sends a powerful message to your customers** – one that creates loyalty as a result of your reliability and trust.
- **Investing in the training and education of your team** means greater care of raw materials, fewer mistakes in assembly, better results in testing and in the field.
- **Becoming a known resource** for segments in the industry, based on your specialty, who gives back.
- **An increased company profile** can have benefits beyond the bottom line.

## Where do you start?

Ensure you have a subscription to [NAHAD Academy](#) which gives you access to the HSI Handbook and Fabrication courses leading to certification. Check to see who at your company has an [active certification](#). Listen to the [October 24, 2024 webinar](#) on this topic. For more information email [education@nahad.org](mailto:education@nahad.org) and the NAHAD Education team will be happy to answer your questions.

McGill Hose is ready and looking forward to this change. We look forward to our team maintaining our HSI designation along with the continuing education that comes with it. We look forward to more NAHAD members earning the designation and promoting hose safety. ●

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# MEMBER CONNECTIONS



**Coxreels** is proud to announce our newest expansion to our mounting bracket lineup, the SMK-702 SERIES. As part of our enduring dedication to continuous product improvements, the SMK-702 series is a swivel bracket accessory for the 100 SERIES HOSE REELS and the V-100 SERIES VACUUM REELS. Built in the USA of heavy gauge steel, the SMK-702 wall mount swivel brackets feature 360-degree rotation, with multiple locking positions via an easy-to-use ergonomic pin lock. Powder coated gloss black the swivel bracket allows the user to point the reel in the direction where the hose is needed, improving the experience and function during payout and rewind. The innovative design of the swivel bracket offsets the front of the reels forward so that the reel swivels and tracks with the direction of hose payout if left un-locked. The full-length vertical bearing and stability thrust bearing provides smooth and long-lasting rotation.

The SMK-702 comes in two sizes, SMK-702-8 and SMK-702-12.5. The SMK-702-8 is for use with 8" wide drum 100 series such as the 112-3-100 and the 117-3-250. The SMK-702-12.5 follows the same logic for 12.5" wide drum reels like the 112-3-150, 117-3-400, 112-4-75, 117-4-225 and the 117-5-100 but will also work with all the 100 VACUUM SERIES V-112-730, V-117-835 and V-117-850 even though the drum width is actually 13.5 on some of those reels.

For more information on Coxreels and our new Hi-Vis Hose Series, please visit [coxreels.com](http://coxreels.com).

**Coxreels** is proud to introduce the new roller bracket assemblies for the Challenger Series. The function of the roller bracket, as it is on other models such as the 1125-Series and the 1175-Series, is to assist in guiding the hose during both extension and retraction. The roller bracket assembly is available only in a 4-way upper roller format, due to the compact size of the Challenger platform.

For 12" disk Challenger models, the roller bracket assembly is available for 8" wide drums and 12.5" wide drums. For 17" disk Challenger models, the roller bracket assembly is available for 8" wide drums, 12.5" wide drums, and 18" wide drums.

Coxreels® has remained steadfast and focused on manufacturing high quality professional grade hose, cord, and cable reels since 1923. Offering a full product line serving the industry in every channel and application, Coxreels® takes great pride in designing, building, and supporting all of their products right here in the U.S.A.

For more information on Coxreels® roller bracket assemblies, contact Customer Service at (800) 269-7335 or visit [coxreels.com](http://coxreels.com).

**Coxreels** introduced our Shipping Program called, Coxreels Ship Ready. Our desire and commitment to provide our customers with the highest level of quality reels is paramount, and just as important, it is our ultimate goal to deliver the reels to our customers as quickly as possible. With more than 80 SKUs included, Coxreels Ship Ready Program ship all confirmed orders the next business day after you place your order, and if at any time we can ship it the same day, we'll do our very best to make this happen. The maximum that can be ordered on a Purchase Order is 10 per SKU per order. For more information on Coxreels and our new Ship Ready program, please visit [www.coxreels.com/shipready.html](http://www.coxreels.com/shipready.html)

**Coxreels** is proud to introduce a new addition to the Extreme Duty XTM Series spring rewind lineup; The Dual Hydraulic XTM-DMP-450 Reel. Perfect for any applications where dual hydraulic lines are required such as remote hydraulic equipment or accessories including rescue tools, motors, saws, etc. Coxreels' unique single-sided, dual-bodied hydraulic swivel is unique in the industry and is featured on this reel allowing for the inlet connections to both be on the same side of the reel. The hose include on the with-hose models is a twin-line fully bonded hose for superior smooth performance and handling. This XTM Dual Hydraulic Extreme Duty Reel is rated



to 2500 PSI and combines the ultimate features into the world's most robust reel solution. As with all Coxreels spring rewind reels, the XTM Series will satisfy your application's hose management needs and is USA made with Coxreels Legendary Quality, just in a more impervious package than previously available.

Based on the TMP T-Series Medium Pressure product line, the XTM uses the pinnacle of all options available in the Coxreels lineup with some unique features for extra rugged environments. All sizes of the XTM Series feature stainless steel rollers directly integrated into the, all-welded steel box frame, and the dual hydraulic addition is no exception. It comes equipped with dual permanently lubricated bearings, rigidly fixing the drum assembly to the solid 1" steel axle for consistent stability even in the most vibratory and impacting environments, while still maintaining the single sided dual external fluid path for easy service. Special features such as swivel retainers which prevent unwanted vibratory loosening of threaded components and easily accessible ratcheting mechanisms set the XTM series on its own pedestal. High temperature, steel core arbors transfer the extra powerful heavy duty spring motor torque to the multiple supported axle ensuring reliable rewind in odd positions or dirty situations.

The XTM Dual Hydraulic is the solution for your high demand applications where you simply need the best of the best.

As the industry leader in hose, cord, and cable reels, Coxreels is making a commitment to provide our customers with the ultimate and most complete, diverse line of reels and reeling accessories.

For more information on Coxreels and our new Hi-Vis Hose Series, please visit [coxreels.com](http://coxreels.com).





**Danfoss Power Solutions** is excited to announce an update to the fluid conveyance distribution sales organization. Chris Schwab has been named Sr. Director of Distribution Sales, now leading the team responsible for Danfoss fluid conveyance distribution sales in the Americas region. Reporting to Chris will be Eric Durrant and Zach Smith leading account management teams in the west and east respectively. The realignment and focus of these teams will drive responsiveness, efficiency, and growth for our distribution channel partners and the Danfoss Fluid Conveyance division.



KIH is thrilled to launch its new training program tailored specifically for NAHAD distributors. The KIH Product Training initiative aims to equip in-house and field representatives with in-depth knowledge of KIH's product arsenal and effective strategies for capturing market share in the LDH market. Whether distributors are looking to sharpen technical skills, expand product knowledge, or address specific challenges, KIH's customizable sessions are designed to meet each distributor's unique needs. Join KIH to elevate your capabilities and drive success in the industry.

For more information and to see the 2024 digital catalog, visit [KIHLIC.com](http://KIHLIC.com) or email [Sales@kihllc.com](mailto:Sales@kihllc.com) or call 334-417-0019.



**Hose Master** proudly announces the completion of its new construction, adding over 40,000 square feet to its Cleveland Headquarters. This expansion features a state-of-the-art training center, a new in-house laboratory, additional manufacturing space, and a spacious employee cafeteria. Committed to its culture, Hose Master strives to offer the best opportunities and working environment in the industry for both customers and employees.

In addition, Hose Master is excited to announce the hiring of two key sales positions, adding to its breadth of capabilities. Bryan Schoelch who is Regional Sales Representative in the Central Plains and Matt Sanders who represents Hose Master in the Gulf market. Please join us in welcoming our new representatives.

For more information, please visit our website at [hosemaster.com](http://hosemaster.com) or contact our inside sales department at 800.221.2319. ●



## TIPCO Technologies Announces Partnership with Hoses2U

**TIPCO Technologies is thrilled to announce a new partnership with Hoses2U, a premier provider of mobile onsite hydraulic and industrial hose replacement services.**

Hoses2U excels in delivering fast, customized hose replacements directly at job sites, minimizing downtime through its experienced, knowledgeable technicians who provide high-quality, tailored solutions. The company is committed to more than just supplying parts, focusing on building long-lasting customer relationships based on trust and integrity.

Founded by John and Alison Abercrombie, Hoses2U serves key industries such as infrastructure, agriculture, food and beverage, and transportation, offering comprehensive onsite hose inspections, maintenance, and repair services. Abercrombie and his leadership team will continue to operate and grow the business, collaborating with TIPCO locations to drive growth through a shared focus on people, partnerships, and innovation.

"Partnering with TIPCO gives our team the resources and support needed to expand into new markets," said John Abercrombie. "TIPCO understands our business and shares our commitment to providing best-in-class service and support to our customers and our team."

Brad Marshall, Co-CEO of TIPCO Technologies, expressed his excitement: "John has developed an exceptional team and a leading mobile service operation. We are excited to partner with Hoses2U to further enhance our onsite service offerings across the US."

TIPCO Technologies operates coast-to-coast with 34 locations across 16 states. As this collaboration progresses, we are committed to building our business on a foundation of people and partnerships, fostering flexible and focused solutions for our valued customers. ●

# Penflex Receives CRN Approval for Metal Hose Assemblies Used in Turnaround Projects



Penflex Corporation, a leader in flexible piping solutions, has received Canadian Registration Number (CRN) approval from the Alberta Boilers Safety Association (ABSA) for its popular line of made-to-stock metal hose assemblies.

A CRN is issued in each province or territory in Canada by an authorized safety authority for any boiler, pressure vessel or fitting that operates at a pressure greater than 15 psig, or 1 barg. The unique identifier signifies that the design has been accepted and registered for use in that province or territory.

Penflex made-to-stock, or “pre-made,” assemblies are commonly used in refinery turnaround projects where dozens to hundreds of assemblies can be required within a week’s notice to support scheduled maintenance. As

Alberta is the leading oil producing and refining province, approval from ABSA gives Penflex customers operating in Canada the opportunity to bid on a wider range of projects.

“This is a great addition to our list of product certifications,” says Penflex Director of Business Development Caleb Tillotson. “With these approvals, our customers meet the necessary requirements to service Canada’s oil and gas industry which is seeing record highs and is positioned well for future growth with its vast reserves.”

Each pre-made assembly is built by an ASME Section IX welder and has been leak tested, hydrotested and tagged. Hoses are protectively stored in boxes or on easy-to-roll racks inside the Penflex Houston warehouse. Ready to load and ship at a moment’s notice, pre-made assemblies are stocked in the following configurations.

Nom ID	Part Number
¾”	3/4x50-316/304-DB-6-WHNxWHN
1”	1x50-316/304-DB-6-WHNxWHN
1-½”	1-1/2x20-316/304-DB-150-6-WNFXFLT
2”	2x20-316/304-DB-150-6-FIXxFLT
2”	2x20-316/304-DB-300-6-FIXxFLT
3”	3x20-316/304-DB-150-6-FIXxFLT
3”	3x20-316/304-DB-300-6-FIXxFLT
4”	4x20-316/304-DB-150-6-FIXxFLT
4”	4x20-316/304-DB-300-6-FIXxFLT
6”	6x20-316/304-DB-150-6-FIXxFLT
6”	6x20-316/304-DB-300-6-FIXxFLT

CRN numbers and drawing approvals are available upon request. For pricing and availability, call Penflex Houston at (832) 831-1306. ●



## Have You Checked Out NAHAD’s New Member Directory?



Earlier this summer, NAHAD introduced its new and improved all-digital Membership Directory. This new directory format provides members the most up-to-date and comprehensive information in the NAHAD membership directory. You will find detailed contact information for employees and locations in a streamlined, user-friendly layout. The directory is continuously updated and always current.

Advertisers will also find this new directory format an improvement as well! Your ads will link directly to your website for more visibility and direct traffic.

**Interested in Advertising?** Place an ad in the most comprehensive guide to the companies, people, and products within the hose and hose accessories industry. Contact Bethany Garcia at [bgarcia@nahad.org](mailto:bgarcia@nahad.org). ●

# NAHAD Welcomes New Members Hot & Cold Supply and AD – Affiliated Distributors



**K.R. Campbell, Inc. dba Hot & Cold Supply** is a family-owned small-business manufacturer and distributor in the Western Branch area of Chesapeake, Virginia. Hot & Cold Supply I serves commercial and industrial customers, with an emphasis on military end-users. They manufacture custom parts, temporary facilities, cable & hose assemblies, manifold systems, industrial equipment and other products for the Department of Defense. K.R. Campbell, Inc. was established in 1983, and Hot & Cold Supply (a subset of K.R. Campbell, Inc.) has been in business since 1992.

Hot & Cold Supply's suppliers are Kuriyama of America, Dixon Valve & Coupling, Novaflex Group, and NRP Jones.

Hot & Cold Supply is focused on quality manufactured and tested products, with an emphasis on a 100% customer satisfaction guarantee. No matter the situation they are always committed to ensuring their customers have the best consumer experience possible, no matter what it takes!

*"We joined NAHAD to better train and certify our personnel and production division. We are committed to being industry experts, following best practice for safety and quality, and being an organization member of like-minded individuals within the overarching hose & fitting industry,"* said Taylor Campbell, VP Sales & Marketing, for Hot & Cold.

*"We hope to utilize the available training resources to make our personnel and facility as skilled, safe, and quality-focused as possible,"* he said.



**AD (Affiliated Distributors)** is a member-owned organization, passionate about bringing growth-oriented independent distributors and best-in-class supplier partners together with the purpose of outperforming the market and to staying ahead of the competition. AD's continual investments in innovative support have helped its members achieve annual sales of more than \$75 billion across nine industries and three countries. With more than 5,000 branches from 850-plus independently owned members, AD is North America's largest wholesale purchasing cooperative for construction and industrial supplies.

Since its founding in 1981, hundreds of strong independent distributors and leading manufacturers have joined AD to achieve accelerated growth, increased profitability and ensure their continued independence. While AD began in the electrical industry, it has grown to span nine different industries through a combination of start-ups where AD members organically expanded into new verticals, and mergers with other buying groups to more efficiently achieve common objectives and through the entrepreneurial spirit of forward-thinking independents.

AD participates in nine different vertical industries – Hose/Fittings, Bearings & Power Transmission, Electrical, Industrial & Safety, Building Materials, Plumbing, HVAC, PVF and Decorative Brands

AD only supports independently owned and operated distributors. In the hose/fittings category, some of its key customers include Singer Industrial, Echelon Supply and Service, IR-G, Purvis Industries, IBT and TFE (Transmission & Fluid Equipment). AD's supplier base is growing rapidly and currently includes Gates, Masterduct, Midland Industries and Tompkins Industries.

*"AD is always looking for new ways to connect with, and to bring value to independent distributors in adjacent categories,"* said Darin Davenport, part of the AD Leadership Team. *"Bearings and Power Transmission has been an AD division for nearly 10 years, and a lot of our members and supplier partners also participate in hose/fittings/accessories. AD is involved in virtually every industry association in which we participate, so joining NAHAD was a "no brainer" for AD."* ●

## NAHAD's Industry Insights Committee Talks AI

During the summer, NAHAD officially launched its new 2024 committee rosters, which includes new chairs and participants for its five committees. One of these committees, NAHAD's Industry Insights Committee, was created to share materials about the industry's best practices, as well as provide a forum for the dissemination of information that enhances the management of enterprises in the hose industry. Chaired by CEO of TCH Industries Brian Hoaglin, the committee recently provided its feedback on artificial intelligence and how AI is playing a vital role in improving company profitability. In particular, Industry Insights committee members were asked, **"How are you using AI in your everyday business to improve your company?"** Their answers are varied, as are the uses of technologies implemented across the NAHAD community.

**BRIAN HOAGLIN**, CEO, TCH Industries, Inc.

*Firstly, we've taught all our team members that AI is a software that should enable them to be better, faster, and more accurate, not some technology that is going to take their jobs. The companies that find ways to improve outcomes and reduce waste using AI are the ones who will win in the early days of AI. Little, discrete wins are what we're looking for. So, we're partnering with Microsoft to get all we can out of Copilot, interviewing data cleanup startups to see if they can help us improve our PIM, and most obviously, we're using it to craft better emails.*

**RYAN POBUDA**, Vice President of Sales, FORCE America, Inc.

*AI is here and it's not going anywhere. It will continue to be more prevalent in everything we do. We've adopted AI into both our Manufacturing Divisions and Distribution Service Centers with automation. We've invested in automation in the form of robots interfacing with CNC machines, and Vertical Lift Modules for storing inventories. These investments allow us to minimize the amount of downtime experienced from repeatable physical motions, increase accuracies within our cycle counting, free up more production floor space, and help to attract younger employees who may be more willing to embrace technology.*

**MITCH PAINTER**, Vice-President, Knoxville Rubber and Gasket Co.

*We are in the very beginning stages of using ChatGPT. We have a mixture of younger and older employees, so some will touch, others will not. We are implementing just generic usage for learning purposes. For instance, what is an Isobaric Hydraulic Hose? What is the temperature rating for EPDM Rubber, and so on.*

**VAN VO**, Director of Product Management – SHF and OmegaOne, Texcel

*At Texcel, we are leveraging AI to enhance efficiency, improve decision-making, and create new opportunities. Some key sales applications are predictive analytics with forecasting, interpreting data, buying trends, and sales lead generation. Our marketing team uses AI for social media content planning.*

**BILL WASHER**, Vice President, Operations, Rubber Fab & Molding

*We have been using AI effectively in our manufacturing process for work scheduling, track inventory, monitor quality issues, ensure traceability, and identify ordering patterns for better forecasting. It also optimizes inventory supply, ensuring we maintain the right stock levels. These improvements have reduced lead times, increased product quality, and enhanced our overall efficiency in meeting customer expectations.*

**RYAN GALLAGHER**, Senior Vice President of Business Development, Tramec

*We use AI both through ChatGPT and the integrated Microsoft Copilot. Our commercial and engineering teams primarily use it for quick research on questions involving market channels, industry specs (SAE, DOT), material specs, patent searches and images, etc. We do not use it for heavily detailed research as the information can still be inaccurate. We also have found that asking it to do math equations such as annualized cost downs (3 over 3) can result in inaccurate results.*

**TREY TRAVIS**, Vice President, Operations, Southeastern Hose Inc

*In the simplest form, we use AI when using search engines related to our product line card, and correcting verbiage on email correspondence. As we continue to venture into automation in our warehouse, AI will be utilized to help plan production capacity and throughput in some of the more tedious fabrication areas.*

**NELSON VALDERRAMA**, CEO, Intuilize Inc

*Our company uses an AI notetaker every day to boost efficiency and improve customer service. By using an AI notetaker in our virtual meetings, we get summaries and action items to share with customers. This allows everyone to focus on the conversation instead of taking notes. NAHAD members interested in how we chose our AI notetaker can find out more by following this link: <https://info.intuilize.com>*

**PAUL POWERS**, Cross Selling Specialist – South Business Unit, SunSource

*We are leveraging AI to streamline information routing and support programming tasks. Additionally, we're using AI to enhance presentations, marketing content, and branding efforts. The key to our successful implementation is that AI serves as an assistive tool rather than the sole method. ●*



## New Snap-Tite CEO James Novinsky Poised to Lead Company in Expanded Product Offerings and Market Reach

James Novinsky was named CEO of Snap-tite Hose in February 2024. Snap-tite Hose appointed James Novinsky as its new Chief Executive Officer earlier in 2024 and since that time has forged a path as an innovative leader committed to transformative growth for the

Northwest Pennsylvania manufacturer in business since 1969. With over 55 years of providing life-saving products, Snap-tite is poised for a new era of innovation under Novinsky's leadership.

With more than 25 years of experience in the industrial manufacturing sector, James has a proven track record of transforming organizations through strategic vision and operational excellence. Prior to taking the helm, James was Vice President North America for United Gilsonite Laboratories (UGL®) and served as CEO of BSH Home Appliances Group in Casablanca, Morocco.

Under his leadership, Snap-tite Hose has expanded its product offerings and market reach, becoming a trusted partner for industries ranging from firefighting to agriculture. James emphasizes a culture of collaboration and reskilling, fostering a team-oriented environment that prioritizes customer satisfaction and quality.

James' commitment to continuous improvement and innovation has positioned Snap-tite Hose at the forefront of technology and service in the hose manufacturing industry.

Since taking on the CEO role, Novinsky has swiftly addressed key challenges, efficiently cleared a backlog of orders and enhanced production capabilities. The company has also ramped up production of its latest innovation, the Warrior hose. Known for its durability and heat resistance, the Warrior hose is set to become a staple in fire stations across the nation. Snap-tite, the only North American hose manufacturer with ISO9001:2015 certification, continues to uphold its commitment to excellence, guaranteeing ontime shipping and delivering orders within 4 weeks.

### About Snap-tite Hose

For over 50 years, Snap-tite Hose has set the industry standard for quality and safety in lay-flat hose for municipal, forest firefighting, oil and gas applications, slurry, and mining. Increasing survivability of both firefighters and civilians, while supporting the local community, Snap-tite Hose is committed to manufacturing the best products that are reliable, dependable, and resistant to tough conditions. Snap-tite's holds several patents and is the only North American hose manufacturer certified ISO9001:2015. With locations in both Union City and Fairview, Pennsylvania, Snap-tite Hose employs 192 people and has been an integral partner to firefighters since 1969. To learn more visit [snaptitehose.com](http://snaptitehose.com). •

## In Memoriam: Jack Keough



Jack Keough, the former longtime editor of Industrial Distribution died on Aug. 5, 2024. He was 76. Mr. Keough led Industrial Distribution Magazine as Editor-in-Chief and Associate Publisher from 1984 until 2010 before semi-retiring. He went on to provide industry consulting from Keough Business Communications while continuing to contribute a regular column to ID, including a piece in the publication's July/August print issue.

Read Mr. Keough's full obituary.



# 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

#### 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 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.

# Congratulations Exam Passers!

The following employees of Hose Safety Institute member companies have passed exams during the period of August 9 to October 4, 2024.

## EXAMS

- Composite Hose Fabrication
- ◆ Composite Hose Handbook

- Corrugated Metal Hose Fabrication
- ◆ Corrugated Metal Hose Handbook
- Fluoropolymer Hose Fabrication
- ◆ Fluoropolymer Hose Handbook

- Hydraulic Hose Fabrication
- ◆ Hydraulic Hose Handbook
- Industrial Hose Fabrication
- ◆ Industrial Hose Handbook

### A-1 COUPLING & HOSE

- James Watson-Rich ●
- Ian Burcina ●◆

### ALLIANCE HOSE & RUBBER CO.

- Dan Veenstra ◆

### ALTERNATIVE HOSE POWERED BY TIPCO

- Adam Carmack ●◆●

### ARG INDUSTRIAL

- Gary Peck ●◆◆
- Calla Dallas ●◆◆
- Jorge Licon ◆
- Brandon Hall ●◆◆◆
- Deshawn Foifua ●◆◆◆
- Mike Bishop ●◆
- Evan Langston ●◆◆
- Angela Matz ●◆◆
- James Bertino ●●
- Aaron Grill ●◆◆◆
- Ryan Swaney ●◆◆
- Brennen Mason ●◆◆
- Israel Orr ●◆◆◆◆◆
- Raymond Hasley ●◆◆
- Basil Johnson ●◆◆
- Jerson Kilafwasru ●
- Raymond Halsey ●◆◆

### GHX INDUSTRIAL

- Gabriel Olivarez ●◆◆
- Alfonso Griffin ●
- Andrew Thephachanh ●◆
- George Ramos ●
- Carl Bielke ●◆
- Carlos Dodson ●●
- Reginald Becton ●●
- Matthew William ●●

### GHX INDUSTRIAL — SUNSOURCE MAIN SUBSCRIPTION

- Colton Brewer ●●●◆●
- Shannon Tanner ●◆◆●●

### HOSE OF SOUTH TEXAS

- Martin Ysassi ●◆◆◆◆◆◆◆◆◆
- Alfred Flores ●◆◆◆◆
- Forrest Smith ●◆◆◆◆◆◆◆◆◆
- Joseph Putzel ●◆◆◆◆◆
- Joel Amaro ●◆◆◆◆◆◆◆◆◆
- Aceoph Lacour ●◆◆◆◆◆◆◆◆◆

### HOSECO AUSTRALIA PTY LTD

- Eli Baker ●◆◆
- Tyson Barron ●◆◆◆

### JACHRIS HOSE & COUPLINGS

- Melissa Swanepoel ◆
- Cornelius Boani ●◆
- Chantelle Ackermann ●◆

### LGV COUPLING INC.

- Luis Burciaga ◆
- LGEric Aguilar ◆

### MOTION ASIAPAC

- Scott Millar ●

### NATIONAL HOSE

- Neisha Bisson ●◆◆◆◆◆◆◆

### NATIONAL HOSE & EQUIPMENT LTD

- Michel Lall ◆
- Seneven Olan ◆

### POLAR BEAR RUBBER

- Roman Laylpov ●◆◆◆

### SINGER INDUSTRIAL (FOSTER HOSE)

- Josh Henslin ●◆◆◆◆◆◆◆

### SINGER INDUSTRIAL (HAMPTON RUBBER)

- Trevont Holloway ●◆◆◆◆◆◆◆◆◆

### TIPCO TECHNOLOGIES

- Alex Russo ●●
- Donavin Mills ●◆

### TIPCO TECHNOLOGIES, INC.

- Jim Cundiff ●

### WESTERN HOSE & GASKET CO./ DIV. OF WESTFLEX INC.

- Richard Clink ●
- Adrian Hawthorne ●
- Ramses Ruiz ●

### WESTERN INTEGRATED TECHNOLOGIES

- James Munoz ●◆◆◆◆◆◆◆◆◆

### WESTFLEX, INC.

- Greyson Levens ●◆



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THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

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# NAHAD

A QUARTERLY NEWSLETTER of  
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

DECEMBER 2024

news

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SAVE THE DATE

41st Annual

# NAHAD

## Meeting & Convention

April 12-15, 2025  
Tampa, Florida  
JW Marriott Water Street  
#NAHAD2025