

## Which AI Tools Work Best in Everyday Life?

**N**AHAD'S TECHNOLOGY COMMITTEE RECENTLY OFFERED THEIR INSIGHTS INTO WHICH AI TOOLS THEY CANNOT LIVE WITHOUT AND IMPLEMENT IN EVERYDAY BUSINESS – AND LIFE.

It seems like each day we are hearing from AI experts talking about the best next new AI tool and how it will revolutionize the way you do business, saving you countless hours and automating everything from sales communications to presentations. But which tools really are useful and easiest to implement, especially if you're just getting started? Hear from NAHAD's Technology Committee and steal their recommendations to get started today.

**"What AI tools are you using in your everyday life and why? How do you choose which ones to implement for your company and what do they help you achieve?"**

"Our first implementation of AI has been reviewing policy documents and SOPs. This technology enables us to modernize our processes, benchmark against industry standards, solicit feedback and recommendations, and identify any gaps in our system. The next major initiative is to experiment with creating an industry agent for the hose sector. Our objective is to enhance the capabilities of our already skilled team."

**Brian Hoaglin**  
CEO  
*TCH Industries, Inc.*

"Using AI has become my new go-to for looking up information and planning things, even more so than traditional Google searches. For me, AI is great because it provides a clear, concise summary of whatever I'm researching, whether it's a quick fact or a detailed topic. I've even used it to create personalized travel itineraries. While I still do some fact-checking, I've found it to be reliable, and it's getting better all the time."

At SHF, we're using AI to improve how we do business. Our goal is to boost efficiency, make smarter decisions, and find new opportunities. In sales, we're using predictive analytics to get ahead of the curve. This helps us forecast trends, understand buying patterns, and generate more promising sales leads. For our marketing team, AI is a powerful tool for social media content planning. By leveraging these AI tools, we're increasing our efficiency and productivity. This frees up our team to focus on the tasks that require human creativity and judgment, which are things AI can't do."

**Van Vo**  
*Director of SHF Sales*  
*SHF Inc.*

## in this issue

- 2 President's Message
- 3 Hydraulik Celebrates 20TH Anniversary
- 5 In Memoriam:  
Robert Lyons, Sr.

"At FORCE America we are in the process of implementing Microsoft Copilot within our suite of Microsoft programs at the leadership level for testing purposes. This AI tool has shown great promise in enhancing productivity and streamlining various tasks across different departments. Given the plethora of AI platforms available today, choosing the right one can be quite challenging. However, data privacy remains a top priority for us. We ensure that any AI tool we consider aligns with our data privacy standards before implementation, to protect our staff and our customers."

**Mitch Painter**  
*Vice President*  
*Knoxville Rubber and Gasket*

"I regularly utilize generative AI tools such as Grammarly and ChatGPT to support content creation, brainstorming, and written communication. However, I apply these tools with careful human oversight to ensure accuracy and appropriateness. Given the current lack of legal safeguards for sensitive information—such as proprietary company data or customer details—I use AI in a limited and responsible manner."

**Paul Powers**  
*Cross Selling Specialist – South Business Unit*  
*SunSource*

*Continued on page 4*

## Officer Listing

### OFFICERS

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 Roy Torres, First Vice President  
 Scott Nelson, Second Vice President  
 Brian Pellegrin, Immediate Past President  
 Molly Alton Mullins, Executive Vice President

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 Brian Hoaglin  
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 David Heckler  
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## Dear NAHAD Members

**A**S WE CLOSE OUT 2025, IT'S WORTH TAKING A MOMENT TO LOOK BACK AT WHAT HAS BEEN AN IMPORTANT AND DEFINING YEAR FOR OUR ASSOCIATION AND OUR INDUSTRY. THE PAST 12 MONTHS BROUGHT BOTH VOLATILITY AND OPPORTUNITY, BUT WHAT CONTINUES TO STAND OUT TO ME IS THE STEADINESS AND RESILIENCE OF NAHAD MEMBERS. ACROSS OUR BUSINESSES, WE'VE ADAPTED TO SHIFTING MARKET FORCES, INVESTED IN OUR PEOPLE, AND CONTINUED TO RAISE THE BAR FOR SAFETY, QUALITY, AND PROFESSIONALISM IN HOSE DISTRIBUTION.



This year reaffirmed something fundamental: when our industry faces uncertainty, we don't retreat—we get better. I've seen firsthand the engagement across NAHAD programs and the energy behind our shared priorities. We strengthened our commitment to hose safety, expanded educational offerings, and continued building the next generation of leaders within our companies. Those efforts matter. They are shaping the industry our teams will inherit and carry forward.

One highlight this year has been the continued growth of the Hose Safety Institute and its curriculum within the NAHAD Academy. These resources remain the backbone of our technical training ecosystem, ensuring our workforces are equipped with the knowledge, skills, and best practices that keep people safe and elevate the reputation of every NAHAD member company. The impact of HSI is clear; thousands of exams completed, more companies adopting guidelines, creating stronger alignment across distributors and manufacturers. Looking forward, it is my goal for the Hose Safety Institute to be as recognizable outside our industry as it is from within; a standard of excellence earned by professionals whose commitment to quality and safety is second to none. This will be a tall task, but one that I know we can accomplish together. If you haven't taken full advantage of the Academy and its coursework to become HSI certified, I strongly encourage you to make it part of your organization's 2026 development plan.

Just as important is our growing emphasis on leadership development. This year we continued to prepare for the launch of the LEAD Program—Leadership Exploration and Development—which begins its first track in early 2026. LEAD is more than a training series; it's a structured pathway designed to identify rising talent within your business and connect them with seasoned leaders across our industry for mentorship, coaching, and long-term professional growth. Programs like LEAD ensure we're not just building skills, we're building leaders capable of shaping culture, driving change, and carrying our companies and industry forward with confidence. I encourage you to take a look at your teams now and consider who is ready for that next step.

As we look ahead, one of the biggest opportunities on the horizon is our 2026 NAHAD Convention coming up this spring in Indianapolis. This year's venue offers something special: accessibility. With a central location and a favorable price point on accommodations, this convention presents an ideal chance to broaden your attendee list and bring some first-timers, your emerging leaders, some high-potential employees, or the team members who would benefit from exposure to our manufacturing partners and the larger NAHAD network. There is no substitute for what a first convention experience can do for someone's perspective, confidence, and ambition. Indy gives us the perfect platform to not just save a few bucks, but to expand that impact across more of your businesses than ever before. New blood is the lifeblood of our industry.

As I reflect on this past year, I'm grateful for your engagement, your support of this association, and your shared commitment to doing things the right way. Together, we continue to raise standards, strengthen our companies, and build a future-ready workforce that will carry our industry forward.

Thank you for the privilege of serving as your President. I'm looking forward to hearing from you and I'm excited about everything we will accomplish together in the year ahead.

Sincerely,

**Mike Mortensen**  
 NAHAD President  
 CEO, ARG Industrial

## Hydraulik Celebrates 20th Anniversary

### Future Hydraulik Celebrates 20 Years of Excellence in the Hydraulic Industry

Future Hydraulik, a leader in sales and distribution of hydraulic hoses, fittings, adapters, quick couplers, and hose protection, proudly celebrates its 20th anniversary.

Founded on August 22, 2005, by four visionary Quebec entrepreneurs, the company has become a key player in forestry, mining, agriculture, marine transportation, as well as the distribution and repair of all types of machinery.

Since 2014, Future Hydraulik has developed its own product line, NUVO, which recently surpassed its 10-year milestone. Over the years, NUVO has proven its worth in the market —

combining quality and competitive pricing to reflect the true value of Future Hydraulik's service offering.

Since September 2016, Future Hydraulik has been part of the Singer Industrial family, strengthening its market presence and expanding its range of services.

"These past twenty years are the result of hard work, passion, and trust of our clients and partners. We look forward to continuing to innovate and deliver outstanding service for many years to come," said Steve Beaupré, General Manager of Future Hydraulik.

For more information about Future Hydraulik, visit [www.futurehydraulik.com](http://www.futurehydraulik.com).



### 2025 Hose Safety Awareness Week Wrap Up

The 2025 Hose Safety Awareness Week (HSAW) was an incredible success promoting best practices in hose safety across the industry. From September 7 - 13, members took the opportunity to showcase the safety measures they implement in their daily operations to protect both employees and customers.

This year's social media contest saw participation from 85 companies (compared to 27 in 2024), making it a standout success. Congratulations to our social winners, Kuriyama of America as the manufacturer member and to IR-G as the distributor member. They will receive one free registration to the upcoming 2026 Annual Convention in Indianapolis.

Outside of social media, members found creative ways to celebrate Hose Safety Awareness Week. A few examples include Hart Industries, Inc., launching the first episode of their new podcast, The Hart Industrial Hose Show, featuring a discussion on hose safety. Custom Hydraulics and Design promoted HSAW in their retail stores and distributed educational handouts. TIPCO Technologies showed their support by creating and distributing custom HSAW shirts to employees, reinforcing their commitment to workplace safety.

Thank you to everyone who participated and helped raise awareness of hose safety. Your commitment to safety continues to set the standard for the industry.



## New Member: Gemels North America Inc.



Founded over 55 years ago in Italy, GEMELS is a global leader in **high pressure ball valves, quick disconnect couplings** and **hydraulic valves**, combining **Italian manufacturing** excellence with **technological innovation**.

GEMELS portfolio includes **standard products** and **tailored solutions** for the most demanding applications worldwide.

With a strong US logistics hub and a trusted dealer network, **GEMELS North America Inc.** ensures fast, reliable distribution and competitive pricing with no duties or freight complications.

Committed to quality, innovation, and dealer partnerships, GEMELS is now part of NAHAD to strengthen industry connections and its presence in the North American market, successfully served for decades under American private brand.

[www.gemels.com](http://www.gemels.com)

### WHICH AI TOOLS WORK BEST IN EVERYDAY LIFE? (CONTINUED FROM PAGE 1)

"I use Claude weekly for strategic analysis, ideation, decision frameworks, and content creation. It excels at complex reasoning compared to other AI tools. At Intuizile, I evaluate AI tools using three criteria:

1. Does it solve a specific operational problem?
2. Can the team adopt it without disrupting current workflows?
3. Is the ROI justifiable within bootstrap constraints?

We use Claude to summarize documentation and recently added AI-assisted lead research to understand prospects better. We also use Fireflies for AI meeting notes, allowing us to focus on customer conversations and needs, with the notetaker summarizing discussions for all participants.

The key is to avoid "shiny objects." Many AI tools promise productivity but create adoption friction that negates their value.

We only deploy tools that directly generate revenue (our product) or remove real bottlenecks in repeatable processes like strategic planning and market research. Everything else is just noise."

**Nelson Valderrama**  
*CEO*  
*Intuizile*

"For us, the low hanging fruit was implementing AI tools to help streamline and unify our internal/external communications. Looking further down the road, we are entertaining options to implement AI into our sales and production planning in order to increase visibility into our pain points as well as get a better understanding of finished goods and WIP inventory that we should be stocking to increase our sales without hindering our production."

**Trey Travis**  
*Vice President, Operations*  
*Southeastern Hose Inc.*

## In Memoriam: Robert Lyons, Sr.



Robert (Bob) A. Lyons, age 84, of Ocean View, Delaware, passed away peacefully on November 18, 2025, in hospice care. Born on September 29, 1941, in Greenwood, Delaware, he was the beloved son of John and Esther Lyons.

Bob is survived by his devoted wife of 60 years, Jane; their son Rob (Sandy) of Severna Park, Maryland; their daughter Lisa (Joey) of Lebanon, Ohio; and their daughter Terri and her fiancé, Steve King

of Finksburg, Maryland. He is also survived by five grandchildren, Tyler (Tim), Morgan (Klay), Zach, Austin (Emily) and Brittany and one great grandson Adley, as well as his cherished Cavalier, Chloe.

After graduating from the University of Delaware in 1963, Bob began his career at the Delaware State Hospital, New Castle, Delaware, as a purchasing agent. In 1966, he joined Electric Hose and Rubber Company in Wilmington, Delaware, initially working in the purchasing department before transitioning to sales. In 1979, Bob became the sales manager of Dayco Corporation, covering the Southeast region. In 1983, he purchased George P. Thomas Rubber Company in Baltimore, now known as Tipco Technologies. Bob's influence on the industry was remarkable. Rising through years of dedication, he became NAHAD's fifth President in 1990-1991 and earned the respected George Carver award for his exemplary service. Bob retired from Tipco in 2001 but remained closely connected to the industry. He served as president of IDCO Co-op from 2001-2011 before fully retiring.

Bob had enjoyed working in the yard in his younger years. After retiring in 2001, he took up golf. He also loved to travel and between 2001 – 2017 he spent six months in Florida. In 2017, Bob was diagnosed with Parkinson's disease, after which he returned to Ocean View, Delaware, on a full-time basis.

A memorial service will be held on January 10, 2026, at noon at St. Martha's Episcopal Church, Bethany Beach, Delaware, followed by a Celebration of Life at Signatures at Bayside, Selbyville, Delaware.

In lieu of flowers, the family requests that donations be made in Bob's honor to the Michael J. Fox Foundation for Parkinson's Research and/or the Brandywine Valley SPCA in Georgetown, Delaware.



**42<sup>nd</sup> Annual NAHAD Meeting & Convention**

*Accelerating Connections, Driving Performance*

**May 16-19, 2026**  
Indianapolis, Indiana

## MEMBER CONNECTIONS



### Alternative Hose Inc.

Alternative Hose Inc. is proud to announce the opening of its sixth California location this October at 700 Rochester Avenue in Ontario, CA. The new facility will include a VIP customer lounge, a modernized front counter, and an entryway museum highlighting the history and advancements of the fluid power industry. This expansion reflects Alternative Hose Inc.'s continued commitment to supporting key industries throughout Southern California. This Ontario location marks another step in strengthening their presence and reinforces their long-term investment in the region. For location updates, online customer resources, and more, visit [www.alternative-hose.com](http://www.alternative-hose.com) or call (714) 414-0904.



### Brennan Industries Expands into Australia

Brennan Industries has officially acquired Aussie Adaptors & Hydraulics P/L, a trusted Australian supplier of hydraulic adapters, quick release couplers, ball valves, and other fluid transfer solutions.

This is Brennan's second international acquisition in the past year, following Coterflex Industrial in Brazil. With operations now in both South America and Australia, they are strengthening their global network and creating new connections to better serve customers worldwide.



Recently, Brennan Industries announced the promotion of Brad Rico to President of Global Sales & Marketing, previously holding the title of Vice President of Sales & Marketing.

Over 20 years ago, Brad began his journey at Brennan as a Regional Sales Manager and has since held several key leadership roles, including multiple Vice President positions. Over the years he has played an important part in strengthening partnerships and helping guide Brennan's sales and marketing strategy as customer needs and market conditions evolve.

In his new role, Brad will oversee Brennan's customer and market growth efforts, focusing on driving strategic expansion and increasing the company's reach in key regions. He will

collaborate with their teams in North America, Europe, and Latin America to coordinate sales and growth strategies, ensuring the company keeps providing solutions that help customers succeed.



### CEJN Highlights UHP Hose Safety Standards During Hose Safety Awareness Week

CEJN North America will participate in Hose Safety Awareness Week, held September 7–13, to showcase its commitment to Ultra-High Pressure (UHP) hose safety. They emphasize precision crimping processes that support leakfree connections, serialization for full traceability, and customizable hose kits tailored to end-user needs. CEJN will also share downloadable safety checklists and behind-the-scenes insight into their assembly practices.

Their goal is to advance industry safety awareness and support distributors, manufacturers, and end users through educational engagement.

For more information, visit CEJN's UHP hose safety page: [www.cejn.com](http://www.cejn.com).



Continental's group sector **ContiTech** announced that it plans to invest more than \$85 million USD to expand

its manufacturing operations in Mount Pleasant, Iowa. The plant expansion includes construction of a state-of-the-art compounding center that will integrate production, warehouse, and office operations. It underscores ContiTech's commitment to delivering high-performance, material-based technologies, with a focus on hoses and belts. This advanced facility will further strengthen ContiTech's competitiveness and reinforce its position as customer's first choice for material-driven solutions.

The expansion is expected to create approximately 50 new, high-quality jobs. The Iowa Economic Development Authority (IEDA) Board has approved a package of loan and tax incentives through the IEDA's High-Quality Jobs program to support the initiative.

### Continental Celebrates Grand Opening of New Hydraulic Plant in Aguascalientes, Mexico

Continental's group sector ContiTech today celebrated the grand opening of its new hydraulics production facility in Aguascalientes, Mexico. The new plant underscores ContiTech's commitment to strengthening local supply chains, expanding its manufacturing footprint in the Americas, and advancing its "in the region, for the region" strategy.

The grand opening event was attended by officials from the state of Aguascalientes, led by Governor Maria Teresa Jiménez Esquivel, alongside Head of ContiTech group sector Philip Nelles, CFO Matthias Reinsberg, ContiTech USA CEO and Head of Business Area Industrial Solutions Americas Andreas Gerstenberger, and employees. Members (customers) from the ContiTech Distributor Advisory Council were also in attendance to help celebrate the occasion. Their collective presence underscored the importance of the new facility to the region's economic development and growth.

The 900,000-square-foot site will produce high-performance hydraulic hoses for industrial and mobile applications, including construction, agriculture, mining, and energy sectors. Built with advanced manufacturing technologies and a strong focus on operational excellence, the new plant will serve customers throughout the region with locally engineered and produced solutions designed to meet regional demands.

The new facility will operate in close coordination with ContiTech's existing manufacturing site in Norfolk, Nebraska, enhancing production flexibility, responsiveness, and operational efficiency. Together, these strategically aligned locations will enable ContiTech to better meet evolving customer demands by optimizing volume, technology, and lead times across a unified regional network.

**Continental's group sector ContiTech New Head of Distribution for USA Bernhard Kassens** has been named the new Head of Distribution for USA, Industrial Solutions Americas (IAM), ContiTech. In his new role, Kassens will be responsible for leading a team of exceptional sales leaders, as well as regional and key account managers in the United States.

Prior to his current role, Kassens was the Head of Product Management at ContiTech IAM

responsible for the development and execution of the region's product portfolio strategy. Originally from Germany, he previously served as Managing Director at ContiTech UK Ltd., responsible for a manufacturing location of power transmission belts and the industrial sales organization in the United Kingdom. Kassens is currently based in Northeast Ohio.



Coxreels is proud to announce our newest expansion to our mounting bracket lineup, the SMK-702 SERIES.

As part of our enduring dedication to continues 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.

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

**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.

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

#### **Coxreels Improved Options for the Vacuum Series Reel**

Coxreels V-100 Series product line has been improved and expanded! Introducing the new 1 1/4" vacuum hose reel V-112-735 without hose and the V-112H-735 with hose. The new model is a smaller frame size featuring 12" diameter discs instead of the original 17" diameter discs and is designed for use with 35' of 1

1/4" vacuum hose. The outlet connecting to the hose remains 1 1/2" and our 1 1/4" hose comes equipped with 1 1/2" slip cuffs on both ends for maximum flow.

In addition to the new models, the swivel has been improved on the entire product line. The new swivel design still allows for the connection of multiple hose sizes by using the inside and the outside of the housing, but a greater gradual taper has increased the amount of compatible inlet hose cuffs. This remains important because retail shop vacuums are coming with larger and larger hoses, some as big as 2.5". The swivel also includes hidden improvements via an enhanced O-ring sealing system for greater vacuum consistency and performance.

For further information on Coxreels® new options for the V-100 Series, contact Customer Service at (800) 269-7335 or visit [www.coxreels.com](http://www.coxreels.com).



Big news from **Dixon!** We've expanded our footprint in Salt Lake City, Utah, with a new 55,000-square-foot distribution and training center. This facility consolidates the branches in Rancho Cucamonga, California, and Portland, Oregon, into one western hub. For more information, visit [dixonvalve.com](http://dixonvalve.com).



After 20 years at FLEXAUST, and more than 40 years in the hose and ducting industry,

Mike O'Brien, Vice President of Sales & Marketing, will retire on December 19, 2025. Over two decades, Mike has been instrumental in expanding the company's market presence, strengthening customer partnerships, and building a high-performing sales team. His leadership and mentorship have left a lasting impact on teammates across the organization and helped drive remarkable growth.

"There's no way to measure Mike's impact in numbers alone," said Richard Meyer, President. "He's been a steady hand, a thoughtful leader, and someone who truly cares about people. His influence will be part of FLEXAUST for years to come." As we honor Mike's incredible career, we're also preparing for the future. Effective year end 2025, Mike Welk and Chris Sharpe will be promoted to Co-Sales Managers, each responsible for specific territories across North, Central, and South America.

Scott Whitley will continue as National Sales Manager of Commercial Products, and as

Mike O'Brien's responsibilities transition, Susanna Vandenberg will serve as the primary contact for all marketing-related matters. This new structure will help us stay close to our customers, focus on opportunities in each region, and continue building on the momentum Mike helped create.

Marking another important transition, Mike Harvey, who has been part of the FLEXAUST family for 28 years will step into the role of President on October 1, 2025. Mike has led as our Vice President & General Manager with dedication, deep expertise, and a leadership style rooted in respect and collaboration. He will succeed Richard Meyer, who will focus on strategic investments and new opportunities for the Schauenburg Hose Group.



#### **Hannay Reels Introduces the CHC4000 Soft Wash Series**

Hannay's CHC4000 Series reels are specially engineered for soft wash applications. Designed with the hose as the fluid path, these reels ensure that no corrosive chemicals come into contact with the reel itself. A durable PVC swivel joint with a reinforced mounting bracket provides added resistance against corrosion, extending the life of the reel.

Visit [hannay.com](http://hannay.com) for more information.

The CHC4000 Series accommodates 1/4" through 1/2" ID hose. Each reel comes equipped with a CPVC swivel joint rated to 100 psi and fluid temperatures ranging from -33° F to +200° F (-36° C to +93° C). Models are available in painted steel or stainless steel construction to meet the demands of your specific environment.



**SHF's SwivelFlo: Premium Stainless Steel Live Swivel** delivers unmatched performance in tight spaces with its compact, one-piece design. Engineered from 304 stainless steel, it reduces hose length, adapters, and downtime. Ideal for pressure washing, marine, robotics, and more, SwivelFlo's ball bearing race ensures durability and leak prevention — making it the smart solution for demanding environments.

**Texcel's Eco Blast Hose** is engineered for efficient surface preparation in abrasive blasting. Featuring a flexible SBR rubber tube and high-tensile textile reinforcement, it offers excellent abrasion resistance and handling. Designed for durability and cost-efficiency, its

*Continued on page 11*

## HSI Hands-On 2025 Wrap Up

The Hose Safety Institute (HSI) hosted its Hands-On Training Oct. 21-25 in Denver, selling out with 65 participants for two days of education and collaboration. Attendees gained practical experience in hose safety, assembly, and best practices, making this one of HSI's largest trainings to date. On the second day, participants had the opportunity to tour TIPCO Technologies and the Gates Customer Solutions Center, gaining valuable firsthand insight into leading industry operations and innovations. Thank you to our hosts, sponsors and everyone who participated.

Hose Safety Institute member manufacturers and distributors are recognized by NAHAD for maintaining the highest standards of hose assembly fabrication according to guideline standards as developed by NAHAD.

We look forward to the 2026 HSI Hands-On. Watch for details!



## Mergers & Acquisitions

### Watts Steam Store Expands Operations with Acquisition of Hotsy of Boulder

In November, Watts Steam Store, a leading distributor of industrial cleaning equipment and pressure washers, and a proud business of Singer Industrial, announced that it will now be serving customers previously supported by Hotsy of Boulder. This expansion strengthens Watts Steam Store's presence across Northern Colorado and enhances its ability to deliver reliable cleaning solutions and expert service.

As part of this transition, Hotsy of Boulder customers will now be supported through Watts Steam Store's Greeley, Colorado, location, ensuring a seamless experience with no interruption to sales, service, or parts support.

**"We're excited to welcome Hotsy of Boulder customers into the Watts Steam Store family,"** said Tracy Watts, GM of Watts Steam Store. **"This transition allows us to bring our expanded resources, product offerings, and experienced service team to even more customers throughout the region."**

Watts Steam Store remains committed to providing exceptional service, top-quality products, and dependable support to all customers. The Greeley facility offers full-service sales, maintenance, and parts support for Hotsy equipment, as well as custom solutions for commercial and industrial cleaning needs.

#### About Watts Steam Store

Watts Steam Store provides professional-grade cleaning equipment, pressure washers, detergents, and service support to customers across the Mountain West. With locations in Utah, Idaho, and Colorado, Watts is known for its commitment to reliability, quality, and expert customer service.

#### About Singer Industrial

Singer Industrial is one of North America's leading value-added distributors of mission-critical industrial products, specializing in hose, fittings, belting, sealing, and related services. Through its network of local service centers and specialized business units, Singer Industrial partners with customers across diverse industries to provide superior products and technical expertise that keep their operations running efficiently.

# ProPulse Named Iowa Top Workplace for Third Consecutive Year

ProPulse is proud to announce it has been recognized as an **Iowa Top Workplace** for the **third consecutive year**, affirming its commitment to cultivating a positive, inclusive, and high-performing workplace.



This honor comes through the Top Workplaces program, run by Energage in partnership with media and regional outlets, which bases its awards entirely on **anonymous employee feedback**. There is **no cost to participate or win**, and organizations are evaluated using a scientific survey methodology that benchmarks responses against national norms.

"Awards like this are meaningful because they come directly from the people who live our culture every day," said Jeff Theis, President & CEO of ProPulse. "It's not about what we say, but how our team feels — and this is a validation that our values, communication, appreciation, and growth mindset are resonating."



## Why This Matters

1. Only employers whose aggregate employee feedback exceeds national benchmarks in areas such as leadership, meaningfulness, compensation, development, and appreciation are recognized.
2. Being named a Top Workplace helps with attracting and retaining top talent, strengthens employer branding, and reinforces internal pride.
3. Because participation and awards are free—and the process is confidential and independent—this is a credibility-enhancing distinction.

## A Sweet Celebration

To make this recognition even more fun, ProPulse celebrated with a surprise ice-cream social—complete with managers as guest scoopers—to thank employees for their candor, energy, and collective commitment.



## What's Next

ProPulse is doubling down on its focus areas:

- **Open communication & transparency** — making sure voices at every level are heard
- **Professional development & growth pathways** — investing in training, mentorship, education
- **Recognition & appreciation** — formal and informal, peer-to-peer and leadership-led
- **Health, balance & well-being** — continuing to evolve wellness and flexibility programs

We are grateful to each member of the ProPulse team. This honor is yours. We also thank our partners, customers, and community stakeholders for believing in our mission and in our people.

## About ProPulse

ProPulse, A Schieffer Company is a hose manufacturer located in Peosta, IA. We are dedicated to superior quality, 100% on-time delivery, custom USA manufacturing, engineering & design expertise and outstanding customer care. As one of the largest high-pressure hose manufacturers in North America, we manufacture over 18 million feet of thermoplastic hose and assemble over 1.8 million custom high-pressure hose assemblies every year. Our core values of integrity, flexibility, safety, growth and service inform the way we treat both our customers and our employees.

## About Top Workplaces / Energage

Top Workplaces, powered by Energage, is one of the nation's most credible employer-recognition programs. Organizations are recognized based on anonymous employee feedback, with no cost to participate or win.

# 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 | Skill, Knowledge & Competence

#### 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.

### NAHAD | HOSE SAFETY INSTITUTE Safety, Quality & Reliability

#### 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.

### NAHAD | Hands-On Training

#### 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.

### DISTRIBUTE INNOVATION

#### 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.

### NAHAD Employee Development ROADMAP

#### 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.

### NAHAD the OD

#### 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

### NAHAD | Handbooks • Guides • Reports

#### 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.

**MEMBER CONNECTIONS (CONTINUED FROM PAGE 7)**

construction supports frequent movement and repositioning—making it ideal for high-activity blasting operations across demanding, variable job site conditions.

Texcel has achieved ISO 9001:2015 certification in quality management systems, a globally recognized standard highlighting their ongoing commitment to growth in operational efficiency, product quality and superior service. This accomplishment reflects Texcel's dedication to continuous improvement, and they will continue advancing by setting new quality benchmarks and investments in technology, employee training, and process innovation. Learn more at [www.texcelrubber.com](http://www.texcelrubber.com)

**Uniflex**

Do you want more options for use on the go? The SH 2 series now has a big sister!

The 77-82 mm opening diameter allows larger elbow fittings to pass through—meaning you don't have to remove the crimp dies to get the flange through the opening. Best of all: the crimp force of 900 kN/90 t is completely retained thanks to a clever design. And if that wasn't enough, this crimper works with the standard unit with a maximum of 350 bar. This clears the way for the 12 or 24 V DC drive or 1 Ph 50/60 Hz, 110/220 V.

With its small dimensions of 540 x 716 x 526 and a total weight of 80 kg, this device can fit anywhere and offers more flexibility, even for mobile use. As with all UNIFLEX crimpers, lubrication-free plain bearing technology is standard, as is a two-year manufacturer's warranty. The machine comes with a Quick Dies Change and Rack storage with dies, plus a 2-year warranty.

The new TU 4 Ecoline work table with TU QDS FXL Shelf and all QDS 263 B crimp die packages are available as optional accessories.

## Put Your 2026 Advertising Strategy in Motion

**NAHAD is pleased to offer exclusive end-of-year discounts across our most popular advertising platforms — available for a limited time through December 19, 2025.**

Take advantage of these special offers:

- **10% Off – NAHAD 365 High Placement and Footer Placement Advertisements**
  - Use code: **10NAHAD365**
- **20% Off – NAHAD News Advertisements**
  - Use code: **20NAHADNEWS**
- **25% Off – NAHAD LinkedIn Advertisements**
  - Use code: **25NAHADSOCIAL**

**These limited-time discounts provide a valuable opportunity to increase your visibility, reach new audiences, and strengthen your brand's presence heading into the new year.**

**NAHAD**

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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 2025

news

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*Accelerating Connections, Driving Performance*

**May 16-19, 2026**

Indianapolis, Indiana

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### in this issue

2	President's Message
3	Hydraulik Celebrates 20th Anniversary
3	2025 Hose Safety Awareness Week
4	New Member – Gemel
5	In Memoriam: Robert Lyons, Sr.
6	Member Connections
8	HSI Hands-On 2025
8	Mergers & Acquisitions
9	ProPulse Named Iowa Top Workplace for Third Consecutive Year