

## Ecommerce Tops 13% of Revenue in Fluid Power

*Distribution Strategy Group research shows the sector has reached digital maturity. Now it's complete product data, ease of use, and sales alignment—not platform investment—that drive success.*

Fluid power distributors have crossed a critical threshold in digital commerce, with ecommerce accounting for 13.4% of total sales in 2025, up from 9.6% in 2023, according to new research from Distribution Strategy Group.

The findings, based on survey data from 114 National Association of Hose and Accessories Distribution member companies, show a sector that has moved beyond experimentation and into a more mature phase of ecommerce adoption. But the report also makes clear that simply having a digital platform is no longer enough.

"The big story is that ecommerce has arrived across this sector," said Jonathan Bein, co-founder and managing partner of Distribution Strategy Group. "Growth and traction are material."

At the same time, Bein said, the next phase of competition will be defined by execution.

"It's not about whether you can build it anymore," he said. "It's about how well you execute."

### Digital growth reaches a tipping point

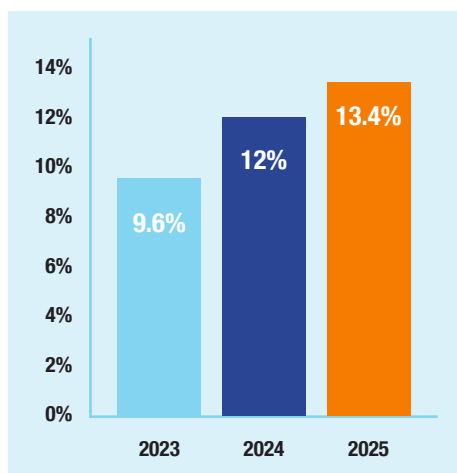
Ecommerce revenue in fluid power distribution has followed a steady upward trajectory over the past three years:

- **2023:** 9.6% of total sales
- **2024:** 12.0%
- **2025:** 13.4%

That percentage-point increase represents 40% revenue growth over the period and places the sector firmly in what Distribution Strategy Group defines as the maturity stage of digital adoption.

Crossing the 10% threshold is significant. At that level, ecommerce stops being a side initiative and begins to reshape how distributors operate. It influences pricing strategies, inventory management, order workflows, customer expectations, and sales engagement models.

That will be even more true in the future, assuming the steady growth in online sales continues. "If you project



that out even a couple of years, it becomes a substantial portion of revenue," Bein said.

The pattern of growth, 1.5 to 2 percentage points annually, suggests sustained adoption rather than one-off gains. It also reflects the continued importance of traditional sales channels, even as ecommerce steadily grows.

### Three Tiers of Ecommerce Performance

Even as the survey shows more fluid power distributors offering ecommerce, it reveals significant differences in how well distributors use their digital capabilities to enable customers to find what they want and purchase online.

That's not easy in a category like fluid power where products often require technical validation, compatibility checks, and detailed specifications. A platform that supports transactions but fails to guide decision-making does not fully replace traditional channels.

The result is uneven performance. Some distributors convert digital capability into meaningful revenue. Others struggle to drive adoption despite having similar technology.

The survey suggests that fluid power distributors break down into three segments in terms of ecommerce performance: The most advanced DSG calls "Digital Integrators," the next most adept "Automation Adopters"

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and the least digitally savvy "Rep-Reliant Traditionalists."

Fluid power distributors in the survey cluster into three distinct ecommerce personas, each reflecting a different level of digital execution, organizational alignment, and commercial impact.

**Digital Integrators** represent the most advanced cohort. These distributors have moved beyond simply offering ecommerce and have embedded it into core business operations. Typically generating more than 20% of revenue through digital channels, they combine strong product data, seamless enterprise resource planning integration and a clear alignment between ecommerce and the sales organization.

Their platforms are not standalone tools, but extensions of how the business sells and serves customers. Field sales teams actively promote digital channels, using them to streamline repeat orders while focusing their own time on higher-value technical support and relationship management.

These distributors also invest continuously in data quality, ensuring that specifications, compatibility details, and pricing are accurate and complete. The result is higher customer adoption, greater satisfaction, and measurable revenue impact.

**Automation Adopters** sit in the middle tier. These distributors have made meaningful investments in ecommerce platforms and backend integration but have not fully translated those investments into consistent customer usage or revenue growth. Digital sales typically fall in the 10% to 20% range.

While their systems often function well operationally, gaps remain in usability, product content, and internal alignment. Customers may encounter incomplete product data or friction in navigation, leading them to revert to traditional channels. Sales teams in these organizations are often supportive of ecommerce in principle but may not actively drive adoption.

As a result, ecommerce operates alongside the business rather than within it. For this group, the opportunity is clear: improving product data, simplifying the user

## Officer Listing

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## Dear NAHAD Members



### Taking on the role president of NAHAD is a tremendous honor.

I am excited about the coming year and all that we can do together to support this industry and our organization. I am also honored to be the third president of NAHAD from GHX. Dan Ahuero was the first, Jim Reilly followed 10 years later, and 10 years after that, I'm proud to accept the gavel.

I want to begin by thanking Mike Mortensen for his service to NAHAD. I have enjoyed collaborating with you on the NAHAD board these last six years and look forward to your guidance during the coming one. I am extremely grateful that the entire board is part of the team. My goal for the coming year is to leave NAHAD better than before, and being part of such a strong, talented group makes me confident that we will succeed.

When it comes to NAHAD as an organization, we are fortunate to be managed by the Kellen team, led by Molly Alton Mullins. She is supported by a countless number of talented colleagues. Without them, I cannot imagine that our organization would be as impactful as it is to our industry. Thank you, Molly, and your entire team for all that you do.

In the 20+ years I have attended NAHAD, I continue to be impressed by how willing both distributors and manufacturers are to come together to create partnerships to make the industry better. The recent NAHAD Annual Convention in Indianapolis was a great success. My thanks to our many attendees, exhibitors, speakers, and partners, as well as our headquarters staff, for making the 2026 convention one of our biggest ever. You can read more about the convention and see photos from the event in this issue (see page 6). We look forward to seeing you all next year in Austin, Texas, April 10-13, for the 2027 Convention.

Ours is not a flashy industry, but it's an essential one. Hose and fittings do not make headlines, but they keep refineries running, ships sailing, and plants producing. The challenge in front of us is making sure the next generation knows that — and wants in.

As president, I'd like us to focus on:

- **Frontline engagement.** NAHAD has done great work for owners, sales leaders, and managers. But the technicians, fabricators, and inside salespeople are the heartbeat of our member companies, and we don't interact with them enough. I want us to find better ways to bring NAHAD's training, standards, and best practices directly to the people building and selling hose every day. This year we enrolled one of our associates in the LEAD program and strongly believe the experience and relationships made outside of our organization will benefit him. This was also his first NAHAD convention and the enthusiasm I saw in him during and after the event was priceless.
- **Modernization and value.** Our members are facing changes that didn't exist when most of us started — AI being the obvious, but not the only one. NAHAD's job is to help our members navigate what's coming, not just track what's already happening. I want this association to be the place members turn to first when they're trying to figure out how to use these tools to run better businesses. AI isn't going to replace hose distributors, but hose distributors who use AI are going to replace ones who don't.

Also, this year marks an important change for our organization. For the first time, a manufacturer is serving the executive board with a path to higher leadership positions. This is a meaningful step. Our manufacturing partners have always been part of what makes NAHAD work and giving them a seat at the table is the right move. It reflects an organization willing to evolve — and we need to keep evolving.

I look forward to this exciting and challenging year ahead. We will work together to create value for our associates, our businesses, and the customers we serve.

#### Roy Torres

NAHAD President  
 SunSource – GHX Industrial

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experience, and better integrating digital tools into daily sales workflows could unlock significant gains.

**Rep-Reliant Traditionalists** represent the least mature segment. These distributors typically generate less than 10% of revenue through ecommerce and often struggle to drive meaningful adoption despite having a platform in place.

Shared challenges include poor or inconsistent product data, limited enterprise integration, and resistance from

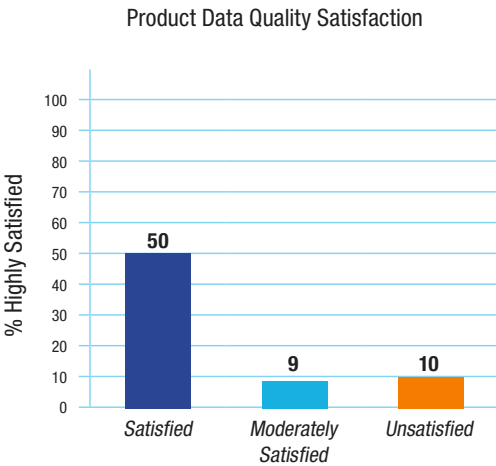
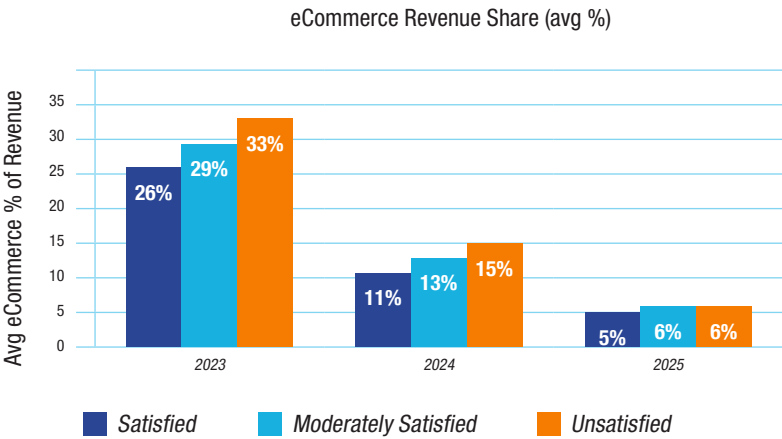
sales teams who view digital channels as competitive rather than complementary. In many cases, ecommerce functions more as a basic ordering tool than a fully developed sales channel.

Customers may find it difficult to locate products, validate specifications or complete transactions without assistance, reinforcing reliance on phone, email, or in-person interactions. For these distributors, the issue is not a lack of technology but a lack of execution. Without improvements in data quality, usability, and organizational alignment, additional platform investment

is unlikely to deliver better results.

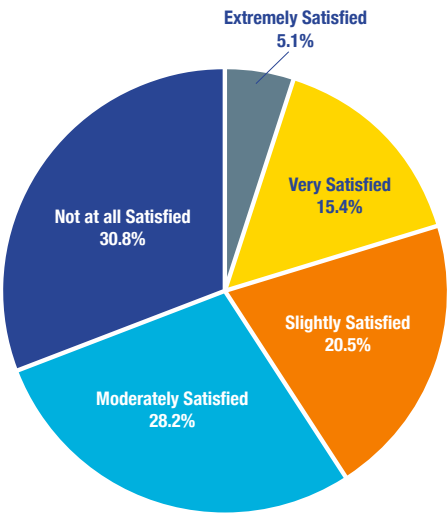
Distributors that generate the highest percentage of revenue from ecommerce are, understandably, the most satisfied with their online performance. They're also happiest with their product data quality, which points to the connection between superior product data and online sales.

eCommerce Revenue Share & Product Data Satisfaction by Persona



**Key Takeaway:** The revenue gap between personas is striking and growing: Satisfied distributors average ~33% of revenue through eCommerce in 2025, vs. just ~6% for Unsatisfied — a 5x difference. Product data quality is closely linked: 50% of Satisfied distributors rate their product data as Very or Extremely Satisfied, compared to only 10% of Unsatisfied, suggesting that getting data right is a prerequisite for eCommerce success.

Satisfaction with eCommerce ROI



Overall, only just over 20% are very or extremely satisfied with their ecommerce performance and a larger group, 31%, very dissatisfied.

The small cohort, just 5%, that are extremely satisfied typically generates above 20% revenue digitally through sophisticated platform capabilities, seamless enterprise resource planning (ERP) integration, and strong organizational alignment. The large, dissatisfied group often are plagued by incomplete integration, poor usability, sales force resistance, and inadequate content quality. Many in this group would generate better returns reallocating platform investment to traditional capabilities.

Customer experience becomes the primary battleground

One indication of that struggle is in what the data shows about where distributors are focusing next.

More than half—51%—ranked improving ease of use and customer experience as their top operational priority. That is three times higher than any other category.

“Early on, it was about getting the platform up and running,” Bein said. “Now it’s about making it work for the customer.”

In fluid power, customer experience is not simply about interface design. It is about enabling complex buying decisions.

Buyers need at a minimum:

- Search tools that recognize technical terminology and part numbers.
- Filters based on pressure, flow, material, and configuration.
- Access to specifications, drawings, and certifications.
- Accurate real-time inventory and order visibility.

If those elements are missing or incomplete, customers often revert to calling a sales representative or customer service agent.

The report suggests that usability has become the primary driver of adoption. Even well-funded platforms underperform if they fail to deliver a seamless and intuitive experience.

## Enterprise Resource Planning Integration is Necessary — But Not Sufficient

Real-time enterprise resource planning integration ranked second among operational priorities, with 24% of respondents placing it first.

That reflects the importance of accurate data. Customers expect consistent pricing, real-time inventory visibility, and immediate order confirmation. Without that, digital channels lose credibility.

However, the research shows that integration alone does not guarantee success.

Many distributors have invested heavily in backend systems but have not translated those investments into improved customer experience. As a result, platforms may function well as tools for internal use but remain difficult for customers to use.

If your customers get frustrated trying to navigate your website, you're going to lose business to more digitally adept rivals. Infrastructure is now table stakes. Competitive advantage comes from how that infrastructure is applied.

## Product data defines performance

Among all factors, product data stands out as the most critical differentiator.

Bein described product data as “the oxygen of ecommerce,” particularly in fluid power distribution.

“Product data remains a driver of success,” he said. “Those that have it are way more successful and happier with their ecommerce initiatives.”

Products in this category often require extensive technical detail. A single item may include dozens of attributes, including pressure ratings, flow capacity, material compatibility, dimensions, and certifications.

The report shows distributors rely on multiple sources of product data:

- 50% rely heavily on in-house resources.
- 44% use industry association data, including National Association of Hose and Accessories Distribution.
- 41% use third-party providers.

But the key factor is how well the data is managed.

Incomplete or inaccurate product information disrupts the buying process. Customers cannot confidently select products, leading to abandoned carts or offline orders.

High-performing distributors treat product data as an ongoing operational discipline, investing continuously in accuracy, completeness, and usability.

## Growth — Not Cost Reduction — Drives Ecommerce Strategy

The report also shows a shift in how distributors view the financial stakes of ecommerce.

Half of respondents ranked the growing number of orders as their top priority. Cost reduction and margin improvement ranked lower.

“It’s about growth and reach,” Bein said. “Not just efficiency.”

That shift reflects how ecommerce is being used. Distributors are leveraging digital channels to:

- Capture more frequent transactions.
- Serve smaller customers.

- Extend ordering beyond traditional hours.
- Reach customers outside existing geographic footprints.

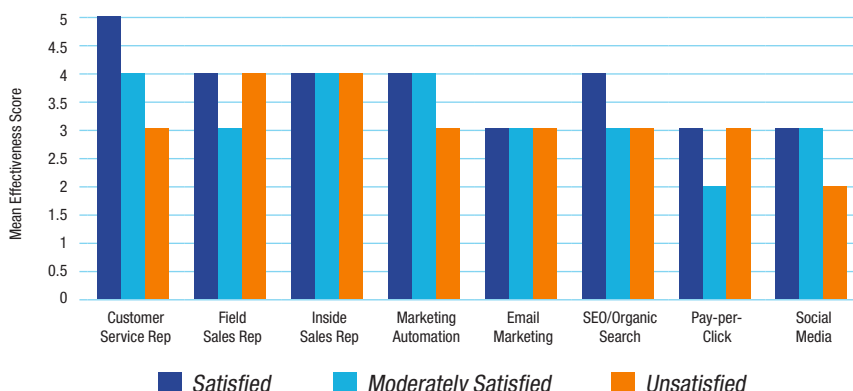
In fluid power, where repeat transactions drive profitability, increasing order frequency can have a significant impact on overall revenue.

## Field Sales Remain Central to Adoption

Despite digital growth, the report underscores the continued importance of human interaction.

Field sales representatives ranked as the most effective marketing channel for driving online sales followed by customer service reps. Inside salespeople ranked fourth, just behind organic search/SEO.

## Marketing Channel Effectiveness by eCommerce Satisfaction Group



**Key Takeaway:** Satisfied distributors stand out for their emphasis on Customer Service and Inside Sales Reps alongside digital tools — suggesting that blending human and digital touchpoints is what drives eCommerce ROI. The starkest dividing line is Marketing Automation: Satisfied distributors rate it among their top channels, while Unsatisfied distributors rank it near the bottom, pointing to automation adoption as a key differentiator between those getting returns and those still waiting for them.

“Customer-facing personnel can make or break your initiative,” Bein said.

Rather than replacing sales teams, successful distributors are using ecommerce to support them. Digital platforms manage routine transactions, allowing sales representatives to focus on technical and consultative work.

That model aligns with the complexity of fluid power systems, where incorrect product selection can have operational consequences.

## Satisfaction Levels Reveal Uneven Outcomes

The report found that 56% of distributors are satisfied with their ecommerce results, while 44% are dissatisfied.

That split reflects differences in execution rather than differences in strategy.

High-performing distributors typically have:

- Strong product data.
- Seamless enterprise resource planning integration.
- Effective customer experience design.
- Alignment between digital and sales teams.

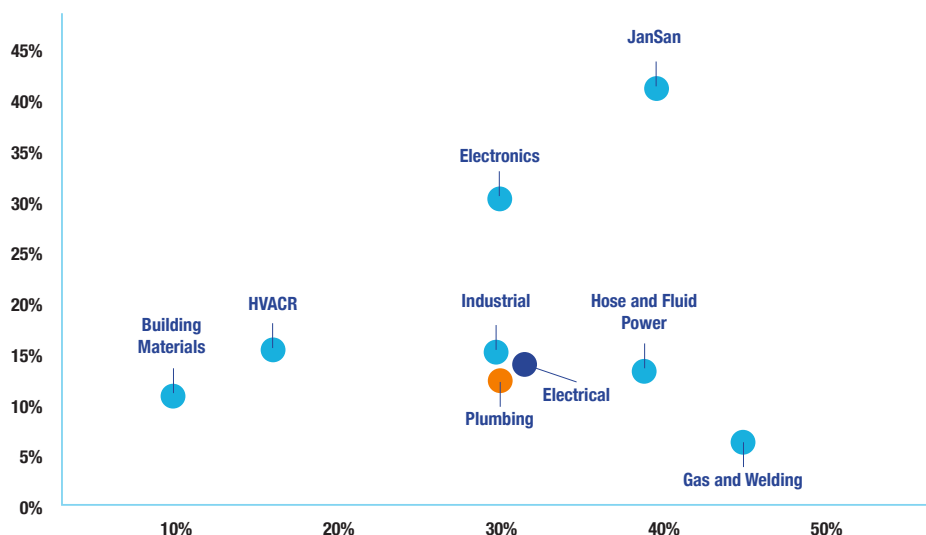
Those that struggle typically lack one or more of them.

The takeaway is that ecommerce is working—but not evenly.

## Benchmarking Shows Room for Growth

To assess how important online sales could be for fluid power distributors, Distribution Strategy Group compared their ecommerce maturity with that of distributors selling other types of products.

Heating, ventilation, air conditioning, and refrigeration distribution shows similar adoption rates but higher ecommerce penetration at about 15% of revenue. That suggests fluid power has room to grow through improved execution.



## Artificial Intelligence is Emerging

Digital capability is becoming a key competitive differentiator. And the gap between leaders and laggards is expected to widen as digital expectations increase, and new technology emerges that leaders are better positioned to deploy.

High on the list of new technologies that experts like Bein are watching is artificial intelligence.

"I don't think it's showing up in these numbers yet," Bein said. "But in the next couple of years, we're going to see that very significantly."

Potential applications of AI include:

- Product data enrichment.
- Improved search and discovery.
- Predictive ordering.
- Automated compatibility checks.

These capabilities could further differentiate between

Electronics distribution reaches about 20% ecommerce penetration, supported by more standardized product data.

The report suggests fluid power could realistically reach 18% to 22% ecommerce penetration by 2028.

Success in ecommerce also has benefits beyond sales. Customers who adopt a distributor's online platform often develop workflows around it, making it harder for them to switch to competitors and thus improving customer retention.

high-performing distributors and those falling behind.

## A Sector at an Inflection Point

Overall, the report suggests that fluid power distribution has entered a new phase of ecommerce.

The double-digit revenue penetration, sustained growth, and increasing adoption show that digital commerce is now a core part of the business.

"The growth is real," Bein said. "But the next phase is about execution."

Distributors that invest in product data, customer experience and organizational alignment are positioned to capture more digital revenue and strengthen competitive position.

Those that do not risk falling behind—no matter how much they have invested in their ecommerce platforms.

For fluid power distributors, the message is clear: Ecommerce is no longer optional. Success now depends on how well distributors execute.

## Introducing the NAHAD 2026 Board of Directors

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

*Accelerating Connections, Driving Performance*

**May 16-19, 2026** • Indianapolis, Indiana • JW Marriott

**Thank you to all who attended the 2026 NAHAD Annual Meeting & Annual Convention.** This event welcomed an outstanding turnout, including our **largest group of first-time attendees and industry professionals**, reflecting the continued growth and momentum of the community. With more than 120 exhibitors showcasing the latest products, innovations, and services, there were ample opportunities to explore new solutions and connect with key partners across the industry. From valuable networking to insightful discussions and shared expertise, the high level of engagement made this year's event truly exceptional.

The 42nd Annual Convention marked a strategic shift for NAHAD—from resort-style destinations to a more accessible, cost-effective, and centrally located event aimed at driving higher attendance and broader company participation.

## KEY OUTCOMES & HIGHLIGHTS

### 1. Record Engagement & Growth

- The event delivered strong turnout, including a large influx of first-time attendees, signaling continued industry growth.
- Attendance trended higher than prior years due to affordability and Midwest accessibility.
- High participation across education, networking, and exhibit activities reinforced attendee engagement.

### 2. Expanded Education & Thought Leadership

- Significant increase in educational content vs. prior years.
- Programming included:
  - » Economic outlook (ITR Economics)
  - » Leadership and team dynamics workshops
  - » Sales execution and company transformation sessions
- Emphasis on practical, business-relevant learning aligned with member needs.

### 3. Launch of LEAD

- 2026 introduced LEAD (Leadership Exploration and Development Program):
  - » First in-person training component
  - » Mentorship pairings and DiSC-based leadership development
- Positioned as a long-term pipeline investment in next-generation industry leaders.

### 4. Elevated Networking & Business Development

- Strong focus on structured and informal networking, including:
  - » Opening and closing receptions
  - » Industry roundtables
  - » Dedicated company meeting rooms for 1:1 business interactions
- Continued emphasis on facilitating real-time

business connections and deal flow.

### 5. Robust Exhibit & Showcase Presence

- The Showcase of Hose Solutions remained a core draw:
  - » 120+ exhibitors showcasing products, innovations, and services
- Attendees explored new technologies and supplier capabilities while strengthening vendor relationships.

### 6. Strategic Location Shift

- Indianapolis chosen to:
  - » Reduce cost barriers
  - » Enable companies to bring larger teams
  - » Increase accessibility for Midwest membership base
- This decision directly contributed to attendance growth and expanded participation across roles and levels.

The 2026 convention successfully repositioned NAHAD's flagship event by:

- Expanding attendance and inclusivity
- Increasing education and leadership development
- Strengthening business networking and commercial outcomes

It effectively served as a more scalable, business-focused model for future conventions—balancing cost efficiency with high-value programming and industry connectivity.

# 42ND ANNUAL MEETING & CONVENTION



[View the Photo Gallery](#)



## JOIN US FOR THE 2027 NAHAD ANNUAL CONVENTION

April 10–13, 2027, in Austin, Texas,  
at the Fairmont Austin Hotel.

We hope to see you all there.



# SAVE THE DATE FOR HSI HANDS-ON TRAINING

**October 20-21, 2026 • Cleveland, OH**

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

Classroom presentations will take place on Tuesday, October 20, and attendees will spend time at both Shamrock Hose & Fittings and Continental on Wednesday, October 21. Check out the schedule here: <https://nahad.org/hsi-hands-on-training/>.

Registration fees will include the training, bus transportation, meals, and a social Tuesday evening. More information on the hotel and registration will be coming in July.

More details will be added as the summer progresses.

**NAHAD**  
HOSE SAFETY INSTITUTE



**NAHAD**  
The Association for Hose  
and Accessories Distribution

## Why Predictable Cash Flow Matters

Strong sales does not always translate into strong cash flow. Distributors with better cash flow visibility are better equipped to grow and navigate uncertainty.



**Predictable Cash Flow. Stronger Business. Greater Confidence.**



**Overcome  
Common  
Challenges**

Manual invoicing, paper checks, and inefficient collections make cash flow difficult to predict.



**Automate &  
Streamline**

Automated AR solutions simplify invoicing, reminders, and customer payments.



**Gain Real  
Time Visibility**

See outstanding receivables and incoming payments with greater visibility.



**Use Data to  
Predict & Plan**

Gain insights into payment trends and forecast cash flow.



**Gain  
Competitive  
Advantage**

Predictable cash flow supports growth and financial stability.



Cash flow predictability is more than a financial goal. It's a strategic advantage.

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# MEMBER CONNECTIONS



## Brennan

At CONEXPO 2026, Brennan Industries introduced more than just a new website; it unveiled a new standard for how customers connect, order, and do business. Under the message "The New Standard. Built for You.", attendees experienced live demos of Brennan's new global website firsthand, exploring features designed to make their day-to-day easier. From faster access to pricing and real-time inventory visibility to saved shopping lists, quick quote requests, order history, and enhanced security, every detail was built with the customer in mind. With full B2B e-commerce capabilities, intuitive navigation, smarter search tools, and a consistent experience across regions, the platform puts more product data and account access right at customers' fingertips. But the launch was about more than just a website. CONEXPO showcased where Brennan is headed, highlighting continued investments in innovation, digital tools, and customer-focused solutions that make doing business faster, simpler, and more reliable.



## Coxreels

Coxreels® continues to lead industry innovation with the 1600 Series, a high-performance reeling platform designed for maximum configuration featuring the most versatile symmetric reel design in the industry. Engineered as a feature-rich, robust reeling platform, the 1600 Series offers an extensive array of components and configurations to meet the demands of any conceivable application. Central to this adaptability is the Universal Bracket Kit. Constructed from heavy-duty, 12-gauge powder-coated steel, the bracket serves as a dual-purpose chain and gear guard. It provides four distinct payout angles (0, 30, 60, and 90) for mounting rewind cranks, three- or four-way roller guides, and three-way pins on either side of the reel. For added maintenance efficiency, the kit includes a removable center guard cap for quick bearing access.

## Coxreels

Coxreels® 100W Series welding hose reels and 100WCL Series welding cable reels are developed to meet the space-saving demands of industrial and automotive markets; these heavy-duty hand crank models are ideal for stationary shop workstations and mobile service rigs with integrated welders or fuel gas compartments. Engineered for ultimate durability and performance, these reels are constructed with a rugged 1/4" all-steel "U"-shaped frame and the highest quality steel components for an extended product life cycle. Operator safety and line protection are enhanced via CNC robotically spun discs with rolled edges, while the direct hand crank action, open drum design, and composite bearings ensure smooth, hassle-free rotation. To maintain complete control during transport, storage, or operation, an adjustable tension brake prevents "free-wheeling." The entire assembly is shielded by a long-lasting, chip-resistant, and rust-inhibiting CPC™ blue powder coat finish..

## Coxreels

Coxreels is proud of the product enhancement to the spring-driven 1 1/4" and 1 1/2" SLPL models. Prior to this update, these models of the SLPL came standard with Coxreels' aluminum inline swivel. Coxreels eliminated the aluminum inline swivel on five SLPL models (725, 750, 825, 835, and 850) and incorporated a nickel-plated steel inline swivel (from the 1185-Series). This swivel increases the pressure rating of the inline plumbing from 250psi to 1500psi. The nickel-plated steel is also far more rugged and durable than the aluminum swivel that it replaces. The new swivel includes Coxreels multi-lobe seals for much improved leak integrity. The new inline swivel is also available in stainless steel, which gives customers a choice with their stainless-steel fluid path requirements. The stainless-steel inline swivel fluid path is considerably more cost-effective than the 90° swivel stainless steel fluid path. The inline swivel also boasts a more efficient, less restrictive flow path than the 90° swivel.

For further information on Coxreels® SLPL spring-driven models, contact Customer Service at (800) 269-7335 or visit [www.coxreels.com](http://www.coxreels.com).



## Dixon

Dixon is excited to announce the new Dixon Products List is now available! With extensive product details, high-quality images, and safety and technical information, the catalog is a vital resource for distributors. New products highlighted in the DPL include the Modular Connection System (MCS), a single system to hold multiple hydraulic quick couplings; 24TH-series threadless hanger with both clip and sleeve styles; L5107-series butterfly valve made from 304 stainless steel; cap-seal and high capacity swivel joints; cryogenic safety breakaways and dry disconnects; hose saddles to suspend hoses off the ground and prevent kinking, collapsing, and damage to the hose assembly; and more. For more information, visit [dixonvalve.com](http://dixonvalve.com) or call 877.963.4966.



## Uniflex

Compare Charts from UNIFLEX is a standalone software application for the visual analysis and comparison of crimping processes. The program is supplied as a standard feature with IPC control and can also be installed separately on a PC or laptop.

The software instantly converts XML-based log files into colored graphs. Complex data sets are displayed in a clear visual format without the need for spreadsheet analysis. Multiple crimping processes of the same article can be compared directly on screen.

Meaningful comparison requires that identical hose or fitting types are evaluated. Only when the same article is compared over time can material changes in hoses or sleeves, as well as machine-related deviations, be clearly identified.

Anomalies, deviations, and errors become immediately visible in the graph. Machine deviations during the crimping process can also be detected.

UNIFLEX Compare Charts supports consistent production quality monitoring across identical batches and significantly reduces the time required compared to manual spreadsheet-based data analysis.

## MERGERS & ACQUISITIONS

### Singer Industrial Partners with Conveyor Consulting and Rubber Corporation



Singer Industrial, a leading distributor of industrial rubber, fluid power, and conveyor system solutions announced its partnership with Conveyor Consulting and Rubber Corporation (CCR), headquartered in San Antonio, Florida, and locations in Miami, and Toledo, Ohio. This strategic partnership strengthens Singer Industrial's capabilities in conveyor system design, maintenance, and material handling solutions across key industrial markets.

Founded with a focus on conveyor system expertise, CCR has built a strong reputation as a trusted provider of conveyor consulting, installation, maintenance, and rubber products. The company specializes in conveyor belt systems, pulley lagging, splicing services, and predictive maintenance solutions designed to improve uptime and operational efficiency. CCR serves a wide range of industries, including aggregates, mining, manufacturing, food processing, and bulk material handling.

"This partnership allows us to continue delivering the technical expertise and responsive service our customers rely on—now with the added strength of Singer Industrial's national platform," said Ron Fernandes, CCR Owner. "By combining our conveyor system specialization

with Singer's extensive product offering and distribution network, we are well positioned to provide greater value and expanded solutions to our customers."

"We are excited to welcome Ron and the CCR team to the Singer Industrial family," said Pete Habersbosch, CEO of Singer Industrial. "The Crew at CCR are best in class operators with decades of experience winning in our space. Ron and his Team have already been strategizing with Scott Priestner, Aaron Atwell and other leaders within our Belt Services Group and we are truly excited about what lies ahead!"

With this addition, Singer Industrial continues to expand its footprint and technical service capabilities across North America, supporting customers with engineered solutions, reliable supply, and industry-leading expertise.

For more information about Singer Industrial and its range of products and services, visit [www.singerindustrial.com](http://www.singerindustrial.com).

## Is It a People Problem or a Pricing Problem?

### How to Tell the Difference Before You React

By Daniel T. Dinh

When reps start asking for discounts on the same product line, the instinct is to have an accountability conversation. That is the right call when reps are slipping. It is the wrong call when the price list has simply fallen behind the market.

One check separates the two: are requests coming from different reps at different locations, in roughly the same range, without them talking to each other? If so, your reps have already figured out where the market is. Your price list has not.

### Five things to check before you respond:

1. Look at whether requests are piling up on one or two product lines or spread across many. Spread across many lines points to rep behavior. Piling up on one line points to a pricing problem.
2. Ask whether reps at different locations came in with similar numbers on the same line this month without comparing notes. When they arrive at the same figure independently, that is information.
3. Check whether a supplier raised costs or added a surcharge on that line since you last updated prices. Hose and fittings tied to rubber and metal inputs have been moving faster than most quarterly reviews.
4. Ask a rep whether customers brought in a competitor's quote. If they did, the rep is matching the market, not giving margin away.
5. Notice if requests on a busy line have gone quiet. Reps stop asking before accounts stop buying. Quiet is worth a question, not a checkmark.

Requests spread across many lines call for a conversation with your reps. Requests piling up on one line call for a price review. Treating a pricing problem like a people problem costs you accounts without anyone ever saying why they left.



## Continental Names Ben Tracey Head of Fluid Handling Solutions, Industrial Solutions Americas, ContiTech

Solutions, Product Management, Industrial Solutions Americas (IAM), ContiTech.

In this position, Tracey will lead product management for ContiTech's industrial hose and hydraulics portfolios, with both teams reporting directly to him. The move supports the company's continued focus on strengthening

and growing its fluid handling solutions business, reinforcing greater alignment across these two important segments.

Tracey brings a strong background and deep industry experience spanning both product management and sales. His appointment is expected to further enhance ContiTech's product strategy and customer-focused innovation across the fluid handling segment. Prior to this appointment, he served as Head of Product Management, IAM Industrial Hose, ContiTech, where he worked closely with cross-functional teams on product strategy, portfolio development, and market alignment for North American customers.

# Congratulations Exam Passers!

The following employees of Hose Safety Institute member companies have passed exams during the period of March 6, 2026, through June 4, 2026.

## 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

### ALTERNATIVE HOSE

Hector Ramirez ● ●  
Ricky Allred ● ● ●

### APPLIED INDUSTRIAL TECHNOLOGIES

Michael D. "Mike" Boatwright ●

### ARG INDUSTRIAL

Greg Parrish ● ● ● ● ●  
Richard Harris ●  
Shane Tompkins ● ● ●  
Thomas Ramey ● ● ●  
Jake Bartel ● ● ● ● ●

### CROSS HOSE & FITTINGS

Keith Mcelroy ● ● ● ● ●  
Kelsey Underwood ●  
Kenneth Edwards ● ● ● ● ● ● ● ● ●

### DIXON VALVE & COUPLING

Ray Arnott ●

### ECHELON SUPPLY AND SERVICE

Jennifer Hull ● ● ● ● ● ● ●

### GHX INDUSTRIAL, LLC

William Galvez ● ●  
Zachary Callicutt ● ● ● ● ●

### GOPHER INDUSTRIAL, INC.

Orlando Cruz ● ● ● ● ● ● ● ●

### HART INDUSTRIES, INC.

Aaron VanSchoyck ●

### HOSE & RUBBER SUPPLY

Brandon Ross ● ● ● ● ●  
Eric Robbins ● ● ● ● ●  
Glynn Moore ● ● ● ● ● ● ●  
Trumm Edward ●  
Vincent Hodges ●

### HOSE MASTER

Daniel McCarthy ●  
Paul Kijaukas ●

### HOT AND COLD PLUMBING SUPPLIES

Ashleigh Goodwin ● ● ● ● ● ● ● ● ●

### IR-G

Eric Parramore ● ● ●  
Nate Guyette ● ● ● ● ● ● ●  
Nick Simmons ● ● ● ● ● ● ● ● ●  
Rayce Farris ●  
Rusty Shoup ● ● ● ● ● ● ●

### MCGILL HOSE & COUPLING, INC.

Andrew Singleton ● ● ● ● ● ● ● ● ●  
Zachary Tetreault ●

### NATIONAL HOSE & EQUIPMENT LTD

Blair Dafoe ● ● ● ● ● ● ● ● ●  
Robert Channer ● ● ● ● ● ● ●

### ONTARIO HOSE SPECIALTIES - SARNIA

Hirdepal Gill ●

### ONTARIO HOSE SPECIALTIES LTD.

Greg Meyer ● ● ● ●  
Mark Rosa ● ● ●

Nina Laing ●

### PRESSURE CONNECTIONS CORP.

Logan Underwood ●

### RGA - RUBBER AND GASKET CO. OF AMERICA

Andrew Elliot ●  
Graydon Clingan ● ● ● ●  
James Reed ●  
John Marchand ●  
Megan Little ● ●  
Tyler Cardwell ●

### RIVER BEND TRANSFER

Geoffrey Barnes ●

### RW CONNECTION, INC.

Tyler Overdorf ●

### SPOKANE HOUSE OF HOSE

Saul Roman ●

### SUNSOURCE - AMAZON HOSE & RUBBER COMPANY

Amanda Rumdaugh ● ● ● ● ●  
Josh Brackeen ● ● ● ● ● ● ●

### VIKING HOSE AND FITTINGS

Daniel A. Brown ●

### WESTERN HOSE & GASKET/WESTFLEX INC.

Jason Rodgers ●  
Nathan Thomas ●



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A QUARTERLY NEWSLETTER of  
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

JULY 2026

news

Hose Safety Awareness **Week** *is now* Hose Safety Awareness **Month**.



Same mission. **Bigger impact.**



September 2026

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