AMERICAN PRODUCERS SUPPLY

Theres a blue star (★) hidden somewhere in this newsletter. Try and find it!

July 2024

NEWSLETTER



A MOMENT WITH

Columbus Outside Sales : Adam Maloon

1. *What is the one thing you cannot resist?* ***Milk and chocolate chip cookies***
2. *What is your greatest fear?* ***Snakes, you never know what they're thinking***
3. *What is the best vacation you've taken?* ***Kiawah Island, South Carolina to play the Ocean Course.***
4. *What's the weirdest job you've ever had?* ***Security at a bar***
5. *Favourite Movie or TV Show?* ***The Office***
6. *Tell us something that might surprise us about you.* ***Is a history nerd***
7. *If you could learn to do anything what would it be?* ***Play the piano***
8. *What's your favorite indoor/outdoor activity?* ***Golfing***
9. *What is the first concert you attended?* ***Hootie and the Blowfish***
10. *If you could meet anyone, living or dead, who would it be?* ***My great, great grandfather who used to bootleg whiskey in Indiana back in the prohibition days. I would love to have a drink and just listen to his stories.***





WHAT'S INSIDE?

See what American Producers has been up to, flip through and check it out!

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Back: Employee Anniversaries and New Employees

5 STAR REVIEW - MARIETTA

"Had a problem ordering online and called. Quick, pleasant and helpful support! Provided unrequested discount on already good price, which was very welcomed! Quick shipping and great packing!! Hard to find a better company to do business with!!! **HIGHLY RECOMMENDED!**"

-Tim T.



Marietta Inside Sales



2024 Elevate Your Business!!

From our President

Joe Wesel

As we approach the end of June, we continue to have a lot of events and activities. This includes several safety training events at customer locations and the Dewalt Nascar in Marietta a few weeks ago. The Dewalt Show and its Customer savings proved to be a very successful event with several thousand in Dewalt Sales that day across the company! Great Job! However, business remains to be mixed as some customers are doing well, especially on the construction side, but we are still seeing that growth offset by other customers being slower than normal, in particular on the industrial and railroad parts of the business. As of June 24th, our sales are running behind the same month last year. (-8%) Additionally, our margin was up slightly, about a half a point that cut our gross margin production deficit down to being off 5.8% compared to the same month last year. Year to date our sales are still running down 3.8% which means we definitely have some ground to make up.

Since we are halfway through the year, we need to identify what are cost-saving opportunities that can help offset the sales and margin deficit. This includes everything from being smart, cutting overtime to making sure we are not wasting miles time and fuel if we can make deliveries more efficient whenever possible. We have excellent branch cooperation in getting product where it needs to be in the most efficient manner, and we need to identify other opportunities that can result in cost savings. With sales being down we should do our best to extend the life of assets and keep our capital expenditure budget in line with Gross Margin and avoid those costs where possible.

As most of you are aware we are very close to completing an acquisition that will enhance our footprint and let us realize some significant growth opportunities with existing customers. You will hear more about this in the next newsletter.

Mike Sundstrom will be communicating the exciting AD Rewards program to all branches. This program is specifically designed to reward inside sales for their efforts to sell AD Vendors that participate, and the good news is that several vendors that we sell are in the program. This is an additional benefit of being in AD.

A **New** focus on **Old Inventory**

We continue to send out refined lists of old inventories that need to be sold and turned into cash for both new inventory and freeing up additional warehouse space. We need 100% participation to keep reducing this number. This issue will only be resolved by better communication at the front end of any lost business and a continued effort to eliminate old inventory. This month “Attaboy!” goes to Zach and Tina in E-commerce that have been able to sell stockpiles of rubber bands that were in inventory in Louisville from a customer’s change in process. They have successfully sold about $10,000.00 dollars in old rubber band inventory!! Congratulations!

Let’s be safe in 2024!!

Sincerely

Joseph Wesel II

President

AMERICAN
PRODUCERS SUPPLY



OUR VISION

American Producers Supply will be the most respected supplier in the eyes of its targeted customers.

OUR MISSION

Our mission is to be the Supplier of Choice for our targeted Industrial, Construction and Oil Field customers. We will provide excellent product availability, quality and technical service through each of our locations creating economic value for our customers. This will be accomplished by maintaining a highly-qualified sales force and operating an efficient distribution and supply network.

OUR VALUES

Integrity - We will let ethics and honesty govern our dealings with Customers, Employees, Suppliers, and our Company.

Commitment - The dedication to do everything we can to help American Producers Supply be a success by working harder and smarter than our competitors.

Professionalism – Be proud to be a professional working in Industrial, Construction and Oil Field supplies distribution. Treat others with respect and as you would like to be treated.

Team Work – None of us is as smart as all of us. Make a consistent effort to help everyone succeed for mutual benefit of all involved.

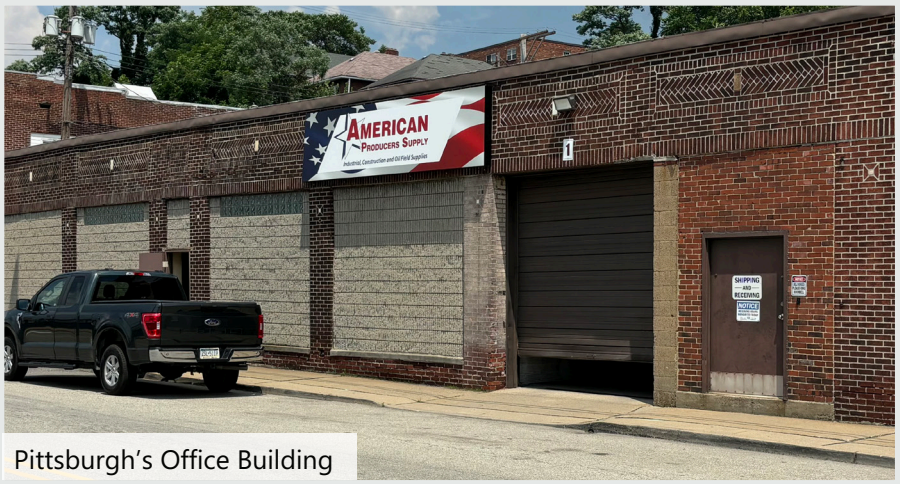
Profitability – Attention to our financial success will support and sustain our growth and our future as we manage our sales and costs each day.

Safety – We create an environment that minimizes danger and risk or injury.

LOCATION SPOTLIGHT
PITTSBURGH BRANCH



Yvonne Taylor - Inside Sales



Pittsburgh's Office Building

PITTSBURGH BRANCH
Location Spotlight

In February 2021, our Pittsburgh Branch moved into the HK McJunkin building - located on **7724 Edgewood Ave.** HK McJunkin was in business for an impressive 91 years. For the past 3 years, this building has served as a headquarters for our dedicated team in Pittsburgh. Its spacious layout and historic charm have provided an ideal environment for collaboration and growth.

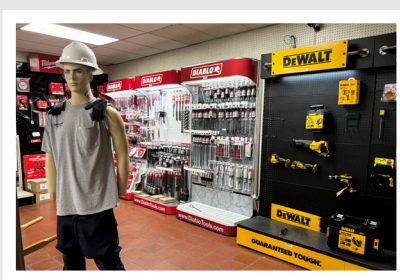
PITTSBURGH'S BLACK VAN

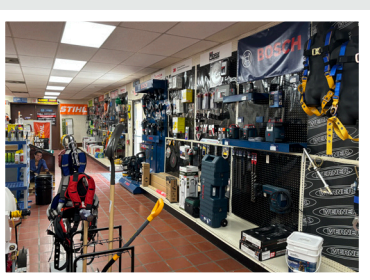
Looking at the picture of Pittsburgh's newest van below, you may notice something different... It's black! The black exterior of the van exudes a modern, professional look, reflecting Pittsburgh's innovative spirit in every mile it travels.



TAKE A LOOK INSIDE THE SHOWROOM

Step inside our Pittsburgh Branch's showroom and you'll find yourself surrounded by a comprehensive array of tools that cater to various trades and hobbies. From precision hand tools to heavy-duty machinery, each item has been carefully selected to uphold our commitment to quality and reliability.





SALES SUCCESS

- **Chris Anthony and Mike Stacy** has been diligently collaborating with a manufacturing company located just outside Marietta on several very large quotes that have turned into orders.
- **Zach Morris and the St. Albans Team** have landed a series of significant Milwaukee orders from a local contracting company.
- **Tom Heffner in Huntington,** continues his pursuit of new business opportunities at the Nucor Steel Mill construction location. His persistence and dedication have significantly contributed to our success in securing multiple order
- **Sean Mccloskey in Pittsburgh** continues to grow our business with a local mechanical contractor, specifically through consumables and Ridgid products - taking business from our competitors.
- **John Sanker in Pittsburgh** is actively expanding our business through a major health care provider by constantly reaching out and expanding his contacts within the corporation.



DeWalt Show Product Setup (Page 7)

APS LOCKERS
MARIETTA BRANCH

We are excited to share a recent sales achievement at our Marietta branch –the installation and sale of 2 sets of our APS Lockers. This marks a pivotal moment for us as we transition from MSC lockers to our **American Producers branded lockers.**

This is the largest one day vending machine program that we have completed to date. A special thanks goes out to the following associates:

- **Polly Stephens** - Initial Quote
- **Ethan and Josh** - Installation
- **Cody and Eugene** - Vending Team
- **Pat, Larry, and Eddie** - Sales Team





COLUMBUS - JOBSITE STARTUP

Lennie Camboni in Columbus landed a startup project for one of our partner drywall contractors. The order amounted to a significant six-figures, featuring products from Dewalt, Knaack, Werner, Surpro, Metaltech, and Granite. A huge shout out to **purchasing**, for swiftly sourcing all the necessary products within the required time-frame, and the **Columbus warehouse crew** for efficiently assembling all the boxes and carts.

HYDRATION: Why It's Important

What Is Hydration?

Hydration is supplying your body with enough water to function properly.

Dehydration happens when your body does not receive enough water and is not able to maintain proper health. Dehydration can occur when you are exercising or are outside for long periods of time or exposed to hot/humid weather conditions while working.

How Do I Know If I'm Dehydrated?

> Little or no urine/urine that is dark yellow or brown
> Dry Mouth
> Sleepiness or fatigue
> Extreme thirst
> Headache
> Confusion
> Dizziness or a lightheaded feeling

Don't wait until you notice symptoms of dehydration to take action. Prevent this by drinking plenty of water throughout the day!

Benefits of Hydration

> Your heart can pump blood to the rest of your body more easily
> Your muscles work better
> You have more energy
> Hydration helps prevent conditions such as swollen feet, headaches, and heat stroke

How Do I Stay Hydrated?

> Drink water and other fluids (such as fruit juice and tea) throughout the day
> Avoid alcohol
> Eat lots of fruits (such as watermelon, tomatoes, and lettuce)
> If you feel hungry but you recently ate, try drinking water instead of eating - you may just be dehydrated!



Avoid Aggressive Driving

Don't Provoke, Don't be Provoked

Driving is not a competition. Leave the ego at home. If another driver is acting aggressively, don't take their challenge. Just back off and live to drive another day.

What is aggressive driving? Any unsafe driving behavior, performed deliberately and with ill intention or disregard for safety, can constitute aggressive driving. Examples of aggressive driving behaviors include:

- Speeding in heavy traffic
- Cutting in front of another driver and then slowing down
- Changing lanes without signaling
- Weaving in and out of traffic
- Blocking cars attempting to pass or change lanes
- Tailgating
- Running red lights
- Using headlights or brakes to "punish" other drivers

Engaging in these hazardous driving behaviors may constitute a criminal offense of reckless driving. It may escalate into road rage and often results in crashes that involve loss of life and serious injuries.

The American Transportation Research Institute reports that the likelihood of a commercial motor vehicle being involved in a crash increases significantly when the driver has been convicted of one of these hazardous actions. For example, a driver with a reckless driving violation has a 114% greater likelihood of being involved in a crash. The likelihood of a crash increases by 46% if the driver had a violation for following too closely. A driver is 45% more likely to get into a crash if he or she had a speeding violation.

Follow these tips to avoid the dangers of aggressive driving:

- Allow ample time to get to your destination safely.
- Obey all posted speed limits and slow down if conditions warrant a slower speed.
- Don't tailgate. Following too closely reduces a driver's visibility and reaction time.
- Never attempt to pass a vehicle unless it is safe and there is plenty of time to do so safely.
- Never make obscene gestures or use your horn out of anger.
- Don't provoke or allow yourself to be provoked. If another driver is acting aggressively, ignore them.
- Remember the three Bs: be courteous, be patient, be forgiving.
- Buckle up. It is your last line of defense. Seat belts save lives.

Crash Likelihood

If a driver had:	The crash likelihood increased:
A reckless driving violation	114%
A failure to yield right of way violation	101%
A failure to keep in proper lane conviction	83%
A failure to use/improper signal conviction	82%
A past crash	74%
An improper lane/location conviction	72%
An improper pass conviction	70%
A reckless/careless/ inattentive/negligent driving conviction	69%
An improper or erratic lane change conviction	66%
An improper lane change violation	63%
An hours-of-service violation	50%
An improper turn conviction	49%
A following too close conviction	46%
A speeding violation	45%
A false or no log book violation	45%
A disqualified driver violation	44%
Any conviction	43%
A speeding more than 15 miles over speed limit conviction	40%
A speeding 1 to 15 miles over speed limit conviction	38%
Any moving violation	35%
A seat belt violation	33%
A failure to obey traffic control device violation	30%
Any OOS violation	29%
A failure to obey traffic sign violation	25%
A driving too fast for conditions conviction	25%
A size and weight violation	20%
A failure to obey traffic signal/ light conviction	20%

For more information on safe driving practices, visit www.OperationSafeDriver.org.

OPERATION SAFE DRIVER

CVSA

HEALTH & SAFETY
FIREWORK SAFETY - APS WORD SEARCH

FIREWORK SAFETY

Firework safety is crucial to prevent accidents and injuries. Here are some important tips:

- Maintain a safe distance between spectators and the fireworks.
- Designate a team to handle and ignite fireworks. They should be sober, cautious, and aware of safety procedures.
- Use fireworks outdoors in a clear, open area away from buildings, vehicles, and dry vegetation.
- Never modify fireworks or attempt to make your own. This can be extremely dangerous and is illegal in many places.
- Be prepared for emergencies by having a first aid kit readily available.



APS WORD SEARCH

Y I G C M A F O R S S N O R E I F R Z J
L P X D U F M M V B O L X P S Z Y E K R
P M V B A X I E J S I C W K O K X Q S U
Z I W G A C L P R W S P J Q M S K I J Q
I L Z A V A Y R A I O S U G C Y V J J H
N N V V Q P O O D M C V C T A A O H R P
D R B Q Q X M D R T B A C R O S D A J M
U P U S A N N U A M O Q N Q E I C O G H
S T M G O W K C Z U L A R W I W O V Z L
T D U V F S C E F K P J U N N Z N W M O
R T U Z A G T R U C T V T O J N S P G R
I X V J S T Y S P B Y T V I F H T X B N
A O E B T O J T Q T Y O B L N X R M R K
L G J E E O G E C K K J P F Z Z U Y O M
F U F W N L X Q Q M R Y W I H T C Z J T
X I U C E M W B H J B M E E Y Z T X P M
Z K X I R N I O W B T K R L J V I X E N
D Z L V S K V U N R D Q O D W S O Q V Q
M W R E N C H L I D N J T Z N T N N W W
T D Q J S U P P L Y J K J I L U A X G S

Construction	Industrial	Producers	Tool
Fasteners	Oil Field	Wrench	
American	Supply	Screw	

For the answer key, email alannac@americanproducers.com



SHOWS & EVENTS
DEWALT CAR SHOW & GRANITE IND. SAFETY


Event Set Up

DEWALT SHOW CAR EVENT

June 12th, 2024

In the realm where precision meets speed, few partnerships shine as brightly as DeWalt and NASCAR. Recently, the Marietta Branch had the pleasure of hosting the DeWalt Show Car Event, bringing together enthusiasts, professionals, and fans of high performance engineering.

Throughout the event, our team conducted live demonstrations, illustrating how DeWalt tools enhance efficiency and performance in various applications. From power tools to accessories, guests experienced first-hand the durability and precision that makes DeWalt a leader in the industry.

DEWALT NASCAR

The highlight of the event was the presence of the DeWalt NASCAR car. Enthusiasts and fans gathered to get an up-close look at the DeWalt vehicle. The car, adorned with the iconic DeWalt colors and logos, served as a magnet for racing fans who were eager to snap photos and learn more about DeWalt Tools.

Hosting the DeWalt Show Car Event was a resounding success. The event not only showcased the best of DeWalt's products and racing heritage but also provided a unique experience that will be remembered by attendees for years to come.

As we reflect on this event, we are grateful to DeWalt for partnering with us and bringing such excitement to our community.



Pat McCloskey and Ray Tidd next to the DeWalt Show Car

GRANITE INDUSTRIES CUSTOMER SAFETY MEETING

We partnered with Granite Industries to conduct a breakfast safety walk through on the proper setup and use of interior and mason scaffolds for a construction company Approximately 40 foremen and workers attended this safety meeting. Over the past two years, this construction company and APS have collaborated as partners to provide training for field staff at every quarterly safety meeting.



LATEST SALES PROMOTIONS
CHECK THEM OUT!



INGERSOLL RAND FLASH SALE
While Supplies Last



TPI SPECIAL SALE
While Supplies Last



MILWUAKEE CLOSEOUT SALE
While Supplies Last



CORDOVA CLOSEOUT SALE
While Supplies Last



3M AIR UNITS SALE FLYER
While Supplies Last



KLEIN 167TH LINEMEN PLIERS
While Supplies Last



3M SCOTCH BRITE SPECIAL SALE

Valid Through 7/28/24



MILWAUKEE SPECIAL

While Supplies Last

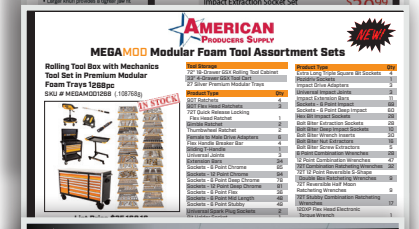
MILWAUKEE SPECIAL SALE (SSS™)

While Supplies Last



DEWALT CLOSEOUT

While Supplies Last



GEARWRENCH CLOSEOUT

While Supplies Last



JULY HOT BUYS

July 1st - July 31st

GEAR WRENCH MAGA MOD FLYER

While Supplies Last



ILLUMAGEAR SPECIAL SALE

While Supplies Last

GREY PNEUMATIC CLOSEOUT (SSS™)

While Supplies Last

DURAPAC TTP SERIES FLYER

While Supplies Last

EMPLOYEE OBSERVANCES

ANNIVERSARIES

Pat McCloskey: Marietta, Outside Sales
45 Years

Andy Athey: Marietta, Pricing Specialist
23 Years

Angela Baker: Marietta, Accounting
23 Years

Michael Clay: Portsmouth, Outside Sales
12 Years

Dominique Shultz: Marietta, Purchasing Manager
11 Years

John Smith: Columbus, Driver
10 Years

Christopher Anthony: Marietta, Outside Sales
8 Years

Kevin Wells: Marietta, Inside Sales
7 Years

Derek Kiggans: Marietta, Warehouse
7 Years

Stephen Horn: Huntington, Repair
6 Years

Laken Dye: Marietta, Pricing Specialist
6 Years

Kacie Wright: Marietta, Inside Sales
6 Years

Jennifer Barber: Pittsburgh, Outside Sales
5 Years

John Sanker: Pittsburgh, Branch Manager
4 Years

Mark Weyer: Ferdinand, Driver
4 Years

Westley Pauley: St. Albans, Branch Manager
4 Years

NEW EMPLOYEES

Tasha Newman: Marietta, Accounting

John St. Clair: Pittsburgh, Outside Sales

Scan here to visit our website!

SCAN ME

Dick Poole: Marietta, Inside Sales / Field Support
3 Years

Jenny Mills: Marietta, Purchasing
2 Years

Chuck Dunlap: Sunbury, Warehouse
2 Years

Carter Magers: Marietta, IT Intern
1 Years

Steven Bates: Wixom, Driver
1 Years