

COLOR TRENDS FOR A HOPEFUL NEW YEAR

THE COLORS THAT WILL SET THE TONE FOR 2021



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NEW ACCESSA SOLUTION



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ACCESSA IN THE FIELD

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PRESIDENT'S MESSAGE:



TEAM,

Benjamin Franklin, one of our nation's most famous founding fathers, once wrote, "Out of adversity comes opportunity." Franklin was over 80 years old when he played a key role in the writing of the U.S. Constitution. Adversity in the late 1700s looked very different than it does today - although in many ways, it remains the same.

Some of our young nation's greatest difficulties stemmed from political unrest – as our government was in its infancy and threats of wide-spread disease like dysentery prevailed. Fast forward almost 250 years and our society is in a very similar position. As of this writing, our country is wrestling with the COVID pandemic, its uncontrolled spread through our communities, and a presidential election that has ripped a nation almost in half. I believe it is fair to say we are facing a serious moment of adversity. I also believe that united, Americans can and will come together and use it to create opportunity.

The team at Accessa is employing several tactics to focus on the silver linings rather than the storm clouds - working hard to maintain a high level of customer satisfaction, lifting each other up through kindness, respect, and empathy, and continuing to live the best life at work and beyond. Those are just some of the ways we can create a strong impact. This positive attitude has helped Accessa maintain a level of success this year - adding new team members, significant investment in new equipment, and the on-boarding of new customer relationships.

While I wouldn't want to relive 2020 if given the choice, I know as a company we have done a darn good job of facing our adversity and seizing on opportunities within. I hope that our communities, states, and nation can soon find a way to heal together and come out of these difficult times with renewed spirit and faith in one another. On behalf of everyone at Accessa, we are ready to roll up our sleeves and work hard to do our part.

I wish all of you a better, brighter, and healthier 2021.

A handwritten signature in black ink that reads "Joe Todd".

Joe Todd, President, Principal



EVENTS

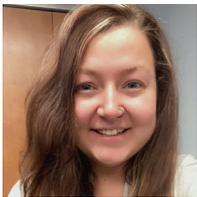


TRADE SHOWS

Accessa is scheduled to participate in the Midwest Tool Expo & Auction in Shipshewana, IN on January 29-30 and the Mt. Hope Tool Showcase in Millersburg, OH on February 18-20, unless prohibited by local health mandates.

THE ACCESSA TEAM

MEET OUR NEW HIRES



ABBY DAMERON *Customer Service Representative - Elkhart, Indiana*

Abby came to Accessa from Coastline Inc. and looks forward to new opportunities.



PATRICK FINN *Coatings Consultant - Wooster, Ohio*

Patrick was a sales representative for a wood coatings company and a franchisee for Orangetheory Fitness. It was the products and the mission behind them that attracted him to Accessa.

"Accessa is constantly trying to innovate and offer the best service to our clients. I believe in being the best part of my client's day, every day. Accessa allows me to do that."



COLTON STONE *Lab Technician - Denver, Colorado*

COMMUNITY OUTREACH

GOLF OUTINGS

Accessa was represented at the Northern Illinois chapter of Chemical Coaters Association International (CCAI) golf outing in Chicago on August 27th.

Accessa also sponsored and participated in the Heroes Foundation's 4th annual Swing4Heroes Pro-Am Golf Tournament at Highland Golf & Country Club in Indianapolis on September 25th. The sold out event raised record proceeds for the Heroes Foundation, founded by Accessa Vice President and Principal Vince Todd, Jr. for cancer support, prevention, and research.

The 5th annual event will be held on September 30, 2021. For more information, visit HeroesFoundation.org.

THANK YOU TO THE 2020 SWING4HEROES SPONSORS

ACE SPONSORS



PRODUCT WATCH

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Equipment Solutions

On October 1st, Accessa announced the addition of Accessa Equipment Solutions to its family of businesses.

Delivering superior products since 1979, Accessa Coatings Solutions expanded to add Accessa Chemical Solutions in 2008.

With the addition of Accessa Equipment Solutions, Accessa isn't just adding equipment - it's adding the service and support that goes with it.

"For our customers, it allows them to leverage the relationships they have with us and with our consultants - our sales team, our technical team, our customer service team - it allows them to purchase more of the products they need for their manufacturing process from the same friendly people they've come to know," said President and Principal Joseph Todd. "It allows them to better manage their inventory and simplify their ordering process by reducing the number of suppliers they have to deal with."

A family of proven products that perform at the highest level and an industry-leading braintrust of knowledge, creativity, and know-how combine to make Accessa more than a one-stop shop for customers.

"We try to be their partner. Whether they're a customer we've had for 20 years or they're a brand new prospect that we're trying to sell products to, we want to go in and understand their business," said Vice President and Principal Vince Todd, Jr. "That true partnership is absolutely key to how we view our customers."

Some of the products offered under Accessa Equipment Solutions are abrasives, filters, gloves, rags, tapes/ maskings, and various production aids.

ABRASIVES



Accessa is pleased to offer sia Abrasives, long-lasting and efficient abrasives with high-quality grit selection and a uniform color-coded system for consistency and reliability, ensuring precise application on any surface.



Accessa Equipment Solutions will also be representing the Pro-Flex line of sanding brushes, which are compatible with all machines and cores.

FILTERS



Accessa Equipment Solutions has a variety of filtration products from American Filtration to Columbus Industries and the high-quality Paint Pockets line - everything to meet your clients' needs.



COLOR OUTLOOK

With an emphasis on comfort and versatility, forecasters released their color trends for the coming year - and not surprisingly, they reflect our desire for a fresh start, a clean slate, and a rosy outlook.

With orders to stay at home, the family home became more than a headquarters and place of rest - it became a refuge. And color trends for the coming year reflect that.

PPG Paints released its 2021 Palette of the Year entitled "Be Well."



Revealing hues like Transcend, Big Cypress, and Misty Aqua, the collection represents wellness of body, mind, and spirit.

Benjamin Moore's color of the year, Aegean Teal, is one of 12 shades that make up its 2021 palette.

A blend of blue-green and gray, it's a mix of cool and warm with a comforting and welcoming feel.

It mixes well with Gray Cashmere, Atrium White, Amazon Soil, Beacon Hill Damask, Chestertown Buff, Foggy Morning, Kingsport Gray, Muslin, Potters Clay, Rosy Peach, and Silhouette, colors that reflect the simple pleasures in life - pleasures that have sustained us through a particularly trying year.

Functioning at times as a workplace, classroom, and entertainment venue, this year brought new definition to the word home and put new demands on the place we call home.



Behr's 2021 palette is designed to help homeowners do just that - transform their home into whatever they need it to be.

With "21 Colors To Elevate Your Comfort Zone," Behr's colors are categorized into moods: Casual Comfort (light, warm neutrals), Calm Zone (restorative blues and greens), Subtle Focus (soft gentle hues), Quiet Haven (rich evocative colors), Optimistic View (bold and saturated), and Outdoor Escape (easy curbside appeal).

Behr's color of the year, Back to Nature, is "a sun-kissed, meadow-inspired green" representing "a desire for peace and tranquility in our homes."

Sherwin-Williams unveiled its annual Colormix Forecast featuring 40 shades in four different palettes - Continuum, Encounter, Sanctuary, and Tapestry.

Inspired by nature, Sanctuary is a collection of soft neutrals with a nesting feel - from Pure White and Oakmoss to Urbane Bronze - they're quietly cozy, warm, and inviting.

The more complicated the world, the more simple the home.

The 2021 color trends reflect simple pleasures and simpler times.

ACCESSA IN THE FIELD



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Coatings Solutions

A prospective customer looking to improve the finish on their parts runs a trial of Accessa's Perfection Electrostatic Paint's InviraThane acrylic urethane product. This customer needs a coating that can cure in a timely manner, withstand the extreme conditions their parts are exposed to in the field, and meet certain environmental standards during application. Both the InviraThane and InviraThane DTM products are being considered.



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Chemical Solutions

Despite the challenges around COVID-19, 2020 inspired many companies to evaluate their processes and consider ways to improve on what they do. For Accessa Chemical Solutions, this presented an opportunity to assist customers and prospects in transitioning to greener chemicals. In an effort to better their products and their bottom lines, we have proposed, scheduled, and trialed non-phosphate chemistries. This is a trend we see continuing to grow in 2021 and beyond. We are fortunate to have multiple options in both the Henkel and HitSol lines for consideration. We've also seen an increase in light metal processing, shown here with aluminum extrusions entering stage one of a spray pretreatment system.



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Equipment Solutions

On October 1, 2020, Accessa Equipment Solutions became the newest member of the Accessa family. The opportunity for clients to leverage the strong relationship they already have with Accessa assures they are better covered from a service and logistical perspective. Accessa Equipment Solutions offers a variety of high-quality abrasives, filters, gloves, rags, tapes, maskings, and various production aids. Just two months in, we have begun fulfilling orders for sia Abrasives, Paint Pockets filters, and other related tapes, maskings, and gloves.