

THE CONSULTANCY

Spring 2021



**RACING
FORWARD
TO THE
FUTURE**



EPA APPROVES BACTIBLOCK



**ACCESSA LAUNCHES
"INDUSTRIOUS" PODCAST & BLOG**

ACCESSA

PRESIDENT'S MESSAGE:



I LOVE MUSIC.

While I wouldn't label myself a musicophile or audiophile, listening to music is a great stress reliever for me. And while I listen to a wide variety of styles and genres, I especially enjoy folk and rock music from the 1960s and 1970s. Think Woodstock era with Richie Havens, Joan Baez, and Jimi Hendrix. Easily my favorite band is Led Zeppelin, followed closely by the Eagles. One performer I gravitate to is Janis Joplin.

Though her career was cut short, her firm and raspy voice had a power to it that drew the listener in. Janis also was an outstanding poet and writer. One particular quote from her that stands out to me is, "You are what you settle for."

Why I chose to share this quote is because it represents Accessa's theme for 2021. The quote can be summed up with other words like accountability, expert, professional. These words have deep meaning as we use them as benchmarks for our daily behavior as well as our targets for growth. Are we making short and long-term decisions like a pro and holding ourselves accountable to follow through? Are all of our team members experts at what they do? If not, do we confront the amateurism or take the easy path and tolerate underperformance?

Some days it seems it would be much easier to bury our head in the sand and avoid the difficult decisions. This year has provided many days where the convenience would be appreciated, especially with the tumultuous environment of erratic pricing, logistics nightmares, and material availability issues. In other words, there are a lot of good excuses to allow distraction from the dirty work, though all we'd be doing is punting the problems down the road, only to allow them to fester and grow into bigger challenges in the future.

It is the collective goal at Accessa to not cower from a challenge; to stand up to mediocrity; demand best effort from each other; be true pros. As part of achieving this goal we cannot go it alone. It starts with holding ourselves personally accountable to bring our A game. It extends to holding our suppliers and service providers accountable – professionally and tactfully demanding each other's full intention and effort. And of course, maintaining high moral and ethical standards at all times.

A great deal of effort will be given to achieving this goal. The Accessa team will be challenged to share in carrying the banner. I will lean on the Accessa team when I need help. The Accessa team will be expected to lean back on me when they need help. I know there will be setbacks and the goal must be attacked one bite at a time. I commit as part of my duties to the Team that we will be successful.

In a nod to Ms. Joplin, let's settle for being pros.

Joe Todd, President, Principal

NETWORKING

Think In Silver

March 4, 2021

ACCESSA



On March 4th, Accessa Vice President and Principal Vince Todd, Jr. and Sales and Development Manager Kevin Fine did a webinar presentation to the Chemical Coaters Association International (CCAI) on industrial antibacterial additives and the use of silver to increase the lifespan of coatings and reduce the spread of pathogens.

NEW EMPLOYEE SPOTLIGHT



CHARLES DOMBECK

Production Associate

Denver, Colorado



BRITTANY FAGAN

Lab Technician

Arthur, Illinois



DARREN GUSTIN

Driver/Production Associate

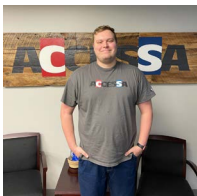
Indianapolis, Indiana



ASHTON LEITCH

Production Associate

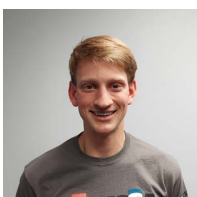
Elkhart, Indiana



JESS PARTIN

Warehouse/Production Associate

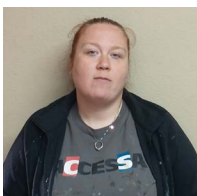
Indianapolis, Indiana



MICHAEL SCHLABACH

Production Associate

Elkhart, Indiana



JOANNA WARD

Lab Technician

Arthur, Illinois



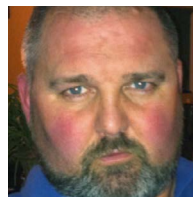
CHAD PURDY

Sales and Business Development
Manager - West

Indianapolis, Indiana

Chad started at Accessa in February. He was previously a sales manager for Royal Coatings. With more than 20 years in the coatings industry, he came to Accessa to be able to provide his customers with top notch products and service. He lives in Cedar Falls, Iowa and works out of Indianapolis.

“With a close-knit group, you can get things done quicker than working with a larger company. You can react faster to the customer’s needs.”



JAMES WEDDING

Technical Coatings Consultant

Jasper, Indiana

James started in February and brings 30 years of wood industry and 20 years of color development experience to Accessa. He lives in Owensboro, Kentucky and works out of the Jasper, Indiana facility.

“In the last few years, I’ve kept up with Accessa just because of their reputation and their high-end products. When I sat down and talked to the company, I saw their commitment to quality – the quality of the products and the service to their customers – it was just an easy choice for me. I knew it was the right fit.”

EPA APPROVES BACTIBLOCK ANTIMICROBIAL PRODUCT



At no time in our lifetime have we been more focused on stopping the spread of germs.

One of the ways we can achieve that is through the use of antimicrobials.

The science behind antimicrobials has been around for ages.

More recently, that technology has been developed into an additive that uses silver as an active ingredient to inhibit the growth of bacteria by stopping cell replication. This additive can be used in different materials to give them an antimicrobial property.

Based in Zaragoza, Spain, Laboratorios Argenol has been developing, producing, and selling industrial antimicrobial additives since 1939.

In January, their Bactiblock 920 B4 was approved as an antimicrobial additive by the U.S. Environmental Protection Agency.

As the North American distributor of the Bactiblock additive, Accessa has been using it and selling it for years.

"This isn't some brand new product that's jumped in to make a quick buck during the pandemic," said Vince Todd, Jr., Vice President and Principal at Accessa. "A lot of products have come to market over the last nine to 12 months and this further proves that this is a legitimate product that's been around a long time and now it has the backing of the U.S. EPA as well as other like organizations in Europe and throughout other parts of the world."

What this means for Accessa's customers is added confidence that products with the Bactiblock additive will stay germ-free for longer.

"A spray cleaner or a spray sanitizer has a pretty short lifespan on the surface. This is actually in the product, so the lifespan of the antimicrobial properties exist for the length of time of the product itself," said Todd. "It has multiple kill claims, which is key because some antimicrobials out there will just inhibit mold or fungus and help with odor. This actually kills bacteria and they've tested it going back to this time last year and tested it against a coronavirus and it was able to have that viral kill claim on that as well."

Potential uses for the product are endless.

"We can add this additive to both the solvent-based and water-based coatings we currently sell to be used on children's furniture, hospital furniture, school lockers – anything that gets painted that would benefit from having an antimicrobial property in the paint on the surface."

They also sell the additive itself to other manufacturers.

"Those manufacturers are producing powder coatings, plastic parts – sometimes they ask for something called master batch where the additive itself is added to a certain type of plastic, which they mix with other non-treated material to produce the part. It's a matter of determining what the proper ratios are to get the desired effect."

The competitive advantage created could be a game-changer when it comes to retail and wholesale consumers.

"I think one of the end results of the pandemic is that there will be certain items that people will look for with antimicrobial properties and it makes the buying decision such that if one item has those properties and another item doesn't – while the one that does may cost a little more, that may sway them to purchase that product."

A new endorsement for a not-so-new product that could lead to new uses for decades to come.

GETTING “BACK TO NORMAL” AFTER COVID-19 SETBACKS

While many businesses scaled back during COVID-19, Accessa made significant investments to better serve customers.

The lockdown was more of a slowdown at Accessa. The company took precautions, but remained open for business. The slower pace gave leadership valuable time to strategize.

“It gave us an opportunity to meet more often, working on the business versus being consumed in the business,” said Operations Manager Les Yoder.

And when things opened back up, they were ready to hit the ground running.

“Our predictions were right,” Yoder said. “We said when it opened up, it was going to be really busy. And that’s what has happened.”

Over the past few months, many projects have gone from planning to implementation.

“Our largest investment was purchasing Datacolor spectros for our Denver, Millersburg, Ohio and Chicago locations, as well as our new facility in Southern Indiana,” said Yoder. “Datacolor is a close-tolerance benchtop spectrophotometer designed for high efficiency and confidence in color formulation and quality control. If a customer sends in a color swatch, we place it in this machine and it will provide us predictions on color. It will tell us, ‘Here’s your target and here’s where you’re at,’ in equation form. Then it tells you how many degrees of color you’re apart.”



For customers, it means closer color matches and quicker turnaround time.

“There are two options – one is the naked eye. You

look at a color and say, ‘Does it match? Doesn’t it match? And what is wrong?’ This is a computer that’s an eye that reads and helps the lab techs out by dialing color in quicker. This investment will help improve turnaround time on color matches.”

Another major investment was the new lab in Jasper, Indiana.

“We’ve had a large increase in business in the Southern Indiana market and Louisville, Kentucky area,” Yoder said. “We moved in. We don’t have everything set up yet, but we’re going to be fully operational by the end of May.”



They also installed customized spray booths in Chicago, Arthur (IL), Denver, and Southern Indiana.

“We went with a portable unit,” he said. “It’s not a typical spray booth where they’re vented out – these have four filter banks to clean the air out, so they’re standalone.”

During a year that presented significant challenges from the pandemic to weather – including shipping, staffing, and supply-chain logistics – Accessa has positioned itself not just to survive, but to thrive in 2021 and beyond.

COMING SOON: THE INDUSTRIOUS BLOG AND PODCAST

THE INDUSTRIOUS

Over the past year, every company has had to adapt and find new ways of doing business.

Accessa is no exception.

Communicating with clients, employees, and vendors is more important than ever before.

And today, there are more ways to do that than there have ever been.

Earlier this year, Vince Todd, Jr. was tossing around some marketing ideas.

"Knowing that we wanted to resurrect the blog and knowing how many people listen to podcasts now, whether they're audio only or audio and video, it made sense as we bring back the blog to do so with a podcast," he said.

When Vince approached his brother about it, he realized Joe may need a little more convincing.

"It was about five to 10 seconds of just dead silence. And then it was, 'Are you serious?'"

Vince, Vice President and Principal, and Joe, President and Principal, have worked side by side at Accessa for almost 18 years.

Launching a podcast wasn't something Joe saw himself doing – now or ever.

"I think it's going to be a massive learning curve for me personally," he said.

But he can appreciate the value in it, so he's willing to give it a try.

"I'm really interested to see how we can apply our industries and our business – which can sound really dry – how can we bring an element of personality and

entertainment to that so people can learn in a way where they can say, 'That was really enjoyable. I didn't know I was learning there.'"

From customers and employees to vendors and partners, it will be an opportunity to teach, listen, and learn from each other.

"We'll have guests come on to talk about products, new trends, application details, dos and don'ts, and we'll just talk about it – we'll have conversations and learn from their experience," said Vince. "By sharing these stories and educating our listenership and viewership in our marketplace on these items – if it allows them to take away some nugget of wisdom and prevents them from making a mistake or simply allows them to improve their product and ultimately, improve their bottom line – then that's what we're trying to do."

As their business grows, so does their need to communicate with more people in more places.

"Based on all the different geographies that we cover, there are a lot of similarities in each market, but there are also differences," Vince said. "So, that will come into play and as Accessa continues to expand, that only becomes more important."

As family members, the Todds have differences and similarities of their own.

"We're brothers and all that comes with that. I think we can read each other fairly well," Vince said. "We'll have some fun with it. I'm sure we'll have our brotherly moments that will provide some comic relief for everyone."

Along with sharing their personalities, the podcast is a way for them to share their vision, their passion, and their values.

"I think what it allows is an opportunity for Vince and me to tell the story of Accessa, of our daily approach to the business and our industry from a small business perspective, from a family business perspective, from a

(continued on the following page)

ACCESSA IN THE FIELD

"How the heck do you have a brother that's a business partner and not want to kill each other?" perspective," Joe said. "That isn't always the case, sometimes we do want to kill each other."

Just like family – in business, it's about bringing your differences to the table and working them out.

For Joe and Vince Todd, The Industrious Blog and Podcast is a way to shine a light not only on their business, but also on their industry.

"It's kind of grimy. It's not sexy. It's not tech. It's not finance. It's not medical – those things get all the press

and the headlines," said Joe. "It's manufacturing – it's the backbone. To bring a leading form of marketing to an industry that lacks glamour – I want to see how we merge those things and make it work."

Keep an eye on Accessa's social media channels: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) for updates on the launch of The Industrious Blog and Podcast. And make sure you subscribe to the [Accessa YouTube channel](#) and enable notifications so you can be alerted when new episodes drop!

#beindustrious

ACCESSA IN THE FIELD



ACCESSA Coatings Solutions

An Accessa employee performing a large water-based wood coatings trial with exceptional results. Accessa Coatings Solutions makes every effort to provide customers with more than one solution to a problem. And every solution is backed with the assistance and support necessary to get the perfect result.



ACCESSA Chemical Solutions

Parts for a new Accessa Chemical Solutions customer coming down the line after being successfully cleaned and surface-treated prior to painting. We improved the customer's product with a solution that provides better paint adhesion and better corrosion resistance. And we improved their bottom line with reduced defects and lower operating bath temperatures.



ACCESSA Equipment Solutions

Accessa Equipment Solutions has been busy since our 2020 launch. We are pleased to offer Sia Abrasives, a long-lasting and efficient abrasives line with high-quality grit selection and a uniform color-coded system for consistency and reliability, ensuring precise application on any surface. Another customer order headed out the door!