

THE CONSULTANCY

Fall/Winter 2021

GREENER DAYS ARE COMING:

WHY GOING GREEN DOESN'T MEAN
SACRIFICING PERFORMANCE



NEW CHICAGO BRANCH



ACCESSA IN THE FIELD

ACCESSA

PRESIDENT'S MESSAGE:



"YOU ARE WHAT YOU SETTLE FOR."

You may recall in a previous issue of The Consultancy, I used this quote at the beginning of the year to signify Accessa's theme for 2021. The quote was a stand-in for words like accountability, expert, professional. These words can be thrown around

because they sound official, or they can be used as measuring sticks against our daily behavior.

2021 has been one of the most difficult years I have encountered in my career of more than 20 years. Managing the supply chain has been an exhaustive, non-stop process that has resulted in daily headaches and a whole lot of stress. The same can be said about fulfilling record-breaking customer demand, all while working with short staffs and limited lead time.

That said, this year has also been one of the most rewarding I have experienced.

As a company, we added some great new faces to the team over the last several months. Between the new team members and our veteran staff, all have risen to the challenges presented. The options for excuses were plentiful,

as we could easily have been distracted by all the noise around us.

The team was not distracted. The team was awesome.

What led to the successful handling of the year thus far?

Maybe we started becoming "meaner men" and "meaner women." Could that work – being mean to people? Remember, a mean man isn't defined as someone who acts like a jerk or is disrespectful and unkind. Rather, it is someone who does not cower from a challenge; someone who stands up to mediocrity and is not afraid to challenge the status quo when better is achievable. I hope I have empowered all team members to be mean when necessary. I plan to help develop this ability in each team member and to improve their comfort level in doing so – holding each other accountable to give our best efforts in all we do.

Calendar year 2021 has been a year to remember.

Accountable, expert, professional: the team is.

Sincerely,

Joe Todd, President, Principal

EVENTS



Accessa will be represented at the **Midwest Tool Expo & Auction** in Shipshewana, IN on **January 28-29**, the **Mt. Hope Showcase** in Millersburg, Ohio on **February 17-19**, and the **Daviess County Construction Show (DCCS)** on **February 25-26**.

We look forward to reconnecting with you, so stop by to say hi.

MEET OUR NEW HIRES



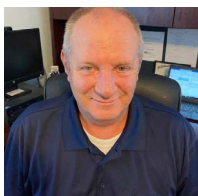
JOSH GRINIS

Hired in June
Customer Service Rep.
Elkhart, Indiana



TARA HOLCOMB

Hired in July
Marketing Coordinator
Indianapolis, Indiana



MARC CARDARELLI

Hired in August
Chemicals Consultant
Millersburg, Ohio



BRANDON PARRISH

Hired in August
Lab Technician
Arthur, Illinois



ADAM STAHL

Hired in September
Production Associate
Indianapolis, Indiana



JACK ANDREWS

Hired in August
Branch Operations Supervisor
Chicago, Illinois

After growing up in the state of Washington and attending graduate school in Chicago, Jack Andrews stayed in the area and started his own painting business.

"I specialized in high-end interior finishing," he said. "I did a lot of cabinet refinishing and started using industrial wood finishes. I did a lot with high-end paint brands. Some of the projects I did were featured in 'Traditional Homes and Gardens.'"

Now married with a young son, he decided it was time for a change.

"I don't think it was ever the dream to run my own painting company," he said. "I did a lot of cool things and I didn't really think I had anything more to prove and I wanted a better life than working non-stop."

It was the product line that attracted him to Accessa.

"I'm a little bit of a coating nerd. It's fun to come up with new ways of doing things and Accessa has the toolkit and the products that are on the higher end of things," he said. "I figured coming from my background and dealing with high-end finishing, it made sense to find a company that sells high-end products – something that's quality-driven, not necessarily price or volume-driven."

In his role as branch operations supervisor, Andrews now oversees Accessa's Chicago branch, where he'll also do technical consulting and see customers.

"Chicago is one of those markets where we're making significant investment from a facility standpoint, but also in personnel to better attack that area and grow our market share," said Joe Todd, President and Principal at Accessa.

Todd appreciates Andrews for his painting background and his entrepreneurial experience.

"We've seen things from this perspective, but maybe he's seen some different things that will allow him to bring a new perspective that maybe we haven't thought of," he said. "And also, a level of empathy. He knows what it's like to be in the position of making these decisions."

Andrews had a bit of a learning curve – with new systems, products, and customers.

But now, he's ready to hit the ground running. And his mission is clear.

"Let them know that we're willing to get out there and do what it takes."

Welcome to the team, Jack!



NEWER, GREENER PRODUCTS TO IMPROVE YOUR PRODUCT AND BOTTOM LINE

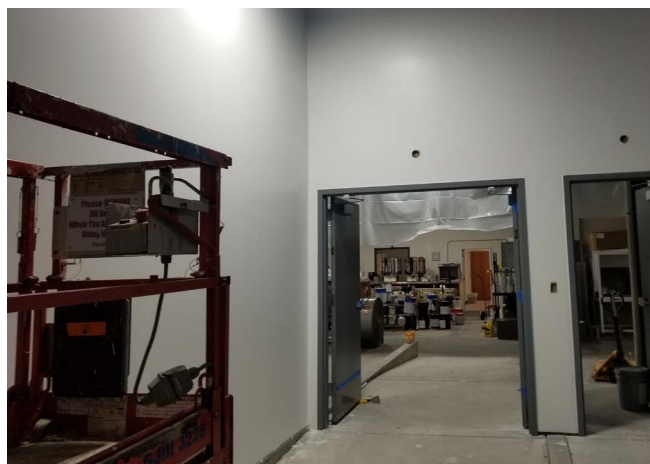
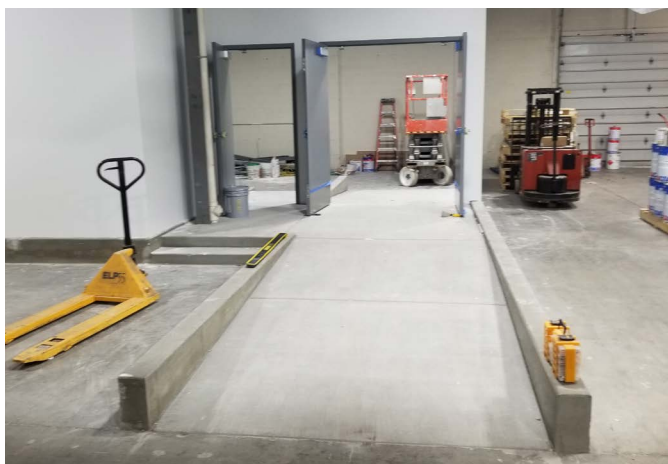
ICA's market-leading water-based coatings product line includes clear and pigmented coatings with chemical and physical properties and an aesthetic appearance that is perfectly comparable to solvent-based polyurethane coatings. Yet, these coating products have a volatile organic compound (VOC) content of around 3-7% compared to 55-75% for many traditional solvent-based products. Application cycles for water-based coatings comply with regulations on the reduction of solvent emissions into the atmosphere, but still ensure the same aesthetic and quality results as solvent-based cycles.

Some of the benefits of water-based coatings include a healthier working environment, ease of application, versatility, outstanding aesthetics and quality, excellent chemical-physical resistance, water dilutable, greater yield in application, easier clean-up, and lower cost for insurance premiums.

InviraThane DTM is a low-VOC, HAPs-free, two-component acrylic urethane specifically designed for direct-to-metal application. InviraThane DTM offers

excellent color and gloss retention as well as very good scratch, mar, and chip resistance. An excellent coating for the OEM marketplace, InviraThane DTM helps to increase the longevity of products in the field through outstanding coatings performance.

Accessa is preparing for the launch of the Perfection Electrostatic Paint's **InviraThane NoVo** line. This line contains zero to ultra-low VOC primers and topcoats, which are new to the market. These products will be a great addition to Accessa's Perfection Electrostatic Paint (PEP) line, which offers the potential of new market penetration and existing customer adoption to improve their environmental impact. This line, much like the existing PEP line, is ideal for a variety of markets, including amusement parks, agriculture, general and heavy industrial equipment, fleet, marine, and various commercial and residential building products. The InviraThane NoVo product has excellent color and gloss retention with superior impact and chip resistance not normally found in polyurethane technologies.



UNDER CONSTRUCTION : NEW CHICAGO BRANCH

It's been a busy year in operations – especially in the Chicago branch, where Accessa is setting up shop in a brand-new location.

"It's just a couple of streets down from the original spot," said Operations Manager Les Yoder.

After trying to renovate the old facility, the Accessa management team determined it was easier and more cost effective to relocate. They did in December of 2020, and they've been renovating the new space ever since.

"It's a big deal for us," Yoder said. "We're putting in a glorified boom room with a couple of walls and some concrete barriers where flammable product can be stored in a safe, controlled environment and we're putting in a new lab and production area. We're hoping to be completed in the next 30 to 40 days."

They also brought in Jack Andrews as Branch Operations Supervisor to lead the charge.

"He brings a lot of knowledge and a lot of good things," Yoder said. "He's doing a really good job up there."

Once the build out is complete, they can focus all their energy on business – the paint, chemicals, and equipment business, that is.

Despite a challenging job market, Yoder feels fortunate to have been able to bring some valuable people in at key positions.

He hasn't been as lucky when it comes to equipment. Orders for vehicles, a forklift, and other machines have been delayed or cancelled as supply chain issues persist. Even shipping containers and raw materials are in questionable supply – while demand for everything is up.

"Business is booming," Yoder said. "We have more work than we know what to do with."

In a business environment and labor market wrought with uncertainty, there's one thing Yoder is certain of – they couldn't do it without the people they have.

"I can't say enough about the operational team and what they've done over the past four to six months – keeping things going under the conditions that we've been handed and the raw materials in short supply. I just feel that they've done a really, really good job taking care of us and our customers."

Accessa is in the industrial coatings and chemicals business – but they're also in the people business.

The products are top of the line.

And the people are second to none.

ACCESSA IN THE FIELD



Looking good, Colorado Avalanche!

The new locker room at Ball Arena before and after using ICA waterborne polyurethanes supplied by Accessa Coatings Solutions in Denver, Colorado.



A colorful mix of solutions to meet a variety of customer needs.

As we head into winter, be sure to order water-based materials early, as shipping times may be delayed due to freezing temperatures.



Accessa Equipment Solutions provides top-quality abrasive products, like the Sia sanding sponge shown here in action.

THE INDUSTRIOUS



Thank you to the recent guests featured on The Industrious Podcast. If you missed any episodes, visit our [YouTube channel](#) to check them out. And while you're there, make sure to subscribe and enable notifications, so you'll be alerted when new episodes drop.

Episode 9: Henkel's Joelle Bondy on Her Lifelong Career in a Male-Dominated Industry

Episode 8: Accessa's Brian Gould on Perfection Electrostatic Paint

Episode 7: Jeff Hagen on All Things Filtration

Episode 6: Laboratorios Argenol's Sergio Julian on the Use of Silver as an Antimicrobial

Episode 5: Superior's Mike Sullivan on the Challenges of Growing Business in Today's Environment

Episode 4: Henkel's Josh Schlup on Bonding Technology and Why Partnerships are the Key to Growth

AES LAUNCHES ONE-YEAR ANNIVERSARY PROMOTION



On October 1, 2020, Accessa added a third company to its family of businesses.

Accessa Equipment Solutions joined Accessa Coatings Solutions and Accessa Chemical Solutions with the goal of bringing the best products together to serve customers and help them simplify their ordering process.

One year later, it's a success.

"I think the only question we have is, 'Why didn't we do this sooner?'" said Vice President and Principal Vince Todd, Jr.

Now, they want to celebrate that success with those who made it possible.

"We are launching a one-year anniversary sale for the fourth quarter of 2021," Vince said. "It kicked off on October 1st and runs through the end of the year. We're doing a buy one, get one 50% off on all abrasives and filter products. So, if someone is going to be purchasing Sia sanding sponges or Paint Pockets booth filters, it'll be buy one and get the second one 50% off."

They hope it encourages customers who haven't tried ordering equipment from Accessa to give it a try.

"We still have a fairly large portion of our customer base who haven't gone down this path yet – whether it's because they still have too much quantity of the current product they're using or they just haven't made the upgrade," Vince said. "We hope this will incentivize them to do so and at the same time, reencourage existing customers to take advantage."



Just like the other products Accessa offers, high quality equipment makes a difference.

"These products affect the finished part, but they also support the whole process. If they have good filters and are changing them regularly or using quality abrasive products – it will have a direct effect on the entire operation," said Vince. "It goes back to our slogan, which is to improve the customer's product and their bottom line."

JEREMY VICSEK CELEBRATES 30 YEARS WITH ACCESSA

For Jeremy Vicsek, Accessa isn't just a job, it's a family – one he's known for most of his life.

"I came here back in August of 1991, two weeks out of high school," he said.

He started out color matching and making stains. Today, he's in shipping and receiving, but over 30 years – he's pretty much done it all.

He enjoys the job, but it's the people that have kept him there.

"They treat me like family. I know Vince Senior and he was like a father to me. I have a lot of respect for that guy. I wouldn't be where I am today if it wasn't for him," he said. "And Vince Junior and Joe, they continue to take care of me."

Following in his father's footsteps is what brought Vicsek to Accessa in the first place.

"My dad was here for many years as a salesperson selling automotive paint and stuff."

Long-term employees are rare in today's business environment. Still, it's something they try to foster at Accessa.

"We are honored that Jeremy has chosen to be a part of the Accessa team for over three decades and we appreciate everything he does for us," said Vice President and Principal Vince Todd, Jr.

For Vicsek, work is life.



"I'm a workaholic," he said. "I like to work."

Along with working fulltime at Accessa, he has two other jobs he works on the side.

"I work here from 7 until 3:30 and leave here and cut five yards every day."

On the weekends, he works as a DJ.

He does plan to retire someday and split time between his place in Florida and his home on Tippecanoe Lake.

But he's not sure he'll ever stop working completely.

"It's probably in my blood to keep working. I'll have to find something."

Congratulations on 30 years, Jeremy!

NETWORKING



↑ A portion of Team Accessa at the AWI-Chicago golf outing in June.



In August, Marc Cardarelli, Kevin Fine, Chad Purdy, and Vince Todd, Jr. represented Accessa in the Western Michigan chapter of the **Chemical Coaters Association International (CCAI)** scholarship golf outing.

A good time and a great day!

On September 30th, Accessa teamed up with the Heroes Foundation to beat cancer. Four teams of golfers participated in the 5th annual **Swing4Heroes Pro-Am Golf Tournament** at Highland Golf and Country Club.

The 6th annual Swing4Heroes Golf Tournament will be held on **September 29, 2022**. For more information, call 317.983.6580 or email contactus@heroesfoundation.org.

COMING SOON



Sherwin Williams

WHAT'S HOT IN 2022?

Our annual report previews consumer trends in coatings, colors, and designs for homes and offices in the coming year. When your customers ask for the latest trends, you'll be ready. It's arriving soon to your inbox. Don't miss it!