

THE CONSULTANCY

Spring /Summer 2022

ALWAYS FINISH STRONG

COUNT ON ACCESSA FOR
YOUR COATINGS, EQUIPMENT,
AND CHEMICAL NEEDS



**STREAMLINE EQUIPMENT
PURCHASES**



**ELECTROSTATIC IN
BEAUTIFUL MIAMI**

ACCESSA

PRESIDENT'S MESSAGE:



**"DIFFICULT TO SEE.
ALWAYS IN MOTION
IS THE FUTURE."**

Winter weather is breaking, spring is in full bloom, and warmer days are fast approaching. Someone once told me that time flies faster and faster as you get older, and I'd have to agree with that statement.

Looking back on 2021, it seems like the year passed in a matter of a few months. Like us, many of our customers had a record-setting year thanks to unbelievable demand. Our team put in a Herculean effort to maintain inventory of raw materials, finished goods and packaging materials. And navigating disruptive logistical issues became a daily routine.

Despite the stress and anxiety of the frenetic pace, the Accessa team rose to the challenge for our customers.

For manufacturers of all sizes, the first quarter of 2022 trended similarly to the prior year but with an added steroid shot. Strong demand persists, which is great. Inventory shortages still linger ... not so great. What does the future hold? That is a difficult fortune to tell. As the wise Jedi Master Yoda once said, "Difficult to see. Always in motion is the future."

Yoda's wisdom seems fitting since the day-to-day state of business is so turbulent. One constant we've found is the hard work of the Accessa team.

As I try to teach my kids about school, sports and life in general, success is all about three things: Effort, hustle and attitude. These key elements are present throughout the company, and I'm proud to brag about that. The future for Accessa and its team will be predicated on this mindset and its resulting behavior.

To protect our commitment to a "WOW" customer experience, we are actively recruiting and hiring additional teammates over the course of 2022 and will continue into 2023. All functions will see new faces including sales, tech support, customer service and production. Providing reinforcement to our existing team is essential for today's business and to support our customers' growth in the coming years.

The future is determined in part by the motion of the present, so Accessa will propel itself forward to greater success. Effort. Hustle. Attitude.

Sincerely,

Joe Todd, President, Principal

THE ACCESSA TEAM

MEET OUR NEW HIRES



JEFF SMEAD
Hired in January 2022
Coatings Consultant
Elkhart, Indiana branch



CODY ROGERS
Hired in April 2022
Production Associate
Elkhart, Indiana branch

HITTING THE ROAD WITH MARC CARDARELLI



Marc Cardarelli has put 18,000 miles on his trusty 2013 Kia Sorento since joining the Accessa team in August 2021.

Although Chemicals Consultant Marc Cardarelli is based out of Accessa's Millersburg, Ohio, location, his real office has four tires and gets 25 mpg. Marc serves about 45 customers in Ohio and parts of Michigan, Indiana, Kentucky, Pennsylvania and New York. Since he joined our team in August 2021, he has put 18,000 miles on his car. We caught up with him near Buffalo, NY.

"I don't care where you're located, I'm going to get there as fast as possible. If a customer is in trouble and has to have a chemical, they know they can call me personally. Customer service, to me, is the most important thing. That's how you earn trust," Marc said.

When necessary, he's the guy who pushes to make sure an industrial manufacturer or job shop can keep a line rolling or meet a tight deadline. Inside these businesses from five to 70+ employees, there are powder coaters treating steel and aluminum, a customer who specializes in gear shafts and another who makes glass.

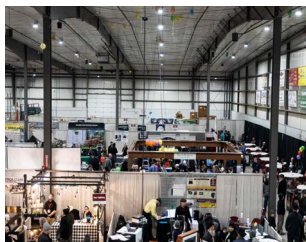
In addition to hustle and a customer-first attitude, Marc applies a background in chemistry to troubleshoot challenges. He spent 40 years in the rubber and plastics industry, starting as a lab technician before moving into process engineering and supervision. Marc then applied his technical experience to roles in sales and management.

One of the most common issues his customers face today is price volatility, a pain felt throughout every industry in every part of the U.S. right now.

"Pricing is competitive. Accessa tries to create as much pricing stability as possible for customers," he says. "Trouble finding truckers or raw materials can also impact availability. When I know what's coming down the pike, I take that information to my customers so they can make informed decisions." They often purchase reserves so they don't risk lost production.

When Marc isn't on the road, he's at home with Kathy, his wife of 36 years. Together they have three grown children. When we talked, his car was still skimmed with salt from Michigan highways. He was looking forward to getting home to putz in the garden and watch some sports before getting back on the road Monday morning to serve Accessa customers.

THE ACCESSA TEAM



ACCESSA GETS BACK TO LIVE EVENTS

After a 12-month break from expos and live events, it was great to visit with you again and introduce Accessa Equipment. Accessa customers already need products like sanding sponges and filters, and now they can streamline ordering by getting them from Accessa when they place a coatings or chemical order.

On January 28 and 29, Accessa joined more than 200 vendors to talk to customers and prospects at the 21st Annual **Midwest Tool Expo** at the Michiana Event Center in Shipshewana. *(top photo)*

In February, Accessa reps met peers and customers at the three-day **Mt. Hope Showcase**. The event in Millersburg, Ohio, featured vendors of all types, including heavy equipment, sawmill, woodworking and construction equipment, and more. *(middle photo)*

Also in February, we set up shop in Odon, Ind., at the **Daviess County Construction Show**. There we joined manufacturers and distributors catering to any and all construction-related or home designing and finishing contractors and DIYers in the Daviess County area. *(bottom photo)*

OPERATIONS

UPCOMING DATACOLOR ADVANCES IN COLOR MATCHING & SPEED

Ever since the first shipment of DataColor spectrophotometers arrived at Accessa in 2016, our color-matching performance has only gotten better. Today, lab technicians in every Accessa branch use a DataColor machine.

In mid-2022, we will begin to introduce new software into each of these spectrophotometers. This addition will make it possible for our team to match colors with even more speed and accuracy.

DataColor products ensure accurate formulation of solid color matches and quality control for paints. This equipment allows us to meet coatings customers' needs more fully and keep Accessa quality standards high.

**WE'RE
HIRING**
JOIN OUR TEAM

ACCESSA AVAILABLE POSITIONS

Do you know someone who would make a great addition to the Accessa team? Job descriptions are available on the News section of our website (accessa.com/news). Candidates can send a resume to jobs@accessa.com.

- ➔ Customer Service Representative – Denver
- ➔ Technical Chemicals Consultant – Midwest
- ➔ Chemicals Consultant – Midwest
- ➔ Coatings Consultant – Chicagoland
- ➔ Lab Technician – Arthur, IL
- ➔ Production Associate – Denver

WATER-BASED COATINGS SPILLING OVER INTO MAINSTREAM

ICA's FAB1069EC is a single-component opaque (white), water-based basecoat. It has excellent body and drying properties, and good sanding and vertical adhesion. This high-solids product has been developed to be topcoated with many of ICA's waterborne, solventborne and waterborne UV cure products.

This product has become more popular as water-based coatings are turning a corner. With the increased demand, technology has taken off, and product quality has followed.

Compared to solvent-based alternatives, ICA-FAB1069EC is a great option when it comes to people's health. It is lower in fumes and VOCs, and contains no formaldehyde.

Because ICA-FAB1069EC can be topcoated with water- or solvent-based topcoats, if you're stair-stepping away from solvents, this product is a great move toward using more water-based solutions.

If you're worried about durability, don't be. ICA-FAB1069EC's durability is phenomenal. If you're concerned about dry times, please contact us. You can make slight adjustments to your process to manage that concern, and we are here to talk to you about approaches that can work for you. And finally, we've gotten questions about how water-based stains look on wood. Research and development dollars are heavily focused in this area right now, and stains are curing with much better clarity.

SOME PRETREATMENT PRODUCTS FADE OUT PHOSPHATES

Henkel MIL-DTL-TT-C-490 approved metal pretreatment products can be used to meet the requirements of MIL-DTL-TT-C-490 and are listed on QPL TT-C-490 approved product list for Type III and Type IV pretreatments.

Not too long ago, it was only the larger manufacturers that used nonphosphate pretreatment chemicals. But that is changing as nonphosphates are becoming more widespread across the board.

Henkel offers five Bonderite pretreatment products that are phosphate free and proven in the field. These products are more environmentally friendly and create less waste than traditional iron phosphate products. These products are just as effective and in many cases more effective than products containing iron phosphate.

COUNT ON ACCESSA FOR THE BIG AND SMALL THINGS

It's our job to make sure you have what you need to do your job — and that doesn't stop at high-grade Coatings and Chemicals. Through Accessa Equipment Solutions, it's now easier for you to buy the sundry items your team counts on to keep your line running and your shop humming.

When you place your next Coatings or Chemical order with Accessa, simplify your purchasing by ordering items you use every day, including:

- ➔ Abrasives
- ➔ Filters
- ➔ Gloves
- ➔ Rags
- ➔ Tapes and Maskings
- ➔ Various Production Aids

Count on Accessa to make sure you're well equipped with equipment comparable in quality to the Coatings and Chemicals we stand behind. [Visit **accessa.com/equipment** to browse hundreds of products.](https://www.accessa.com/equipment)

ACCESSA IN THE FIELD



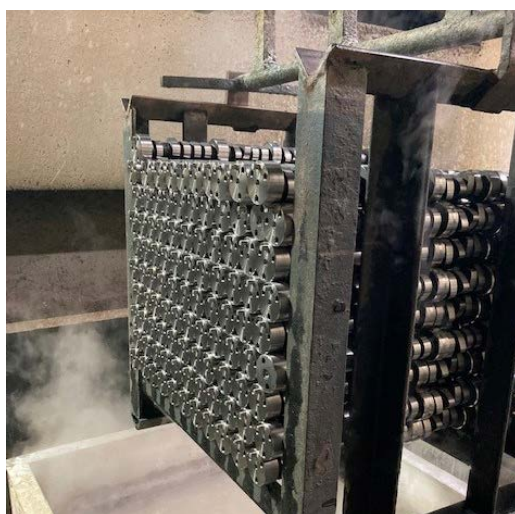
WELCOME TO MIAMI AND BEAUTIFUL ELECTROSTATIC APPLICATIONS

Specialists in electrostatic painting, WJAB Enterprises in Miami, Florida, can even make an outdoor generator look good. But we'd prefer to relax under the rooftop pergola. Accessa's Perfection Electrostatic Paint and this team's high-quality performance ensure the finish will look great for many years, even under salty, sunny conditions.



THE BUGATTI OF FILTERS HAS A KANGAROO ON ITS PACKAGE

Not every job needs Paint Pocket overspray arrestor pads. But if you're looking for 99.43% arrestance efficiency, they're a great product to consider. The manufacturer's promise is that these pads hold 5x more overspray than other filters and that using them can cut your filter changes by 80%. For dozens more filter types and other products, check out Accessa Equipment Solutions (accessa.com/equipment).



GET YOUR MOTOR RUNNING!

An Accessa Chemical Solutions customer that manufactures camshafts for the automotive industry recently discovered contamination issues in its system. We helped diagnose the problem and developed a solution that included adjusting the tank temperature, tightening the spec on titrations, some deep cleaning, and a revised chemical process. There's no slowing down on Accessa's watch!

ACCESSA JOINS INDIANA MANUFACTURERS ASSOCIATION



Formed in 1901, the Indiana Manufacturers Association is the second-oldest manufacturers association in the country. Manufacturing employs more people and contributes more to Indiana's GDP than any other industry. The Indiana Manufacturers Association, representing more than 1,100 companies, advocates for a business climate that creates, protects and promotes quality manufacturing jobs. Accessa is proud to be a new member supporting these goals.

ARCHITECTURAL WOODWORK INSTITUTE (AWI), CHICAGO CHAPTER

Accessa has attended and sponsored two AWI Chicago chapter events since November 2021. These events are a great way for us to support AWI chapters within our territories, and enable us to network with customers and prospects alike.

STANDING UP FOR THE CANCER COMMUNITY THROUGH THE HEROES FOUNDATION

Cancer can impact anyone, a truth we know all too well here in the Accessa family. To support the cancer community in Indiana, Accessa has supported the Heroes Foundation since Accessa Vice President & Principal Vince Todd, Jr. founded the nonprofit in 2001 after his first bout with the disease. Accessa is a key sponsor for Heroes' fundraising events throughout the year.

Fit4Heroes — This spring more than 10 percent of our Accessa team participated in the Heroes Foundation's Fit4Heroes campaign. Their participation was instrumental to the \$67,000+ raised for the Indiana cancer community! Fit4Heroes is a two-month fitness campaign where cancer fighters of all ages, near and far, get active in support of Hoosiers affected by cancer.

An Evening With Heroes — Several members of the Accessa team traded their tees for ties to attend the January 2022 An Evening With Heroes gala. The 22nd annual event in Indianapolis featured local heroes sharing their cancer stories, a live auction and music by The Impalas. In all, the event raised \$445,000 to aid the Indiana cancer community.





THE INDUSTRIOUS PODCAST WANTS YOU!

Do you have a perspective or experience you'd love to share with a larger audience? Maybe you're a leader in your family business or are navigating 2022 while leading a small industrial company. Does someone in your company have a gift for gab and industry knowledge?

Please contact us about being a guest on the Industrious Podcast, hosted by brothers Joe Todd and Vince Todd, Jr. **Email Tara at tholcomb@accessa.com for more details.**

The Accessa team has produced 15 episodes of the Industrious Podcast. All of our episodes are available on Accessa's YouTube channel or wherever you get your podcasts. Missed a show? Check out the latest episodes [here](#).

Episode 15: Scott Dunstan, President of Dunstan Group, shares his small business evolution and entrepreneurial motivation.

Episode 14: Chris Wallis, Director of Membership Development for the Indiana Manufacturers Association talks about worker-related issues companies are facing in Indiana and beyond.

Episode 13: Darren Christiaens, sales manager for ICA Group North America, shares the latest technology and benefits of water-based coatings products.

Episode 12: Lauren West, Director of Global Color and Design for AcromaPro, breaks down home design trends, and how business and home needs have shifted in the wake of COVID-19.

Episode 11: Vince Todd, Sr. joins his two sons to talk about the evolution of the family business.

Episode 10: 2021 Year In Review