

THE CONSULTANCY

FALL/WINTER 2022

Accessa Is Now in Pittsburgh

EXTENDING A WARM WELCOME TO CUSTOMERS
AND FRIENDS OF CLARK DECO

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ACCESSA



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MEET BRANCH OPERATIONS
SUPERVISOR JASON WILLIAMSON



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REDUCE CARBON FOOTPRINT TO
INCREASE MARKETABILITY



Opening Message



Are all of your eggs in one basket?

On a recent visit to a facility in Pennsylvania amidst the integration of Clark Deco into Accessa ([see page 9](#)), a customer mentioned that he really tries to avoid having all of his company's eggs in one basket.

You can interpret how not to have all your eggs in one basket a few different ways. In his case, the customer was referring to two things: First, it's important to him to consider using different vendors for different coatings for the mixed uses they have in their facility. And second, he tries to vary the types of products they use so as to make sure they're using the right product for the intended purpose.

"We couldn't agree more," I told him.

This response came across as a bit of a surprise to most in the room. However, we agree because we practice this shared belief on behalf of our customers.

What do I mean? Our reps are consultants, not just salespeople. This means that they get under the hood to understand each customer's business, and when it's in the best interest of the customer, this oftentimes

means providing proposals that include different types of products and/or products from more than one manufacturer.

Because we always keep the customer first, we do not distribute just one type of coating from just one manufacturer. This has been an Accessa principle for years.

I went on to explain this to the customer, and shared how the blending of Accessa and Clark Deco will elevate our capacity to provide this consultative service to him and his company. As we parted, the customer said he really felt good about things and appreciated not just getting to know us, but also to better understand our approach to the market, how we strive to partner with our customers, and what that means for his business.

While we understand it's impossible to be everything to everyone, Accessa consistently works to put ourselves in our customers' shoes and learn their business so we can offer them choices to make their operations run more smoothly and profitably. By doing so, we're more confident our customers never feel like they're putting all of their eggs in one basket.

Sincerely,

Vince Todd, Jr., Vice President, Principal

Repping Accessa in 2023

Team Accessa will be represented at the **Midwest Tool Expo & Auction** in Shipshewana, Indiana, on January 27-28; the **Mt. Hope Showcase** in Millersburg, Ohio, on February 16-18; and the **Daviess County Construction Show** on February 24 and 25. We look forward to reconnecting with you, so stop by to say hello!



Indiana Manufacturers Association Events

The Indiana Manufacturers Association represents more than 1,100 companies — including Accessa — and advocates for a business climate that creates, protects and promotes quality manufacturing jobs.

The Indiana Manufacturers Association's Political Action Committee hosted its annual **IMPAC Golf Outing** in June 2022 at The Links at Heartland Crossing, in Camby, Indiana. The Accessa team finished third behind VonLehman & Company (first place) and BCI Solutions (second place). (We'll get 'em next year.) (Pictured: Vince Todd, Jr., Chad Purdy, Kevin Fine)



The IMA teamed up with the Indiana Chapter of the National Tooling and Machining Association and the Precision Metalforming Association to host the **Indiana Manufacturing Supplier Expo** on August 26 in downtown Indianapolis. The inaugural event drew more than 250 attendees and exhibitors. The event allowed IMA members to network and get a close-up look at what is new and evolving in the manufacturing industry. (Pictured: Kevin Fine, Marc Cardarelli, Chad Purdy)



Architectural Woodwork Institute Golf Outing & International Woodworking Fair

Accessa has attended and sponsored several **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. The June 2022 event took place at St. Andrews Golf Club in Chicago. (Pictured: Vince Todd, Jr., Les Yoder, Chad Purdy)

In October 2022, Accessa attended the **International Woodworking Fair** in Atlanta. The event is North America's largest woodworking technology and design trade show and conference and a top destination for the global woodworking sector.



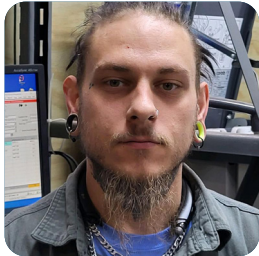
Swing4Heroes

As long-time supporters of the **Heroes Foundation**, Accessa employees spent a day on the links during the 6th Annual Swing4Heroes Pro-Am Golf Tournament on Sept. 29, 2022, at Highland Golf & Country Club in Indianapolis.

The Heroes Foundation's mission is to provide meaningful support to cancer patients, education to promote cancer prevention and resources to advance research for a cure. (Pictured: Kim Roth, Vince Todd)

New to Accessa

We extend a warm welcome to the former Clark Deco team members in Pittsburgh who are now part of Team Accessa.



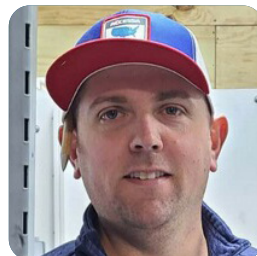
Nikko Atkins
Production Associate



Cristabel Clark
Transition Associate



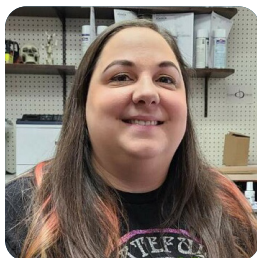
D.C. Clark
Integration Manager &
VP Accessa Marketplace
Solutions



Gil Dreger
Branch Operations Supervisor



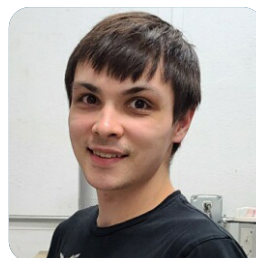
Winston Lindo
Lab Tech/Production



Allison Lux
Customer Service Concierge



Anthony Sallo
Shipping/Receiving



Chad Slavin
Lab Manager

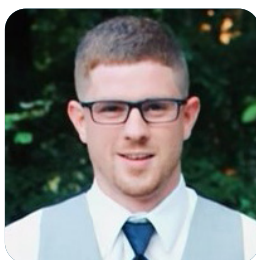
Sarah Broz
Customer Service
Concierge

Beryl Wingenroth
Lab Tech/Production

Welcome to Our New Hires



Frank Barker
Hired in January 2022
Production
Denver, Colorado branch



Jarrett Brey
Hired in May 2022
Coatings Consultant
Jasper, Indiana branch



Morgan Lello
Hired in August 2022
Production
Elkhart, Indiana branch



Christine Knutson
Hired in September 2022
Customer Service
Denver, Colorado branch



Holly Mast
Hired in October 2022
Production
Elkhart, Indiana branch

Using His Experience to Accessa Customers' Advantage

Jason Williamson



Jason Williamson has stood in Accessa customers' shoes. He has experienced the pressure of a deadline and understands how missing one has a ripple effect up and down the line. He knows the frustration that imperfections in a finish or unexpected inventory issues can cause.

For all of these reasons, the Branch Operations Supervisor and Technical Consultant in Millersburg, Ohio, works hard to keep his customers working effectively and efficiently.

"If you're in the middle of a job, and you don't have enough product to finish it, we will pretty much drop everything to get more to you," Jason says. Making sure finishers have the products they need to do their jobs well and on time is job No. 1 for Jason.

Just as important is problem-solving in the field. Most recently, an Accessa customer spraying cabinets was getting runs and orange peel in his finish. Jason connected the issue to the system's air pressure setting and helped the customer optimize both his sealer and primer/topcoat systems.

His real-world expertise is rooted in a long career in the coatings and chemicals industry. Jason started around 1999 on the metal side of the business with sandblasting and painting, including natural gas pipelines and gas stations. He then shifted his focus and expanded his knowledge to wood finishing, which he did for about five years before joining the Accessa team in November 2019.

"What's nice about having the experience is that with newer customers, you're passing that knowledge on to younger people. Accessa's products are second to none,

and with our knowledge, it's a winning combination for customers," Jason says.

Even established customers can learn new tricks. When a man who has had a shop for 20 years was getting fish eyes in his wood finish, Jason helped him figure out it was due to the sprayer's in-line filters, which separate oil from the air. The filters were full, causing the nasty fish eyes to form. The frustrated man didn't realize his sprayers had these filters — a simple fix that Jason helped him pinpoint so he could get back to work.



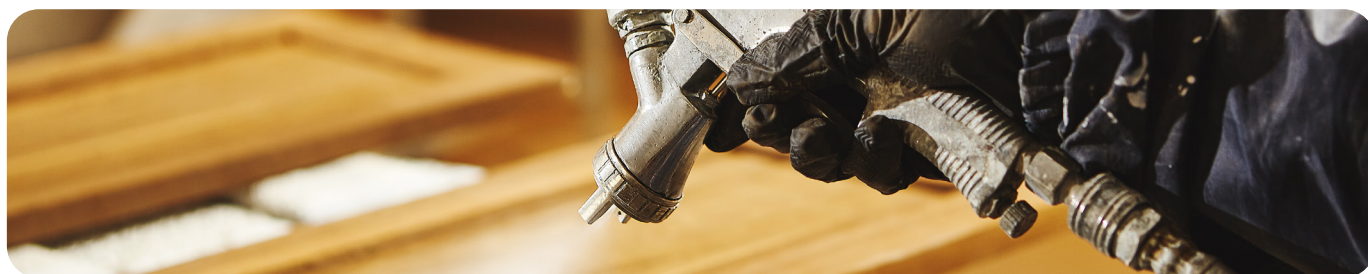
For anyone thinking about joining the Accessa team, Jason is encouraging.

"It's a joy to come to work. It's so much like family. Honestly, it's the best job and atmosphere I've ever had. I would bring my family to work here."

Prioritizing family is important. The married father of three lives in Warsaw, Ohio, and has coached his daughters in softball for 15 years. The family rides horses, and he taught his kids about painting. His oldest daughter, now 22, is responsible for quality control at a cabinet business, and his 18-year-old daughter and 15-year-old son have helped him on painting projects at home.

Jason looks out for his customers so they can focus on more than work, too. Finishers are up against a lot of pressure and finicky variables. The last thing they need is to run out of product or wrestle with application issues. People at Accessa like Jason keep these customers moving.

"You have to get the win at the end of the day. If they're behind, you have to help them. That's what we're here for," he says.



Accessa's Hydraphlex

Hydraphlex AT and Hydraphlex EF are 1K water-based urethane coatings that can be applied to heated in-mold tools and post-mold applications. These Hydraphlex products require no post-bake, have excellent processability, and excellent weathering and physical properties. Hydraphlex solids are higher than comparable coatings. Plus, Hydraphlex AT is automotive approved!

For many Accessa customers, Hydraphlex is a solid choice that will hold up and prove its worth. Hydraphlex EF has great fusing qualities and greater elongation. Hydraphlex AT is more robust in terms of chemical and physical performance, yet still flexible. We are happy to walk you through each of these products to assess how Hydraphlex could work for you. *(For a Hydraphlex customer story, go to page 10.)*

Hydraphlex comes ready to spray. If a slight amount of reduction is needed, use a very small amount of water. The cure is a function of time, temperature and film build. Hydraphlex coatings dry purely by water and co-solvent evaporation, and dry in a few minutes at 70°F, even faster with heat and/or air movement.



AcromaPro's Akva Line™ 8000

Akva Line™ 8000 Series Clear and White Acrylic Topcoats from AcromaPro are high-performance waterborne acrylic systems for use on a wide range of wood substrates. These next-generation waterborne systems offer exceptional flow and leveling, and very good dry times. Designed as self-seal topcoats offered in multiple sheens, these systems provide extremely durable finishes meeting KCMA test performance and chemical resistance requirements.

A differentiating feature of both of these Akva Line Topcoats is their ability to be applied over a broad range of ambient temperatures without the need for traditional accelerators or retarders, as they adapt to warm or cold climates, maintaining consistent viscosity.

The Akva Line system primer, **Laqva Prime Universal ES**, is a fast-drying, easy to sand, waterborne acrylic primer designed for spray application for use on interior wood products such as kitchen cabinets, residential furniture and architectural millwork. This high-solids primer is designed to be topcoated with waterborne, solvent-borne, and waterborne pigmented UV cure technologies.

Laqva Prime Universal ES is a lower-VOC alternative to traditional solvent-borne catalyzed primers without potlife concerns or the need for additional reducers for application. This high-performance primer has no reportable VHAPS and is UL GREENGUARD Gold Certified for low chemical emissions.



Reduce Your Carbon Footprint to Increase Marketability

Many of us who rely on coatings and chemicals to carry out our jobs already use fewer petroleum-based products. That's great news because emissions standards continue to grow more stringent, and reducing VOCs is better for your team's health and the environment. And while there might be lingering concerns about the quality of waterborne products, research and development around them continue to advance. Here, we'll take a look at how we got here and where we're going.

Turning Points Toward Protecting the Environment

In 1966, Los Angeles instituted Rule 66 in an effort to battle rampant air pollution, a policy limiting VOCs in coatings and solvents.

In 1970, Congress passed the Clean Air Act at the height of the national environmental movement. The new standards sought to reduce the amount of HAPs (hazardous air pollutants) produced by factories and businesses.

The impacts to protect the public health and the air we breathe have been widespread throughout the coatings industry, from how spray paint booths are made to what type of coating consumers want on their kitchen cabinets.

Congress made major revisions in 1977 and 1990 designed to improve the effectiveness of the CAA and to target newly recognized air pollution problems such as acid rain and damage to the stratospheric ozone layer.

The government updated the CAA again in 1990, adding a list of 189 toxins that had to be reduced in the environment. At the same time, the Environmental Protection Agency listed pollution sources by area and indicated which carbon compounds didn't produce smog, and were thus exempt from VOC regulations.

In 1992, Glidden Company produced the first VOC-free coatings. They cost more than conventional coatings, and consumers largely ignored them.

On November 16, 2009, the EPA finalized national emissions standards for toxic air pollutants coming from manufacturing facilities that produce materials such as paint, ink or adhesive. Affected facilities were required to operate a particulate control device; use management practices to control volatile air toxics; and implement monitoring, recordkeeping, and reporting practices.

The current version of the CAA provides explicit air pollution guidelines and standards for solvent use and surface coating industry in 22 categories.

U.S. Demand is Imminent

Representatives at ICA Group say that while U.S. businesses have been slower than those in European countries to adopt more sustainable products, the shift is imminent. ICA is the innovative Italian manufacturer Accessa relies on to provide many of the high-quality wood coatings our customers use.

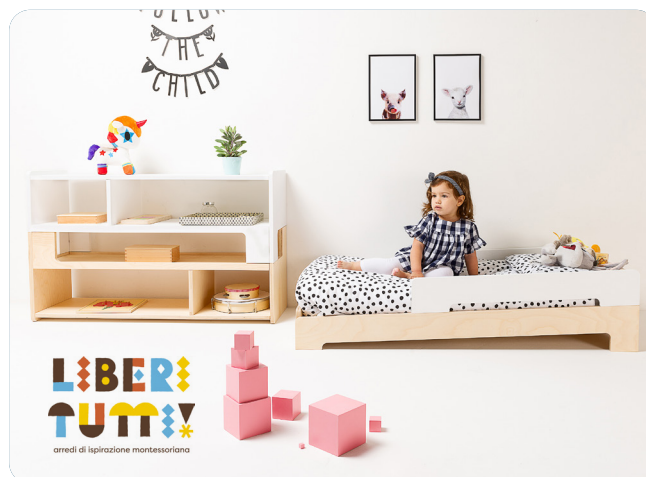
Their market research shows that demand for renewable chemicals is expected to surge in North America between 2021 and 2028. Fueling this demand are factors such as the increased use of sustainable products, emergence of low-cost feedstock, and innovations in the bio-based sector.

For their part, ICA is betting big on bio. Bio-based chemicals are derived from biomass or biological origin sources such as corn, sugar, cellulosic feedstock, and biodegradable waste. ICA's BIO coatings are a new formulation of water-based coatings for wood and glass with recycled raw materials and through a production cycle with a lower environmental impact.

The drop in petroleum sources coupled with rising pollution levels are leading industries to seriously consider bio-based products, but high costs will prevent many companies from adopting them at first. "Currently, the technological changes required for the large-scale production of biologically derived products are huge," ICA reports, citing Fortune Business Insights.

Globally, the bio-based chemicals market size was \$73.16 billion in 2020, projected to grow to \$144.63 billion by 2028. And Europe, which can be used as a barometer for what's coming to the U.S., has recently experienced a decline in demand for conventional chemicals, while demand for lower-VOC, sustainable chemicals by the building/construction and automotive industries has grown.

The market for bio will make it to the Midwest in the near future. In the Indianapolis and Elkhart, Indiana, areas, for example, ICA projects a CAGR of 10%-15% until 2028 for bio-based industrial wood coatings, with estimated market values doubling in 2028.



Children's furniture manufacturer Liberi Tutti! promotes its safe coatings as a big advantage.

Companies Can Make "Green" Their Differentiator

For proactive Accessa customers, these trends can be an opportunity to make "green" a market differentiator before it's required. One ICA customer that is using organic to their advantage is children's furniture manufacturer Liberi Tutti!

Liberi Tutti! furniture is designed to promote a child's freedom and independence. When choosing the right paint for this very child-friendly furniture, it meant coatings that are free from harmful substances. Liberi Tutti! uses only trusted carpenters with certified quality materials. For the topcoat, they use an ICA organic water-based coating rated A+ based on indoor emissions testing, and therefore "free" from harmful substances.

These coatings are made with non-toxic, eco-friendly renewable raw materials derived from vegetable substances, are very resistant to stains and do not emit unpleasant odors that could disturb children.

Being able to promote these features gives Liberi Tutti! a market advantage to target parents and consumers who value sustainability.

Let's talk about how you can use more environmentally friendly coatings and chemicals to your advantage. Contact us to get started.

FEATURE

Accessa Welcomes Pittsburgh Firm Clark Deco to Its Expanding Team



On October 3, 2022, Accessa announced that it had acquired Clark Deco in Pittsburgh. This exciting, strategic decision is consistent with our continued

growth, which most recently included the addition of Accessa Equipment Solutions to our suite of products and services, facility expansions in Central Illinois and Ohio, and business acquisitions in Chicago and Denver.

This most recent deal allows Accessa to reach customers farther east. Clark Deco has been selling high-quality coatings and related supplies to the greater western Pennsylvania and northeastern Ohio markets, and beyond, since the 1950s.

Accessa will continue Clark Deco's tradition of providing excellent customer service and support while working further to enhance these traits and its many fine product offerings.

"This is exciting for our entire team. As we continue to expand, we're humbled to have this opportunity. The employees of both companies understand the value of acting as consultants for customers so they can make the best choices. This shared mindset and commitment to providing top-shelf products made this a natural fit," said Accessa President and Principal Joseph Todd.

Clark Deco President D.C. Clark (pictured left) has joined the Accessa team as Integration Manager and Vice President of Accessa Marketplace Solutions, and the company's customer-first Pittsburgh staff has also come on board.

"The relationships I've developed over the last 12 years through Clark Deco mean a lot to me. I look forward to continuing to serve these customers and supply sources more comprehensively as part of the Accessa team," D.C. said.

Clark Deco dates back to the 1950s, operating under the name Decorative Metals. In the '80s, Clark Deco Moldings was formed by acquiring assets and employees who used to run Decorative Metals. Under this new ownership, the focus shifted away from metal moldings and began supplying local hardware stores. However, when the big box stores emerged on the scene, the company transitioned into a specialty distributor, supplying the woodworking and cabinet industry.

In 2010, the company came under new leadership, that of D.C. Clark. Led by his energy and drive, Clark Deco expanded its wood coatings department. As a result, they saw triple-digit increases in sales and grew an even stronger team to support that growth.



An operator at the Fi Company sprays Hydraphlex, a more sustainable option to traditional solvents.



The Fi Company's Experience Lowering VOCs With Hydraphlex

We've all heard concerns about waterborne coatings: They're more challenging to work with and take too long to dry. They're less durable. And the big one: **They're too expensive!**

But technology has improved, giving many companies the confidence to test out and validate more sustainable coatings.

The Fi Company was using a solvent before switching to a water-based paint in an effort to lower their VOCs and avoid frustrating supply issues. The Seattle-based business has four state-of-the-art facilities that include over 350,000 square feet in design, prototyping, fabrication, manufacturing, distribution and storage space.

The first more sustainable product they tried wasn't a good fit in the long run, says Larry Ball, production manager at Fi. It was difficult to maintain with Fi's reaction injection molding system — drying like concrete and

clogging up lines and guns. Plus, the product was designed to be constantly circulated and mixed, which wasn't practical for Fi. It even caused drum pumps to break.

The 20-year Accessa customer then got turned on to Hydraphlex. So far, Ball says they've had no difficulties integrating it into their system, and it's performing well.

"We're getting better cosmetics on the parts coming out of molds — even compared to the solvent-based coating — and it's healthier for employees to use," he says. Those parts include things like plastic rims for slot machines, footrests and exercise machines.

He concedes that the previous water-based coating was cheaper, but with that product, his team spent a lot of time babying the system to make it work. Hydraphlex has also cut the time and effort Ball's team has to spend on post-moulding work to make parts look their best.

The Fi team likes Hydraphlex so much that Ball recently had a new batch of Hydraphlex color-matched for a new project. In a nutshell: "The parts went from having to do a lot of post work and special care with the model, to the parts coming out looking perfect." (*For Hydraphlex product information, go to page 6.*)



Team Accessa Levels Up Pretreatment Knowledge

In May 2022, Kevin Fine and Chad Purdy (pictured above), and Marc Cardarelli (not pictured) attended training at the Henkel Adhesive Technologies facility in Madison Heights, Michigan.

"As a Henkel Champion Distributor, we're able to bring what we learned back to our partners in the field, to provide them with the best solutions for their needs," Kevin said.

Over the course of three days, the Accessa teammates learned more about Henkel's pretreatment chemistry and the proper application and use of these chemicals.



Getting Gritty With Long-Lasting Sia Abrasives Sponges

Accessa's product line for sanding sponges features high-quality materials that outlast the competition. This is very important because the longer the sponges last, the quicker you can complete your job. This is a value add that our customers say is a big advantage. The Sia Abrasives line comes in a variety of grit sizes and quantities to fit any project.



Stay tuned for exciting updates!

Latest Recaps From the The Industrious Podcast

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Episode 21 Belco Sales & Marketing Specialist Lindsey Boyle shares her journey from high school history teacher to learning the trade of her family's finishing and aluminum extrusion company. Plus, get her advice for growing your business in the digital age.

Episode 20 Chris Hendricks, President/CEO of Duncan Supply Company Inc., shares his evolution in joining a fourth-generation family business, and talks about supply chain and employee constraints in the pandemic era.

Episode 19 Mike Bogers from The National Bank of Indianapolis comments on the current economic climate and the one piece of advice he has for business owners today.

Episode 18 Brothers Joe and Vince enjoy some summer R&R in Tuscany. Listen in for a mid-year Accessa report, as well as small business and family business musings from their conversations with Italian locals. Salute!

Episode 17 Vince chats with Kevin Fine, Sales and Business Development Manager for Accessa's Eastern territory. Kevin talks about his New Jersey and deep Rutgers University roots, and what he thinks sets Team Accessa apart from the rest.

Episode 16 Steve Edens, Business Development Manager for the light metals product line at Henkel, shares the latest news from the light metals industry and talks about the repercussions of nationwide supply chain and labor issues.

OPERATIONS ---

Accessa Available Positions

Do you know someone who would be a great fit for Team Accessa? Please send them our way. Job descriptions are available on the News section of our website (accessa.com/news). Candidates can send a resume to jobs@accessa.com.

- **Chemicals Consultant – Greater Midwest**
- **Technical Chemicals Consultant – Greater Midwest**
- **Coatings Consultant – Pennsylvania**
- **Technical Coatings Consultant – Pennsylvania**
- **Customer Service Concierge – Pittsburgh, Pennsylvania**
- **Delivery Driver – Elkhart, Indiana**
- **Delivery Driver/Warehouse Associate – Pittsburgh, Pennsylvania**
- **Lab Technician – Pittsburgh, Pennsylvania**
- **Delivery Driver/Warehouse Associate – Millersburg, Ohio**