

# THE CONSULTANCY

SPRING/SUMMER 2023

Together  
We Go  
Farther

ON BUILDING A STRONG  
FOUNDATION FOR THE FUTURE



**ACCESSA**



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HOW SWITCHING MATERIALS LED  
TO BIG BENEFITS



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HOTEL INTERIORS + CAMSHAFTS  
+ OUR FAVORITE GLOVES



# Opening Message



**If you want to go fast, go alone. If you want to go far, go together.**

2023 has already been a year of challenges and change. Despite it all, we at Team Accessa have been laser focused on our

mission to provide the best possible service to our customers, both current and future.

Taking a long view, we have made strategic foundational updates that will help us remain steady and strong in an ever-changing landscape. These foundational upgrades are essential to long-term success.

Just like a house needs upkeep and maintenance to stay leak and draft free, companies need to periodically review processes and make sure their infrastructure is stable and ready for the future. From

software upgrades to building renovations, these types of investments might not be as exciting as launching a new product or service, but they're essential to keeping our company running smoothly and efficiently.

Another way we're ensuring that Team Accessa remains strong is by making strategic hiring decisions. We are growing our team with people who not only have knowledge and experience within our industry but also offer high levels of emotional intelligence and positivity. These qualities help us continue to serve our customers and offer the "WOW" experience that we value so much.

At Team Accessa, we are committed to providing quality products and services to our customers. With these foundational updates in place, we can continue delivering top-notch customer experiences far into the future!

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Todd".

**Joe Todd**, President, Principal



**COLORFUL FACT** School buses in the US are a shade of yellow that is right in the middle of the visible spectrum, which means our eyes can see the color even when it's in our peripheral vision. This makes school buses more visible to drivers and safer for children. — *Datacolor*



## UPCOMING EVENT

## Accessa is Bound for the Wood Pro Expo!

In the fall of 2023, Team Accessa will make its debut at the 10th Wood Pro Expo, produced by the Woodworking Network. With upwards of 1,200 people in attendance annually, the event in Lancaster County, Pennsylvania, is the largest professional woodworking industry conference and exposition in the Mid Atlantic and Northeast U.S.

"Our attendees can discover all that is required to run an informed woodworking business — from leading-edge technology to the latest in materials and supplies," says show manager Lewis Goldman.

Wood Pro Expo organizers expect 60-70 exhibitors from the U.S. and Canada to share their expertise and products. An estimated 53% of attendees travel 25-100 miles to attend, and 26% travel more than 100 miles.

The attendee base includes small and medium-sized shops as well as major operations. Located in one of the cabinet and furniture centers in the U.S., the event is also well attended by the local Amish community.

"The common denominator is that literally all of our attendees — and exhibitors — are involved in the professional woodworking industry," Goldman says.

***If you're in the area, come see us in Lancaster County on October 12-13 at the Spooky Nook Sports Center. We look forward to connecting with you!***

## Midwest Tool Expo & Auction



The 22nd annual Midwest Tool Expo & Auction shattered its attendance record on January 27 and 28 by an estimated 2,500 people. Accessa was there to talk shop with 14,000+ attendees, including woodworkers, construction professionals and metalworkers. More than 250 vendors attended the Shipshewana, Indiana event.

## Mt. Hope Showcase



In February, Accessa reps met peers and customers at the Mt. Hope Showcase in Mt. Hope, Ohio. The three-day event featured vendors of all types, including heavy equipment, sawmill, woodworking and construction equipment, and more. (Pictured are Steve Hershberger, Jason Williamson and Patrick Finn)

## Daviess County Construction Show



The third annual Daviess County Construction Show took place on February 24 and 25. Team Accessa joined 74 other manufacturers and distributors to talk to about 4,250 attendees, ranging from construction professionals and DIYers in the Daviess County area of southwestern Indiana. (Pictured are James Wedding and Jarrett Brey)



### An Evening With Heroes

Team Accessa has been a long-time supporter of the Heroes Foundation, which supports the Indiana cancer community on multiple levels.

On Jan. 28, 2023, Accessa representatives attended An Evening With Heroes to celebrate their commitment to fighting cancer and to help raise funds for this important cause. Gross proceeds exceeded \$500,000. Congratulations, Heroes Foundation!

*(Pictured are Vince and Cindy Todd with daughters Megan, Mia and a photo of Maddie.)*

## THE ACCESSA TEAM

### Welcome to Our New Hires



**Susan Russell**

Hired in January 2023  
Purchasing/Accounting Asst.  
Indianapolis, IN



**Michael Winn**

Hired in February 2023  
Technical Coatings  
Consultant, Accessa  
Marketplace Solutions  
Pittsburgh, PA



**Nicholas Curzi**

Hired in February 2023  
Delivery Driver  
Pittsburgh, PA



**Michael Walton**

Hired in February 2023  
Delivery Driver  
Millersburg, OH



**Oscar Vasquez**

Hired in February 2023  
Warehouse Associate  
Indianapolis, IN



**Carolyn Battle**

Hired in April 2023  
Accountant  
Indianapolis, IN



**Elizabeth Goodheart**

Hired in April 2023  
Customer Service Concierge,  
Accessa Marketplace  
Solutions  
Pittsburgh, PA



**Brandon Meister**

Hired in April 2023  
Lab Technician, Accessa  
Marketplace Solutions  
Pittsburgh, PA



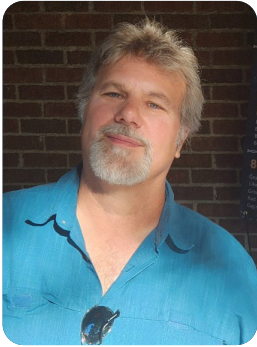
**Anton "Tony"  
Pavesich**

Hired in April 2023  
Chemicals Consultant  
Chicago, IL



## Introducing Denver's Jack of All Trades

### Frank Barker



Frank Barker joined Accessa in February 2022 primarily to work in the lab. But since then, he has proven himself to be valuable to the Denver team and their customers in more ways than expected.

"He has really stepped into a role that didn't exist," says

Les Yoder, Operations Manager at Accessa. "He shows up wherever he's needed, and I can't say how much I appreciate people like that. Frank has really stepped in and gone above and beyond."

He is now managing the shipping and receiving at the Denver office, Les says.

"I like the variety. It can be something different every day," says Frank, who previously spent 32 years in automotive coatings, painting cars, trucks and other vehicles. Accessa offers him more opportunities to gain new experiences.

In one day, he might match colors in the lab with teammate Colton Stone, make up bleach kits or drums of acetone in production, and ship products as far west as California. A lot of those West Coast orders are for customers ordering water-based products, particularly clear coats, to meet rigorous regulatory requirements.



*Frank built a blanket chest in his backyard woodworking shop.*

When he's not at Accessa, the father of five grown children enjoys time with his wife, Christie, and their three dogs. He also has a small shop in his backyard where he spends time woodworking. And what does he build?

"It depends on what my wife tells me to build," he says with a laugh. He's built all kinds of things, including bookshelves, picture frames, beds and cabinets.

We are proud to call Frank part of the Accessa team.

## PRODUCT WATCH



### ICA Water-Based BIO Coatings for Glass

#### **GPW1111T25BIO Single-Component Clear 25 Sheen Topcoat / GPW1111B25BIO Single-Component White 25 Sheen Topcoat**

These high-tech water-based monocomponent coatings for spray application on flat glass are formulated with resins from renewable sources. Their greatest advantages are outstanding quickness of drying and coverage.

The coatings get an A+ for Very Low Emissions from a regulatory perspective and can be pigmented.

The coated glass is stackable after 16-24 hours of dry time at room temperature. Using suitable systems, designed for the drying of glass paints, it will be possible to stack the product in a shorter time. Total drying at room temperature is 4-7 days, depending on the quantity applied. Using high-temperature drying cycles, it is possible to reduce the timing of subsequent processing (grinding). The drying time depends on the substrate, coat thickness, temperature, relative atmospheric humidity and ventilation.



## EDUCATION

# Changing Materials Leads to Immediate Advantages for Manufacturer

In the fall of 2022, a manufacturer of molded integral skin urethane products contacted Accessa to ask about our in-mold coatings. We learned a lot during that first phone conversation.

Every Accessa customer is different. Their challenges, needs and priorities vary. It's our responsibility to understand these things so that we can deliver the greatest value to them.

Not long after that first phone call with the manufacturer, we set up a time to visit their facility to learn more about their company, products and processes. Between these two conversations, we became much more aware of not only what they were looking for, but also what pains they were having and how urgent and acute those pains were.

They told us that one of their goals was to move to a water-based product, but through asking more questions about their processes and priorities, we discovered that this wasn't the most important goal. Plus, that transition wasn't going to be simple. After reviewing their manufacturing process, certain aspects of their line and their urethane system, we could see that switching to a water-based product would be highly impractical for them.

Most important, by spending time with their team, we discovered that eliminating inventory headaches and cutting costs would actually benefit their company much more.

As a result of knowing all of these things, we recommended a test of Accessa's Phlexthane product. Despite being solvent-based, on paper, Phlexthane appeared to be the best solution. The true test would be running some parts with the Phlexthane coating to see how it performed.

.....  
***"Aesthetics, feel, adhesion and flexibility tested positively."***  
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During our second site visit, we came armed with demo material. Over the course of a couple of hours, we conducted multiple tests inside their facility, applying Phlexthane, post-mold, to parts to check levels of adhesion, flexibility, color and gloss. The results were promising. All of the variables we looked at, including aesthetics, feel, adhesion and flexibility, tested positively.

At the end of the day, we repeated our test, this time in-mold, on more parts. The Phlexthane performed so well in this second run that the manufacturer asked us



to incorporate it into another line that was still running production parts, where we tested it a third time. Again, the manufacturer was very pleased with the resulting processing times and the way the finished part looked and performed.

After the initial demo and line trial, both the manufacturer and Team Accessa felt confident we were getting close to the right solution, though these sample parts would need to go through additional testing to confirm the performance and physical characteristics of the Phlexthane material.

That said, when we compared Phlexthane to their current coating, four major advantages emerged:

**1. Sourced With a Local Partner:** The manufacturer was sourcing their material internationally. As such, they had to order three or four months' worth of product at a time due to the lengthy lead time. Through Accessa, they could place an order for only about two weeks' worth of product at a time and would have a responsive partner close to home.

**2. No Costly Cash Outlay:** Because the manufacturer had to buy large amounts of their existing material from the international seller, they had to make a large cash outlay with each order. By placing more frequent, smaller orders with Accessa, they would never have to pay for more material than they actually wanted, and their cash wouldn't be tied up in inventory sitting on a shelf.

**3. No Need for Additional Warehousing:** Using their current material, the manufacturer had to find additional storage space since they weren't allowed to keep large amounts of flammable material on their site at one time. Not only was this inefficient, but it also brought about an additional expense.

**4. Overall Lower Product Costs:** While they were using a solid-performing product, the costs didn't add up. It was not only expensive in terms of cost-per-gallon, but by the time the manufacturer added in freight costs, it was considerably more expensive. Using Accessa's product wouldn't have any high freight costs.



After the manufacturer completed about 60 days of various testing, and the Phlexthane coating passed with flying colors, they were ready to run a longer line trial. Accessa matched their primary colors, and once we received approval on those matches, the manufacturer produced a nominal quantity of product. The objective was to successfully run enough parts to give them the confidence that this new product would integrate easily into their routine production environment. Everything ran smoothly with little to no adjustment to their line equipment, coatings application equipment, etc. Both the line operators and company management were pleased with the results.

Now just six months later, the four key advantages we hoped would materialize for this new Accessa customer are being realized.

Every time we acquire a new customer, we at Accessa strive to improve our customer's products and bottom lines. This experience was particularly satisfying due to the overall value and immediacy of the benefits we brought to them.

***Are you interested in considering new materials? Are there cost or time inefficiencies we might help you eliminate? Please contact your Accessa consultant or call 800.593.0126 to start a conversation.***

## In Memory of Dan Ekanger *By Gary Wilhelm*



My cousin Dan Ekanger and I began working for our uncles, Russell and Norman Olson, in Denver at the Paint & Lacquer Company in early 2000. Dan worked closely with Russell and was the company's delivery driver and production associate, and quickly took on the responsibilities of

shipping and warehouse management. I worked in the front office with Norman in customer service, purchasing, inventory control and accounting. In the fall of 2016, Joe and Vince Jr. acquired the Paint and Lacquer Company and made us part of the Accessa family.

Over his many years as the company's delivery driver, Dan developed very close relationships with many of our clients. His positive outlook on life and friendly demeanor made it very easy for him to connect with people. He was a lifelong water and snow skier and loved golfing on weekends. In January 2021, he fell while snow skiing and fractured a vertebra in his neck. Upon surgery to repair the break, doctors discovered a cancerous tumor on his spine, caused by stage four prostate cancer, which had gone undetected and metastasized to his bones. Over the following year and a half, he endured numerous rounds of chemotherapy and multiple surgeries to remove additional tumors from his spine. Although he was visibly in a considerable amount of pain, he never complained, never spent time questioning why, but kept fighting and telling me he was going to beat his disease.

Dan's integral roles continued with Accessa through the fall of 2022. We helped him transition from the warehouse to the front office to relieve him of most of the workload he'd taken on over the years. He became our customer service representative and shipping manager and continued representing the company with the same friendly demeanor he always had. He brought with him the many years of meaningful relationships he'd fostered with some of our most loyal and valued clients. Although he was encouraged to take the time that he had

remaining to enjoy his family and begin crossing things off his bucket list, he insisted on continuing with his work with Accessa, and he represented the company valiantly.

Dan finally retired on October 14, 2022. In his final weeks with the company, Dan and I had many deep and personal conversations. He talked about the life he'd had, the people he remembered and would miss, and the desire to make it to his next birthday the following summer to enjoy one last round of golf with his younger brother David. But mostly he expressed his desire to keep living. He never became so discouraged that he wanted to give in to his illness but was, as many are, afraid of death and questioned what was to come.



*Dan Ekanger with his bride, Charlene (Charlie) Lorenzen, on their wedding day, December 31, 2021.*

On December 1, 2022, Dan finally succumbed to his cancer. We grew up together and worked side by side for more than 20 years. He was an invaluable member of our Denver team, and his presence is still recognizable in our warehouse today. His passing has left a hole in our branch as well as in my heart. I loved Dan not only as my cousin but also as my brother. He has been and will continue to be missed greatly. I thank Joe and Vince Jr. for allowing me the opportunity to share a very small part of my life with Dan and honor him in this way.





## ICA Finishes Inside the New Luxurious W Rome Hotel

W Rome, a new grand hotel in the heart of Rome, Italy, houses furniture coated with finishes from Industria Chimica Adriatica (ICA). Accessa has long partnered with ICA, a pioneer in the R&D of innovative coatings. ICA recently shared how products from their Iridea Polyurethane range were used to make the W Rome so spectacular.

"We are in the heart of Rome. We are in the streets of La Dolce Vita, famous the world over for their cinematic appearances," ICA reports. "Structures have been carefully renovated and reinvented to celebrate the historic features and instill the bold spirit of the W brand through refined design."

Extra Ordinario, a firm specializing in prestige projects such as hotels, residences and yachting, designed the interiors of the W Rome and selected ICA finishes to

coat the furniture. The 159-room W Rome is part of a 19th-century complex that balances the splendor of the past with contemporary design.

Extra Ordinario is known for its natural focus on quality products and passion for interior design. The firm was seeking a made-in-Italy product that would guarantee its furniture outstanding protection against wear. The ICA polyurethane products met these requirements because they are specifically designed for surfaces that require a high level of chemical and physical resistance. They are also GREENGUARD-certified to help to reduce indoor air pollution as well as the risk of chemical exposure.

**Contact Accessa to learn more about ICA's innovative product line.**

### QUICK NOTE

## The Les-Is-More Brief

Currently, we are evaluating new color-matching tools to see if they are worth the investment to expand across Accessa branches. We also continue to build out Team Accessa on the operational side to fill important gaps and strengthen our employee base. Over the next several months, we will be evaluating equipment needs and updates, reinvesting in our facilities and technology to make sure Accessa stays at the top of our game. — Les Yoder, Operations Manager



## Can You Talk for Hours About Camshafts? We Can.



For many Accessa Chemical Solutions customers, Henkel Bonderite surface treatment products are the right choice for their process. One such customer manufactures internal combustion engine and fuel system camshafts for use in automobiles, trucks, heavy equipment and stationary engines. The company supplies both completely finished and semi-finished camshaft cores (UGL) ready for customer-specific lobe grinds.

The camshafts shown here go through a spray washer that utilizes Bonderite C-IC 2520 acid cleaner to wash off machine oil and dust before being submerged in a bath of Bonderite M-ZN Lubrite 2 to prevent oxidation.

Henkel's surface treatments and functional coatings offer our customers multiple benefits, including best-in-class corrosion protection and paint adhesion with stable processes, tailor-made solutions for light and mixed-metal substrates, reduced energy and water consumption, and fewer process steps.



## Hands Down the Best All-Around Disposable Gloves



No need to shop around and wait on a slow delivery. Get Accessa-approved AMMEX disposable gloves in bulk when you place your next order with us.

5-mil nitrile gloves (in black) provide great barrier protection against grease, gasoline and other petroleum-based chemicals than standard 3-mil gloves can. Or choose premium 8-mil nitrile gloves (in green) when you need a higher level of puncture resistance as well as protection against the solvents and chemicals your team comes in contact with every day.

These latex-free nitrile gloves are suitable for use by those who are sensitive to rubber latex, and they deliver a comfort level rivaling that of latex. (Both types are available in sizes M, L and XL. 100 gloves/box; 10 boxes/case.)

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## 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 Careers section of our website ([accessa.com/careers](https://accessa.com/careers)). Candidates can send a resume to [jobs@accessa.com](mailto:jobs@accessa.com).

- **Ecommerce Manager - Indianapolis**
- **Customer Service Concierge – Pittsburgh**
- **Technical Coatings Consultant – Pennsylvania**
- **Coatings Consultant – Pennsylvania**



# THE INDUSTRIOUS PODCAST

## The Podcast Built for Industrious People

If you're feeling like Bruce Springsteen — "Fifty-seven channels and nothin' on" — trade up your listening routine to The Industrious Podcast. Co-hosts Joe Todd and Vince Todd, Jr. invite guests into the studio for honest, entertaining conversations that can get gritty and sometimes off-topic, but are always informative.

It's easy! Listen on Spotify, the iTunes app or wherever you get your podcasts, or find us on YouTube. Check out recaps of our latest episodes:



### EPISODE 30

#### Daniel Abdallah, The Brookfield Group

This conversation with the Co-CEO of a technology services provider covers increasing productivity, security, and Daniel's top recommendations for business owners today.



### EPISODE 29

#### Marco Belluz, Cefla Finishing

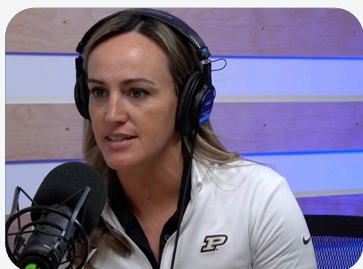
Marco shares the 90-year history of the company and the accessibility to automation they are bringing to companies of all sizes.



### EPISODE 28

#### Kyle Milan, MFG Tribe and Technical Sales University

From digital marketing to tradeshow etiquette, you don't want to miss Kyle's top tips to propel your business forward.



### EPISODE 27

#### Lindsey Boyle, Belco

Hear why Lindsey is passionate about supporting women in the finishing industry and the benefits of organizations like Women in Finishing and Chemical Coaters Association International.



### EPISODE 26

#### Bill Kennedy and Jim Kennedy, Kennedy Tank & Manufacturing

The brothers talk about merging family and their fifth-generation business, including how they care for their employees.



### EPISODE 25

#### Joe Todd and Vince Todd, Jr., Accessa

"2022 Year In Review": The brothers share highs and lows of 2022 and forecast business in 2023.

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