

The global magazine for hose & coupling producers, movers and users



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DNP AMERICAS: Keeping Ahead of the Curve

DNP's secrets to success and their innovative quick coupling Color Safe System

Hose & Coupling World had the pleasure of speaking with Mike Pate, founder and President of DNP Americas, a leader in quick coupling technology. Built on a foundation of proactive product solutions and a forward-thinking approach to building customer connections, Pate discusses the company's innovative Color Safe System, and introduces us to the DNP range of hydraulic hose, fitting, clamp and ball valve offerings. Experts in providing quality products to original equipment manufacturers (OEM) and distributors, DNP Americas services a wide range of industries, from oil and gas, energy, mining and aerospace to agriculture, fluid power, transportation and more. Located in Alvin, Texas, just on the outskirts of Houston, the Alvin Service Center is DNP's headquarters for North America, serving customers in the United States, Canada and Mexico.

By Melanie Gogan, Editor



Mike Pate, President, DNP Americas

DNP Americas was established by Mike Pate in January of 2005 under the original name, Direct Purchase Quick Couplings. In the spring of 2011 the company merged with DNP Italy, located in Brugherio, Italy, to form DNP Industriale Americas. Originally founded by the Delsabella family in 1985, today DNP Industriale manufactures 90 percent of all DNP's quick couplings. The continued collaboration between Enzo Delsabella, Michele Delsabella and Michael Pate has proven to be a winning recipe for long-lasting success in the quick coupling market.

Pate largely credits his education in fluid power technology from Minnesota West for providing him with the tools to success. From day one, Pate envisioned becoming a

leader in quick coupling capabilities, with a dual focus on manufacturing quality and distribution entrepreneurship. With the aim of promoting brand recognition in the US market, DNP Americas

excitement about joining NAHAD's established network. Further exemplifying the DNP forward-thinking approach, Pate recognizes the value of learning and networking with people who share common goals

that the color band identification system promotes lean manufacturing as a means of maintaining high-volume demands in a "cost reduction" marketplace.

"Saying your company has good customer service is one thing, but engaging with your customer takes on a much larger role." Mike Pate

first began supplying small independent distributors with standard interchangeable couplings. After more than 11 years in the business, DNP now has over 35 series of quick couplings, including DNP-only profiles, ranging in size from 1/8" to 4", to accommodate any size need for the distributor.

Customer engagement = distribution success

Pate affirms that at DNP "each employee is the face of the company," adding, "Saying your company has good customer service is one thing, but engaging with your customer takes on a much larger role." In addition to accommodating client needs when it comes to fill rates, response time and special request services, the DNP Internal and External Sales Team engages with distributors to provide technical expertise, product training and advice about selling DNP products. DNP's Outside Sales Team prides itself on helping distributors not only sell in-house, but also in the field, sometimes accompanying distributors on calls, and meeting directly with end users.

With his commitment to excellence in the market place, Pate comments, "Our company and employee ideas are constantly changing, not because our way of doing business is wrong, but instead, because change leads to new and more efficient ways of doing business."

The NAHAD advantage

DNP Americas recently became a member of NAHAD, the National Association for Hose and Accessories Distribution. Having existing customers who are also members of the association, Pate expresses his

within the niche, yet expansive hose and coupling industry.

DNP's patent-pending Color Safe System

DNP has developed an innovative patent-pending Color Safe System that provides a convenient color-coding solution in the field, helping hydraulic mechanics, techni-

Although it is considered common practice, operators generally know that merely painting or otherwise coloring associated fittings is not a suitable solution for line identification. When one takes into account UV light and saltwater exposure, contact with hydraulic fluids or industrial chemicals, not to mention abrasion caused by tools, coloring inevitably fades and degrades, rendering it unreliable. The Color Safe System allows the user to quickly identify the correct line. Pate comments that while any color can be used to identify corresponding fittings, the six colors in the Color Safe



cians and operational personnel quickly and safely identify, connect and disconnect assembly lines. The system incorporates highly visible color bands, attached to both the coupler and nipple mating sides, that allow workers to identify case drain lines, return lines, pilot lines, pressure lines and gauge/meter lines immediately, resulting in a more efficient work environment. Commonly referred to as a 'poke yoke' system, derived from "poka yoke," a Japanese term meaning "mistake-proofing," Pate explains

System are based on United States standards for hydraulic power transmission, established by the American National Standards Institute®. In addition there are up to ten different colors available upon request.

Brad Little, Vice President of Field Services at Hydraulic Systems Inc. comments on the system:

"I have been getting some really great reports from my install crews working on the hydraulic rig-ups for several oil drilling contractors...



Not only are they a better product than what we used in the past, they are saving us many hours of labor, previously used for connection identification. The process of making ID tags, or the mess of

DNP's product range

After gaining successful recognition as a premier quick coupling company, DNP began to significantly expand its product range, focusing on hydraulic components

steel tubing, hydraulic hoses and more, where reliability and safety is critical. DNP clamp sizes range from 1/8" to 16", with larger sizes available on request.

Meeting high pressure demands

Ultra-high pressure (UHP) valves and fittings are DNP's newest line of products, demonstrating the company's commitment to handling customers' diverse high pressure needs. DNP boasts pressure capabilities ranging from 10,000 PSI to 60,000 PSI. Not to mention, the company's high pressure components include quick couplings, valves and fittings, test hoses, waterblast hoses and more, in sizes ranging from 1/8" to 1".

DNP's Hose Program: testing, flushing & tagging

Developed to accommodate the smallest distributor to the largest of OEM, the DNP Hose Program offers testing certifications, flushing service - for flushing and cleaning assemblies down to five micron - and tagging capabilities. DNP's Hose Work Shop has two assembly lines: one dedicated to cutting and crimping applications, handling 1/8" to 3" hoses, and 1-wire, 2-wire, 4-spiral and 6-spiral cutting and crimping (including internal and external skiving and insertion of fitting in line); the second being a fully automated assembly line capable of handling 1/8" to 1" ID hoses for volume cutting and crimping.

Both assembly lines have the added advantage of hose tagging options, with either OEM or customer part numbers. DNP also has the capability of tracking hose history, using integrated computer programs attached to the automatic cutting saws and crimper head. Utilizing these two software programs enables DNP to calculate hose life, which has proven invaluable in assisting with customer demands, explains Pate.

"...The color code bands are simple to install and easy to replace if need be. Our customers see the benefits that they are getting in the field, as rigs get disassembled and reassembled over the years." Brad Little, VP, Hydraulic Systems INC, Houston, Texas

spray-painting the connections was not only time consuming but the end results were usually less than desirable. The color code bands are simple to install and easy to replace if need be. Our customers see the benefits that they are getting in the field, as rigs get disassembled and reassembled over the years."

used in all types of hydraulic systems. While quick couplings remain the foundation of DNP's business, the expanded hydraulic offerings provide DNP distributors the advantage that comes with being a "one stop" supplier, all while maintaining quality and service. Today, DNP focuses on five major product lines:



Proof of success

The Color Safe System has evolved to include five series of color-banded hydraulic quick couplings, as well as associated coupling and hose accessories. According to Denis Jones, Hydraulic Design Engineer at Columbia Industries, LLC, "We found that by using the color-coded quick disconnects, our assembly time was shortened and errors were reduced when hooking-up the 'extend' and 'retract' lines for each cylinder." The ability of the system to identify the correct connections, means operators are able to avoid the problems associated with cross-connection errors, including wasted time, damaged equipment and even serious personal injury associated with handling high pressure hose lines.

- Hydraulic quick coupling technology
- Ball valve technology
- Clamp technology
- Ultra-high pressure technology
- Hydraulic hose & hose fitting technology

DNP's high and low-pressure ball valves are constructed of brass, steel and stainless steel, in sizes ranging from 1/8" to 6". Other larger bore sizes are available upon request. As for clamp technology, Pate affirms that DNP clamps can help secure pipes,

"We installed the Triton hose on all of our equipment and finished an entire winter season with no hose or fitting problems, or leaks - which is very critical in the -25° to -57° F Alaskan environment." Testimonial from leading oil exploration company

Triton hydraulic hose & fitting

Triton is DNP's fastest growing product lines, which includes hydraulic hose and hose fittings. Developed and sold to OEMs and distributors over the last two years, the Triton series is available in bulk hose or assemblies. The DNP family of hoses includes 100R2AT, 100R16, 100R17, 1SC, 2SN, 100R12, 100R13, 100R15, 4SH, Teflon® hoses, push-on hose, pressure-washer hose, OFW, UHP and the waterblast hose. Aware of the huge potential in the hose market, this is an area of business that Pate plans to grow in the coming years.

DNP's multi-channel approach

Don't be surprised to spot the DNP van the next time you're in the Texas area! Used to promote DNP products at tradeshows as well as on-site, Pate credits his Marketing Team with the introduction of their van advertising – in the form of a “decked-out” Mercedes van. According to Pate, “Our Marketing Team found that end users are more likely to accept a product brand once they have touched and



and advertising, Pate believes that a company that does not use social media is omitting an entire sales channel, at a minimal expense. He asserts “Social media is like have a 24-hour sales person that is working for free.” DNP continues to grow its social media network, a move that has proven to be a vital part of DNP's business.

ucts.” DNP's in-house test facilities includes:

- Hydro testing units
- Burst testing to 60,000 PSI
- Impulse testing to 20,000 PSI
- Surge testing to 250 GPM
- Pressure drop testing
- 150 H.P. Power Unit for research and development

“Research the products, test the products, review the products, use the products, then produce the products.” Mike Pate

felt the product in hand.” While DNP has ample product literature, Pate comments, “Our van advertising is another way we channel our sales and engage with our current customers and potential new clients at the same time.”

A strong supporter of social media as a means of company exposure

Commitment to research & development

DNP is committed to a highly developed Research and Development (R&D) Program: one that is simple and effective. Pate shares his philosophy, “Research the products, test the products, review the products, use the products, then produce the prod-

All testing equipment is vital to DNP's R&D program and assures both DNP and its customers that the products speak for themselves and perform on demand. R&D testing is a great practice, explains Pate, not only to assure customers that products are performing to spec, but also as a means of keeping the competition honest. He adds, “You learn a great deal from performing tests on competitors' products. Not only do you get to learn about their products, but you learn about their strengths and weaknesses.”

DNP vision of the future

The road is bright for DNP Americas. Even through this challenging financial market of resistant spending, DNP continues to grow its product lines, providing cost-saving, efficient solutions to end users in the field. DNP's fusion of Marketing, Sales and R&D commitment lays the groundwork for future product growth and success.

