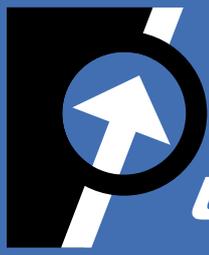


The global magazine for hose & coupling producers, movers and users



**HOSE+
COUPLING
WORLD**

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**Special Topic:
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SuperFlow Products Production / Assembly Facility

SuperFlow Products - Delivering Fast, Personalized Service Year-Round

Hose & Coupling World had the pleasure of meeting with Toni Hermis, General Manager (GM) of SuperFlow Products Inc., to discuss the wholesale distributor's customer-based approach to service, its proactive inventory management system and the company's plans for the future. A relatively young company, having opened its doors in 2013, SuperFlow is a manufacturer and wholesale distributor of PVC and rubber hose, couplings, fittings, gaskets, valves and industrial accessories throughout the United States, Canada and Mexico. Based in Houston, Texas, SuperFlow services various industries, from agriculture, bulk hauling, construction, and food & beverage, to fuel tanker, marine, mining, oil & gas, and the petrochemical segment.

By Melanie Gogan, Editor



Pelican Worldwide Group

SuperFlow Products, a part of Pelican Worldwide Group, was opened in 2013 to attend to the specialty needs of the hose, fitting and gasket markets. Its parent company, Pelican Worldwide, was established in 1985 in the Netherlands and is a global manufacturer and supplier of valves, gaskets and ancillary products for the liquid and dry bulk transportation industries. Under the current direction of Tommy Chapman, who has been with Pelican Worldwide since 2001, assuming the role of President in 2014, the company has continued to invest in company-owned manufacturing and distribution centers in the United States, Singapore, China, Russia and Turkey. Servicing a broad range of industries from agriculture to oil & gas, SuperFlow GM, Toni Hermis, who initially joined Pelican

Worldwide in 2011 as Manager of the Gasketing Division, summarizes the company's approach to service: "Our goal is to provide 'flow' products from start to finish."

"Our goal is to provide 'flow' products from start to finish."

A unique brand of customer focus

In the hyper competitive and price-driven commodities market, Hermis explains that SuperFlow's commitment to personalized service, speedy delivery – possible through a reliable inventory network - and affordability, has contributed to the company's unique brand of customer service success. According to Hermis, "exceeding our customer's needs is what we are all about, as well as developing a relationship you can depend on for the long haul."

A relatively new company, SuperFlow nonetheless boasts considerable industry knowledge and know-how. Each team member brings individualized experience to the table, and plays an integral part of SuperFlow's customer service focus. Hermis asserts that it is this dedication to exceeding customer expectations that sets the company apart. This same commitment to service is reflected in the company's overriding objective. As Hermis puts it: "Our main goal is for each and every customer to know they are number one, no matter how big or small their organization or their project."

Another secret to success is the company's proactive approach to customer needs. Listening to customers in order to predict future product requirements, says Hermis, is as important as maintaining the correct amount of inventory or adding new products to the company's product line. She adds, helping customers resolve their issues provides a constant learning curve, allowing SuperFlow to better serve customers going forward. To this end, SuperFlow offers its customers *after-hour call outs, no minimum order requirements, local daily delivery and same-day ship-*

ping. SuperFlow employees are dedicated to going the extra mile to make things happen. Hermis recalls an instance when employees even worked on Christmas Eve in order

to ensure hose assemblies got to their customers – a clear reflection of the company's commitment to customer satisfaction.

An established member of NAHAD (the Association for Hose and Accessories Distribution) since 2013, Hermis remarks on the associated benefits of keeping abreast of the

solution. "Our large inventory of quality products, delivered in a timely manner and at a fair price, allows our customers the time to focus on their business at hand," says Hermis. Armed with the necessary resources to manufacture or source virtually any product that customers require, SuperFlow employees are experts in stocking the parts that its customers need in order to keep their operations up-and-running; and minimizing any potential down-time.

As an importer, it can sometimes take up to three months to receive products, explains Hermis. To address this issue of long lead



Toni Hermis, SuperFlow GM

hose industry and the value that this distribution network provides. Utilizing the large knowledge base that NAHAD provides, Hermis notes that sharing the same kind of values that NAHAD promotes, operating with fairness and integrity, also serves as a bridge in establishing long-lasting relationships with customers.

A proactive approach to inventory

Time efficiency and cost effectiveness are the final outcomes of SuperFlow's commitment to its customers; and the long-term advantage of being a one-source

times, SuperFlow has established a program that allows the company to maintain an accurate count of products that its customers use on a monthly basis. "We keep a minimum of six to nine months of inventory in stock," says Hermis. She adds, "This is where being 'proactive' and maintaining strong communication between our customers, sales and purchasing department definitely becomes a top priority." The ability to predict customer needs through the establishment of usage patterns has led to the company's success in building strong customer relationships.



Product solutions for every need

Hose products: SuperFlow offers a wide range of products, serving a broad range of industries. Industrial hose consist of air hose, textile air, sandblast, water suction, tank truck suction and discharge, oilfield suction, chemical hose, such as XLPE and UHMW, food-grade braided and clear tubing, general purpose green and clear suction, PVC hose, lay-flat and orange helix.

Couplings and accessories: In terms of coupling technology, SuperFlow stocks cam and groove couplings in aluminum, brass and stainless steel, as well as offering

PTFE, neoprene, EPDM and vegetable fiber. SuperFlow is also an official distributor for Donit sheet packing. Additional fluid sealing products include compression packing, tank lid packing, dome lid gaskets, fiberglass tape and cloth, various "O" Rings, spiral wound gaskets and grafoil products.

tomter specifications. Standard gaskets are ordered by nominal pipe size and pressure rating in the material that meets customer specific application. Going one step further, SuperFlow cuts and stocks standard ring and full-face gaskets to keep lead time down on commonly used seals. SuperFlow's

"I believe our dedication to excellent customer service is what sets us apart."

In-house manufacturing services

SuperFlow's "one stop shop" of in-house equipment includes flash cut technology, automatic press-

hose assemblies are crimped and employees are capable of providing clamped hose or crimped hose up to 6" OD.



SuperFlow hose inventory warehouse

a wide range of reducing couplers and adapters. Additional fittings are also among the company's inventory, including Bauer, crowfeet, ground joints and "KC" nipples. Not to mention industry accessories such as hose safety cables, handle sets, safety clips, double bolt, single bolt, "J" series smooth and center-punch clamps, tank truck API – unloading adapter, dust cap and gravity drop adapters.

Fluid sealing products: The company also carries an extensive line of fluid sealing products, including sheet packing in non-asbestos,

ing, CNC turning, CNC mill, water jet, laser engraving and hose crimping – clearly demonstrating the company's diverse array of customized service options. If a customer can provide a drawing, the SuperFlow engineering department is sure to be able to respond with a custom solution! The company's manufacturing services consist of cut or machined-to-size gaskets and hose assemblies, all offered with a commitment to quick turnaround. SuperFlow also has the capability of cutting virtually any type of sheet material in any shape or size, to meet cus-

Product inspection and testing

SuperFlow hoses are inspected and tested using a hydrostatic test pump. The hoses are hydrostatic tested using pressurized water at 150 percent of the recommended working pressure of the hose, for a duration of 60 seconds. In addition, a thorough visual inspection of the couplings is performed, to check for movement. Finally, an inspection record is maintained to accurately log product specifications and performance.

R&D and quality assurance

Whom better to contribute to product enhancement, than the employees who work with the product every day? At SuperFlow, employees often have ideas and solutions that contribute to improved product performance, safety or efficiency, says Hermis. These ideas are taken to the engineering team, where a blueprint is drawn up, and a prototype can be further explored. SuperFlow also works closely with Pelican Worldwide engineers, working diligently on new products and product upgrades.

The Quality Assurance System in place at SuperFlow ensures that all employees have an understanding of both the company and customer quality requirements. Areas of company policy include: quality planning, process controls, process capability, declining non-

conformities and vendor evaluation. Currently, two employees of the company are in the process of gaining their certification, according to NAHAD's Hose Safety Institute® specifications.

Surviving the current market

Along with most companies in the Houston region, SuperFlow does a lot of business with the oil and gas industry which, as everyone knows, has experienced all-time lows over the past several months. When the oil and gas business is good, says Hermis, it's really good – a sentiment widely expressed throughout the industry. Hermis asserts that the company's ongoing success, even through these challenging times, can be attributed in part to the large amount of inventory the company stocks, as well as its competitive pricing. With two inventory warehouses, both located in Houston, Texas, SuperFlow goes above and beyond, by offering same-day shipping or delivery, and assuring customers the least amount of down-time possible.

Plans for the future

With the recent launch of their company website in January, a social media presence on LinkedIn and Facebook, and active plans to build upon their "e-commitment" to customers throughout 2016, the future is bright for SuperFlow Products. Hermis notes that 2016 will see the introduction of customer email newsletters, highlighting company products, as well as special pricing offers. The company also intends on opening an e-store, for even greater consumer convenience.

"Our main goal is for each and every customer to know they are number one, no matter how big or small their organization or their project."

In addition to SuperFlow's online-based initiatives, plans are underway to introduce new product offerings, as well as increasing the company's certification status. The company is currently expanding its



SuperFlow employee, Gonsalo Martinez

EPDM stock and Helix hose line – plans it intends to have realized by the end of this year. In terms of initiatives for 2017: SuperFlow plans to

the works at SuperFlow, there is no question that the company's commitment to proactive, customer-focused distribution will continue to spell success for years to come.



To learn more about SuperFlow, go to <http://eepurl.com/b1BcbL> or scan the QR code above with any QR code reader app on your smart phone.

