

Texcel: Making a Difference



"Make A Difference!" is a way of life for the team at Texcel.

Texcel serves a variety of industries with quality hydraulic hose and fittings, industrial hose and couplings and fluid sealing products. They have strategically located distribution centers around the U.S.A. dedicated to same-day shipping. The company works exclusively through distributor partnerships.

By Alaina Stephens, Marketing Manager, Texcel



Montana Nuble, Operations Manager.

At 24 years old, Montana Nuble never imagined he would be where he is today.

"Back in 2010, the day the representative at the job placement agency called and asked me to come fill out more paperwork, I almost did not go," Nuble recalls. "I barely had enough gas to get there and I even had to stop at the toll booth on the way there and back to explain I did not have any cash. They let me through anyway."

Filling out the requested employment paperwork that day led to a temp-to-hire position at Texcel's distribution center in Newark, Delaware. Nuble had been in and out of work for about two years, supporting his family through various jobs. After he was hired permanently, he eventually earned the Warehouse Manager position.



In 2013, Texcel was set to open a new distribution center in Denver, Colorado and Nuble moved his family across the country to handle the initial start-up. Once the Denver location was up and running smoothly, he relocated again, this time to be the Warehouse Manager of Texcel's largest facility in Houston, Texas.

"As a kid who was hired temporarily into the Shipping & Receiving position, to look at where I am at now, it is truly amazing," says Nuble. "Back then I had a full head of hair," he jokingly adds.

During his tenure at Texcel, Nuble has also been able to earn multiple degrees through the company's tuition assistance program, including his M.B.A.

In November of 2016, Nuble was named Operations Manager for the entire company, overseeing all six locations across the country.

"The opportunities that have been afforded to me and my family during my time at Texcel are something I could never have imagined for my life," says Nuble. "I am grateful."

Nuble's employment journey at Texcel mirrors incredible company growth. Texcel has opened, acquired or expanded their footprint 10 different times in the last 15 years.

Ed Nasta, President and CEO, explains the growth strategy. "We strive to listen to the needs of our customers and to have a good pulse of the industry," he states. "Our loyal customers continue to entrust us with more and more of their business and we respond accordingly, growing our locations to meet their needs."

"Adding just any hydraulic hose and fittings offering was not the point. Our customers told us that they wanted the highest quality, most innovative products, along with the Texcel brand promise, because that is what they have come to expect from us. So that is what we did."

Texcel, which started out as a relatively small hose company in 1981, has continually added high quality, innovative products to its portfolio, which align with their three divisions – *Fluid Sealing, Industrial and Hydraulics*.

The *Fluid Sealing Division* is comprised of mostly rubber goods, such as skirtboard and sheet rubber, that are used for a wide variety of applications ranging from gaskets and sealing to floor protectors and conveyor belt liners.

The *Industrial Division* contains Texcel's original product offering and has continued to grow rapidly. In the early 2000s, the company expanded their line of industrial hoses adding the Gamma Series™ of rubber hoses for oil, tank truck and other applications and, later, the Sigma Series™ of PVC hoses. In 2017, they introduced a line of Food and Beverage hoses and sanitary fittings for the transfer of liquids and foodstuffs. With such a wide variety of hoses and couplings that serve diverse applications, these products can be used everywhere from the oilfield, construction and manufacturing to the local brewery or winery.



Steven Dickson, Procurement Manager; Amber Reeves, Inside Sales - Customer Advocate; Ed Nasta, Cesar Carlos, Warehouse Associate - Hydraulics Division; Art Izaquirre, Inside Sales - Customer Advocate.





Mark Ferraro, Engineering Manager and Zeke Metzler, National Sales Manager - Hydraulics Division.

With the addition of the *Hydraulics Division* in 2017, Texcel is ready to serve their distribution partners like never before.

Market research and evaluation of adding the hydraulic hose and fittings offerings to Texcel's portfolio began nearly three years before the division was launched. There was a team of employees strategically chosen to design what the hydraulics program would look like for customers, what the product offering would be, and how quickly additional products would be added to meet demand.

Nasta explains, "Adding just any hydraulic hose and fittings offering was not the point. Our customers told us that they wanted the highest quality, most innovative products, along with the Texcel brand promise, because that is what they have come to expect from us. So that is what we did."



Texcel launched the *Hydraulics Division* in 2017.



Cesar Carlos and Montana Nuble discuss *Hydraulics Division* inventory.

Texcel's newest division contains a broad range of technologically advanced hydraulic products with millions of dollars' worth of inventory on hand. Earlier this year, Texcel completed a 42,000 square foot expansion at their distribution center in Houston, Texas. This was in direct response to the success of the *Hydraulics Division* launch, which has exceeded even the team's expectations.

"When the customer calls, we have what they need," Nasta says. "It is part of our promise of superior service, quality, technical support and availability."

For the team at Texcel, that promise begins with its people. Leadership is devoted to developing their employees, like Montana Nuble.

"I have personally hired every Operations employee we currently have on our team, except two. I know these people, and they are very good at what they do," says Nuble. "They want to help improve our company and serve our customers better and better every day."

Nasta echoes Nuble's statement. "Our success is because of our team. We grow our company by growing our people," Nasta says. "That is a mentality that has always been near and dear to my heart because, at the end of the day, people do business with people."

Nasta goes on to explain the way the employees at Texcel work together to achieve goals in various aspects of the business and gives several

TEXCEL AT A GLANCE

○ **Founded 1981**

- Texcel was founded in Houston, Texas

○ **1984**

- Hosted the first official National Association for Hose and Accessories Distribution (NAHAD) meeting

○ **1986**

- Ranked #102 in Fastest Growing Small Business

○ **1990**

- Moved headquarters to larger location in Houston, Texas

○ **2001**

- Company acquired by Ed Nasta



Sheila Pierce, Inside Sales - Customer Advocate; Carlos DelaRosa, Assistant Warehouse Manager – Houston; and Lawson Massey, Vice President of Sales & Marketing.

examples: “the Operations team, led by Montana, is comprised of hard-working men who are dedicated to getting orders shipped on the same day the order is placed, error-free.”

“The Inside Sales department, led by Helen Delgau, is comprised of some of the most experienced and knowledgeable people in the industry. Customers know to call Texcel because of her team’s expertise and excellent customer service,” he adds.



Ramie Garcia, Warehouse Associate – Industrial Division and Christian Cearley, Inside Sales - Customer Advocate.



Helen Delgau, Inside Sales Manager, has been an integral part of the Texcel leadership team since joining the company in 2013.

“Texcel’s Outside Sales team members, located regionally throughout the country, are experts in their area and work alongside our distributor partners.” Nasta explains, “Whether they are working side-by-side in their shop to organize an initial, high-volume hydraulics order or bringing in reliable leads as they hear about them in the field, they go above and beyond.”

“We have a leadership team dedicated to making a difference,” Nasta says, referencing the company’s vision statement. **“Make A Difference!”** is not just a slogan. It is a way of life for our team. We can make a difference for our customers, and we can also make a difference for each other and for our community. To say I am proud of that would be an understatement.”

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- **2003**
 - Opened Chicago, Illinois location
- **2008**
 - Broke ground on current headquarters location in Houston, Texas
- **2010**
 - Opened Newark, Delaware location
- **2013**
 - Opened Denver, Colorado location
- **2016**
 - Acquired and expanded Birmingham, Alabama location
- **2019**
 - Expanded Houston facility by 42,000 sq. ft.

