

FALL 2022

Inside THE Diamond

AMEREX

New heights in
**CUSTOMER
SUCCESS**



Exploring
NEW WATERS
in recruiting

DISCOVER TRADE
SHOW HAPPENINGS,
PRODUCT UPDATES
AND MORE!

Quality is Behind the Diamond®



A Letter from Harrison Bishop



HARRISON BISHOP
PRESIDENT

As restrictions lift, more customers have visited our Trussville headquarters in Alabama. Giving tours of the plant amplifies my sense of pride in our team. We all love our work and understand its importance, and it shows. Every product we make has the potential to save someone's life, and we are passionate about partnering with you to get those lifesaving devices in customers' hands.

The tight labor market has put a strain on us all. Getting the younger generation hooked on fire protection is one key to improvement. In this issue of Inside the Diamond, industry veteran and National Association

of Fire Equipment Distributors Vice President – Technical Dave Pelton and Gen-Z entrepreneur Nolan Mackey share their perspectives and solutions on recruiting and more (Page 8). We also share insight from Amerex Human Resources Director Jacy Whitaker as she describes strategies she has incorporated to overcome these employment challenges and explore new waters in recruiting (Page 11).

Our team members are the “Quality that is behind the diamond.” It's critical we not only hire the right people, but also ensure they are well trained and have the tools that they need to be successful. Our Human Resources department has worked tirelessly the past two years to make that happen.

Speaking of recruiting, we are pleased to welcome Tim Brandes as our new sales manager for the Northwest region. You can learn more about him on Page 13. Jeff Henderson, who previously managed the territory, retired in April after 42 years on our Amerex team. Jeff officially began his career at Amerex in 1979 but worked summers for his dad as a teenager. We are thankful for all Jeff has meant to our company and his customers and how quickly Tim has jumped in to ensure a seamless transition.

Thank you to two of our international customers – Mainline Fire Protection Inc. (Page 14) and Argus Productos e Sistemas Contra Incêndio (Page 16) – for giving us an inside look into

their businesses. We immensely value our Amerex distributors and enjoy hearing about their success! We also value the relationships we have with our suppliers; the closer we partner with them, the better we can serve you. We recently worked with Jeff Gibson and the team at American Pacific Corporation, our Halotron supplier, to create training videos for the U.S. Marine Corps, which have been already incorporated into flight-line training programs (Page 26).

We also have some excitement in the launch of our Customer Success department. Previously known as the Customer Service team, this department under the leadership of Lisa Session has undergone extensive product training and implemented new technology in meeting your needs. On Page 18, read how this change is helping Amerex take customer success to new heights. A customer's experience extends from the first word they hear about Amerex to their last interaction, and we want to ensure quality every step of the way.

We always welcome visitors and hope you can come visit us in Trussville, Alabama, to see the true quality that is behind the diamond in our people and our lifesaving fire protection products. Be on the lookout for email updates, and make sure you follow our social media pages to stay updated on all things Amerex!

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ON THE COVER ▶

Defense Manager Tad Halcomb films a training video for the U.S. Marine Corps.

INDUSTRY NEWS

OUR INTERNATIONAL TEAM

Big news for Amerex international customers: Amerex reincorporated international sales efforts by merging McWane International (MWI) with the Amerex organization. Amerex launched the international sales division in 1982, quickly gaining global market share. Since developing an international sales plan together two years ago, the Amerex and MWI teams have built an even stronger partnership dedicated to growing Amerex international business.

This summer our international team visited Hanover, Germany, to attend Interschutz 2022, a global trade show that gathered 85,000 visitors in the name of safety, firefighting and prevention, rescue services and civil protection. After a seven-year hiatus, it was time to bring this massive conference back. More than 1,300 exhibitors from over 50 nations discussed public safety and fire protection with a focus on electric vehicles and sustainability. Chris Nichols, Managing Director – International Sales, along with other members of the international sales team, including Steve Wilkinson and Mark Fenton, represented Amerex and our products.



“Interschutz was very busy and surprisingly so given the current economic climate and lingering COVID-19 restrictions,” Chris says of the vibrant trade show. Chris notes heavy European turnout and many visitors from the Middle East and Latin America.

ABOVE: Chris Nichols and Mark Fenton speak with customers at Interschutz.



GIDGET YEAGER NAMED EWI REPRESENTATIVE OF THE YEAR

We are proud to announce that Amerex team member Gidget Yeager, who has worked tirelessly since the beginning of this year as the Executive Women International (EWI) Program Director, was just named the EWI Representative of the Year. This award is voted on by the chapter members and is awarded to the member who goes above and beyond. Other Amerex representatives include Linda Cordor who served as EWI President in 2012 and Jacy Whitaker who served as the Ways & Means Director for 2021–2022. EWI is an organization of women that focus on careers, connections and communities to promote personal and professional development and encourage community involvement.

CLIMBING CHEAHA

Guy Jones bikes 126 miles in ‘the toughest ride in the South’

In May 2022, Amerex team member Guy Jones took on the ultimate biking challenge – climbing up steep mountain terrain to the peak of Mount Cheaha, the highest point in Alabama – for the 29th Annual Cheaha Challenge Gran Fondo Century & Ultra bike ride. Five other team members from the McWane family of companies also entered the challenge to ascend to the top. Considered the toughest ride in the South, this 126-mile route consists of eight major climbs with 13,500 feet of elevation gain. Biking the full 126 miles, Guy says it definitely wasn't easy. "Nine and a half hours on a bike was a long day," Guy says. "It's a really challenging ride to say the least."

Guy started road biking right before the pandemic, and he's always enjoyed mountain biking with his two oldest

children who are both on the Hewitt-Trussville High School mountain biking team, which claimed the 2021 state championship title. "It engages my kids; it engages other kids; and you're helping coach those young riders to really be their best," Guy adds. "It's a good feeling at the end of the day when you get to see kids improve. My kids are the reason I ride, and I'm the reason they ride." He says encouraging and driving each other to accomplish challenging goals is very rewarding.

Of the five other McWane team members that participated, four rode 84 miles to the top of Alabama and the fifth one went 100 miles over the mountain and back.

Well done, everyone!



Pictured from left to right are Guy Jones (126 miles), Bruce Duncan (84 miles), Jon Pollard (84 miles), Ron Aultman (84 miles), Jeff Otterstedt (84 miles) and Michael Gaston (100 miles).



AMEREX TEAM TRAVELS TO BOSTON FOR NFPA EXPO

Amerex team members flew to Boston for the 2022 National Fire Protection Association Conference and Expo, a chance for thousands of industry-leading professionals to learn, network and exhibit products that protect us by meeting critical fire codes and standards.

The NFPA's first in-person meeting since 2019, the 2022 show offered a valuable opportunity to see what has changed in the fire protection industry and what products and innovations are available. The NFPA also celebrated its 125th anniversary, which was delayed last year, recognizing the vital role the NFPA has in providing resources that protect people and property from hazards.

“The NFPA Expo provided us with a great opportunity to get face-to-face with our customers to learn what’s going on with their business and what they need from Amerex,” says Ben Pitts, Vice President – Sales and Marketing. “It’s also a chance for the many Amerex team members who serve on NFPA committees to spend time with other industry leaders and product specifiers.”

For the Amerex team, it was impactful to meet new customers, end users and those that specify our products. Guy Jones, Amerex Product Manager – Portable Fire extinguishers, says the 2022 expo was very successful as attendees brought substantial energy this year, and

the team had invaluable interactions with others in the industry. “You get to talk to someone else that’s in fire protection and affects your daily life; and those type of interactions make for a stronger code when it comes to code writing,” Guy explains. By understanding different perspectives, the quality of products and the entire industry improve.

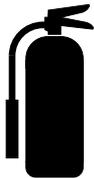
At the Amerex booth, attendees learned more about the Halotron BrX extinguisher and minor changes to the wet chemical, water mist and Class D extinguishers based on customer feedback, which made them easier to use. We also showcased our clean agent wheeled extinguishers that offer a unique and innovative solution for high-value military and commercial flight lines. Jamie Knowles, Amerex Sales Manager – Restaurant and Industrial Systems, presented information on our kitchen protection systems featuring the STRIKE electronic control system while our vehicle group demonstrated the new early-warning gas detection system for battery technology in electric vehicles.

We look forward to the 2023 NFPA Expo in Las Vegas!

ABOVE: Pictured from left to right are Ben Pitts; Ronald Urizar and Melissa Melville of Sistagua; Jacob Johnsey; Chris Nichols; Guy Jones; Jamie Knowles; and Mike Powell.

Aluminum vs. Brass Valve

FIRE EXTINGUISHERS



COMPLIANCE EXTINGUISHERS are designed to meet and exceed state or local fire protection requirements. Specialty extinguishers are intended for use on particular types of hazards. Pay careful attention when locating them near the specific hazard they are meant to protect. It is natural for a person to use the extinguisher located nearest to a fire. The most current edition of *NFPA 10* should be consulted for fire extinguisher selection, location, installation and maintenance procedures.

A SPECIFIC HAZARD ANALYSIS should be conducted by an authorized Amerex distributor to determine the exact extinguisher that is needed. Below is a general application guide.

ALUMINUM VALVE

- Health Care
- Light Industrial
- Medium Industrial
- Education Buildings
- Commercial Office Spaces

BRASS VALVE

- Heavy Industrial
- Distribution Centers
- Oil and Gas
- Mining Operations
- Coastal Areas
- Dusty Environments
- Agriculture
- Waste Management
- Transportation





Exploring

n e w

w a t e r s

in recruiting

*Learn how to
navigate a sea of
recruitment challenges*

Every day without a technician could potentially represent approximately \$1,000 in gross revenue that is lost. And in 2022, when it takes an average of 42 days to hire a new employee, that could mean \$42,000 down the drain. We talked with fellow industry professionals about building a stronger and more strategic recruiting program to help sail through these uncharted waters.

A new employee who never returns from lunch on his or her first day; an open position that takes months to fill; a backlogged installation schedule due to technician shortages – the list of unfortunate employment mishaps goes on and on. It's no secret the fire protection and manufacturing industries have had their fair share of recruitment challenges in recent years. When you add a global pandemic to the mix, navigating these waves can be daunting for human resources professionals who are just trying to steer company ships through the storm.

For years, a skilled labor shortage has been looming over the shoulders of everyone in fire protection. This skilled trade gap – driven by the large number of baby boomers retiring from the sector and the lowest unemployment rate in decades – has made filling critical fire distribution jobs very difficult. And when the current job market boasts 5.5 million more openings than available workers, a tight labor market is an understatement.

Staying afloat

In an industry so vital to our safety, demand is growing while the workforce is shrinking. Economic growth after the Great Recession led to a rapid increase in new construction, and thus, the need for the design, installation and maintenance of many fire protection systems. Coupled with new legislation, these factors are responsible for good industry growth. But, when we can't get the people

we need to help satisfy this demand, we're left stranded.

In 2020 when COVID-19 hit, supply chain issues and employee shortages due to the Great Resignation seemed to nearly capsize the labor market as everything culminated into the perfect storm. As inflation surged and the waves built and built, recruitment professionals tried to keep them from breaching as we entered life after the pandemic. Needless to say, the hiring bubble is stretched tight and bound to burst at any time.

"One of the struggles with the post-pandemic job market right now is that companies are competing for the same limited pool of applicants," says Jacy Whitaker, Amerex Human Resources Director. "You really have to get creative and think outside of the box to recruit and retain talent."

Dave Pelton, Vice President – Technical of the National Association of Fire Equipment Distributors (NAFED), agrees and notes the importance of getting the word out about the fire protection industry. "Once people get involved with the industry, they're hooked," he says.

Calming the waters

So, what do we do now? It's time we focus on how to bring life back to this weary labor market. Organizations like NAFED are leading the conversation about getting younger people involved in the industry. There are several ways to reach a younger employee base.

"One of the struggles with the post-pandemic job market right now is that companies are competing for the same limited pool of applicants. You really have to get creative and think outside the box to recruit and retain talent."

1. *Attend high school career fairs and STEM education events.*

If we're going to start bridging the skilled labor gap, it needs to start with the youngest generation. Interacting with teenagers can spark ideas in these young minds and introduce industries and jobs that may be unknown. This strategy has worked well for Cintas, an industry leader in testing and inspecting fire protection equipment. They have had success with young candidates, seeking them out from the high school level. It's important to connect with guidance counselors at the local high schools in order to reach kids who are looking to go into a trade.

Skilled trades have historically been surrounded by stereotypes and stigmas but not with this generation of adolescents. More and more teenagers are looking for opportunities for physical work and some have an entrepreneurial spirit with the digital age providing more flexibility. A rise in self-employment also shows a higher work ethic and motivation in younger generations.

2. *Develop an internship program to reach a younger demographic.*

Many college students look for internships to gain hands-on, real-world experience to build their resume, especially in the summertime. The intern's major doesn't have to relate directly to fire suppression. If you look for someone who is willing to work hard, then you can find something productive for them to do and have a good fit. Plus, an internship program can

provide a good return on investment, fueling your applicant pool and rounding out your recruitment strategy. By showing interns many facets of the business, you're maximizing the job potential in each department. "For the cost of what you might invest in an intern, you might end up attracting an individual to the industry," Dave adds. "That's where relationships are formed."

3. *Consider apprenticeships to supplement education for candidates looking to start a career in engineering, maintenance or any skilled trade.*

Many industry and trade associations also host career fairs or business development conferences that can be handy in hiring new talent.

4. *Invest in your top talent and offer effective internal training to foster the success of each position, department and the entire company.*

Mentoring and encouraging your employees is invaluable and increases retention. Guiding motivated team members to join mentorship programs within your business or industry organizations will only help them grow their skills and further develop their career.

Charting a new course

New challenges present the need for new recruitment strategies to adapt to this ever-evolving market.

Human resources departments at companies across our industry are adjusting their plans, setting their sights on a new course of action. It may be surprising, but every day without a technician could represent approximately \$1,000 in gross revenue that is lost, and when it takes an average of 42 days to hire a new employee in 2022, that could be \$42,000 down the drain.

As Dave looks at labor moving forward, he says, "We will get past the post-pandemic and supply chain struggles. I am confident that we will continue to find skilled workers and investments will continue to be made. I see it turning around, albeit slowly initially, due to competing for the same labor pool. Collectively, if we (distribution, manufacturers, industry associations and others) are out there advocating, we will bring the recognition of what we do and where career opportunities are in the fire protection and life safety industry."

It's no coincidence companies that build relationships with their employees are the ones that continue to bring in talent. When it comes down to it, it's simply about investing in people and your community.

Nolan Mackey, a recent graduate of the University of Alabama at Birmingham, worked as an extinguisher technician at the Hiller Companies, a group of fire and safety professionals dedicated to providing products and services that preserve lives and property. His father worked in human resources, which helped Nolan realize he wanted to start his

own recruiting resource company called Active-Resume.com that strives to match technicians to employers based on a candidate's background and certifications.

Part of the younger generation, Nolan wants to change the way people think about how jobs are offered. Instead of a slow, disconnected process, he intends to improve the understanding of the individual's needs and wants with transparency and offer a clear picture of what they can gain. "On the surface, most employers focus on fair wages, benefits and consistent hours, but

a more progressive work culture is focused on how everyone works together and making sure employees feel they are in a place that supports them and where they are trusted to do their jobs," Nolan says. "The most successful employees feel like contributors. However, most companies fail to understand what a mutually beneficial relationship should be."

If more distributors and manufacturers utilized a full-time recruiting firm dedicated to finding labor and advocating for candidates, it could help add more valuable

employees that want to actively help the company become more successful. Creating an environment that fosters open conversations with technicians and other positions to see their thoughts will also help employees feel heard and reduce turnover. These new ways to approach recruitment will help businesses in fire protection build a stronger and more strategic recruitment program – and help us sail through these uncharted waters together. 



Q&A

Amerex alleviates hiring hurdles

With Human Resources Director
JACY WHITAKER

With a master's in human resources management and 18 years of HR experience, Jacy Whitaker brings invaluable insight to the Amerex human resources team. We spoke with Jacy to get her take on recent recruitment challenges within the labor market, how she approaches HR and how the Amerex team has overcome hiring hurdles. As Human Resources Director, Jacy steers and leads her team through every facet of recruitment. She took the helm in May 2020 right during the pandemic storm. "When I transitioned to a fairly new team, it was interesting because everyone was working remote," Jacy says. She met a team member one day each week while practicing extreme social distancing. She knew with all the challenges employees would be facing, she had to jump aboard, throw on a captain hat and get to work.

Q: What is the onboarding process like for new Amerex employees?

When bringing new employees into the Amerex culture, we detail the history of the company and introduce them to leadership. Some members of leadership participate in the orientation process, so new employees can see them and know who they are. We also introduce the HR team and what each person handles – recruiting, benefits, payroll – so new employees know who can help.

Q: How have the current labor market challenges impacted HR departments?

Two years in a pandemic taught us that some things can be done at home, but not everyone wants to work from home. It showed us that we need flexibility. Some teams were more productive at home because

they eliminated the drive home, potentially reduced their stress level and had more family time. However, the pandemic also opened many additional opportunities, and when people saw these new openings, they decided to explore them. When employers opened their offices again, many people overlooked the impact the pandemic had on mental health. HR professionals were checking on employees, but who was checking on HR? Therefore, it is important for me to have dedicated time for my team to check-in with them one-on-one on a weekly basis.

Q: What have you learned as an HR director navigating through a pandemic?

We learned to be resourceful and to adapt. The candidates are interviewing us just as much as we are interviewing them. It's so important to have a good company culture and a history of treating employees fairly and adjusting wages to the market. Job seekers are looking for companies that do the right thing.

Q: What is most valuable to job candidates now?

Flexibility! Candidates ask themselves, "How much work/life balance am I going to have?" Time seems to be more important than money now. You can never get your time back. Unfortunately, losing loved ones and seeing so many lives lost across the globe showed people how valuable time really is.

Q: What are some hurdles that Amerex overcame, and what new

strategies have you implemented while facing those challenges?

Bringing in talent in Alabama has been challenging because new companies entered the market but haven't really seen an increase in their employee population. People are shuffling between companies – moving from manufacturer to manufacturer. Offering part-time employment opportunities has been a key to our success in attracting talent in production in addition to our four-day work week, because it appeals to those employees who do want more flexibility. We added a referral program to employees, as well as more advertising. Recruiters can also be a great resource to bring in more talent.

Q: Do you have advice for other HR professionals?

Think outside the box and get creative with what you're offering. Many people didn't want to go back to work full time after the pandemic, so part-time positions help. Once you get them in the door, focus on retention. There's no recruiting without retention. And most importantly, treat people how they want to be treated – not how you want to be treated.

Q: What hiring fundamentals should companies focus on?

The time is always right to do what is right. You must stop, listen and process before you make a decision. Check in to make you sure you haven't checked out. It's easy to check out or go on autopilot because

it can be overwhelming. When we are in alignment, our minds are clearer, and we make better decisions. Some think HR is being in charge of attendance, compliance, procedure and performance – that's only a small part. HR is more strategic. It's truly a job of service and a job focused on culture and people operations, not handholding.

Q: Getting younger workers interested in fire protection is a challenge. What tactics would you suggest to attract a new generation?

Some young people don't understand that you can make just as much money with a trade school degree as with a four-year degree. It's important we get manufacturing back into the schools, offering programs to help school systems lead students to manufacturing. Some schools have co-op programs where students can immerse themselves in manufacturing. Diesel mechanics, welding – all of these trades make good money. Partnering with trade schools would help students become more aware of their opportunities. We need people in manufacturing. We need different career readiness strategies that teach the next generation about trade careers. We can't wait to get back into the high schools to put programs in place.

Jacy is SHRM certified and leads four members of our HR team. If you know someone who would be a great fit for our culture at Amerex, visit Amerex-Fire.com. 

EMPLOYEE SPOTLIGHT



TIM BRANDES

Northwest Regional Sales Manager

The Amerex team welcomes our new Northwest Regional Sales Manager, Tim Brandes. Tim joined Amerex in May and works one-on-one with customers and distributors based in Washington state, Oregon, Montana, Wyoming, Idaho, Alaska and Hawaii. He's eager to help grow business for distributors, identifying opportunities to empower them so they can help their own customers. He's also excited to help expand their market while solving common challenges.

"Tim is a proven sales and business leader who brings a unique perspective to the industry," says Ben Pitts, Vice President – Sales and Marketing. "I am confident that Tim will be great partner for our Northwest distributors and for Amerex."

After beginning his career in customer success at Nike, Tim gained experience at Dell and Apple before moving to 3M in Seattle where he worked as an outside sales executive for health information systems. With 10 years of experience in business and sales, Tim eagerly looks ahead to his future at Amerex. He enjoys helping others and ensuring customers feel heard. Tim's goal is for customers to not only receive a quality product but also a great experience.

Company culture drew Tim to Amerex. After spending two weeks in Alabama, he observed how much Amerex team members love working together. "I don't think there's anyone at Amerex who doesn't love what they are doing," Tim says.

"WORKING IN FIRE SUPPRESSION IS ABOUT CARING — CARING FOR THE PEOPLE, CARING FOR THEIR BUSINESSES, CARING FOR THEIR PROPERTY AND MAKING SURE THAT THEY ARE UP TO CODE AND THAT THEY ARE GOING TO BE TAKEN CARE OF IN THE EVENT OF A DISASTER."

When asked what he likes most about Amerex, Tim immediately pointed out that Amerex puts customers and quality first. "If they say they're going to do something, they're going to stand by it," Tim says. "I like the integrity that this company has, and I like how transparent they

are with their customers but also with their employees." At Amerex, teams take pride in the work they do, which results in individuals who are extremely knowledgeable and approachable, from the production floor to leadership. Tim sees this and loves the team culture of everyone working toward the same goal. In Tim's eyes, our motto, "Quality is behind the diamond," means "acting with integrity every step along the way, from the production of the units to the delivery of the units to customer service to sales to pricing — making sure it's not just a robust, quality product but also that there's a level of service that is unsurpassed."

We take our commitment to protecting life, property and safety seriously. "Working in fire suppression is about caring — caring for the people, caring for their businesses, caring for their property and making sure that they are up to code and that they are going to be taken care of in the event of a disaster," Tim adds. "You care about people and the people that they manage. If you're not building quality product that can look out for those components, you're really doing a huge disservice."

A native of Portland, Oregon, Tim currently lives in Spokane, Washington, where he enjoys playing tennis, biking and running. He is also a proud dog dad to Elliot and Cooper, an uncle-nephew pair of Sheepadoodles.

Welcome to the Amerex family, Tim! 



DISTRIBUTOR SPOTLIGHT

MAINLINE FIRE PROTECTION INC. & SAVA FIRE EQUIPMENT INC.

Celebrating a decade of business in 2022, **Mainline Fire Protection** has been a dedicated Amerex distributor for eight years. Located in Concord, Ontario, just north of Toronto, Mainline Fire Protection installs Amerex kitchen protection and industrial systems, helping us serve Canadian customers. At the helm, General Manager Nick Janevski says once he saw the potential in fire suppression, he never looked back. “I have always been enthusiastic and determined to be able to deliver a quality product with every install,” Nick says. “I go above and beyond for our customers, and Amerex makes it easy for us. I

know our customers depend on us to protect them and their properties, and I take that very seriously.”

Just 30 minutes away, near Lake Ontario, **Sava Fire Equipment** has been delivering Amerex products to the Canadian market for 34 years. The Sava family founded the company in 1988 – and now two generations later, Jeff Howard helps manage the family business. Jeff’s grandfather and uncle – George and Fred Sava – established Sava Fire Equipment. “I’ve been around it all my life, but professionally, I have been with Sava for eight years,” Jeff notes.





As the master warehouse and master distributor for Amerex in Canada, Sava Fire Equipment sells products to other distributors who manage the actual installation. It takes two to tango, and without the hard work of both of these valuable partners, we couldn't provide quality fire suppression systems to communities in Canada. Working hand in hand, Nick enjoys collaborating with the Sava team. "Ever since we met the team at Sava we knew it was the team and the system we wanted to work with going forward," Nick says. "What I like most about doing business together is the easy communication and common understanding that has developed throughout the years."

Since the beginning, Sava Fire Equipment has sold Amerex products only, and they represent all Amerex product lines in Canada. "We are truly an exclusive Amerex dealer," Jeff explains. "We do not sell any other manufacturers' hand portables, wheeled extinguishers, kitchen systems, industrial systems or vehicle systems." We appreciate our partnership with the Sava and Mainline teams, and we know that

Canadian distributors and customers are in good hands.

When reflecting on what sets Amerex apart from other fire manufacturers, Nick says the quality and the team at Amerex are superior. "If we ever have a question in the field, we can depend on Sava and Amerex to have an answer," Nick explains. "I choose to distribute Amerex products because I know and trust that it will keep my customers safe. Amerex has been my first choice for fire suppression for the past eight years."

Nick speaks highly about the design of Amerex kitchen and industrial systems. He likes the ease of installation and system quality the most. "The engineers have done a great job with designing the systems," he adds. He is especially fond of the Amerex industrial system because of the TFP nozzles and the number of nozzles required to protect the hazard.

As he travels from install to install, Nick loves the variety of jobs since no two are really the same. At the beginning of every installation, he walks through how the system will

be installed with the customer to make sure they feel confident they are protected and are happy and satisfied at the end. Sava Fire Equipment can attest to this commitment of ensuring customers receive a quality system that helps keep them safe. "We know that when Mainline is doing a job, they are doing it correctly and professionally, and we can trust them with the Amerex brand," Jeff says.

Systems Expert Ross Holmes has been with Sava Fire Equipment for over 18 years. Even amid challenges from the past two years, Ross and Jeff note that their distributors can count on getting quality Amerex products in a timely fashion. Ross says they are very excited and looking forward to the Strike panel for the kitchen protection system getting approved in Canada and coming north.

Mainline Fire Protection and Sava Fire Equipment both embody the Amerex motto, and as Jeff says, "The quality really is behind the diamond. Amerex is a professionally run organization that only produces quality product that someone can be proud of putting their name on," Jeff explains. "Engineering is great; customer service is fantastic; shipping is top notch; and the marketing team does a great job getting the Amerex name and products out there in the public eye. We also have to say that without the people in the Trussville plant, we would never be able to be as successful as we have been in Canada. The people on the line and in the plant that make the product do so with pride, and you can tell. They are awesome!" 

DISTRIBUTOR SPOTLIGHT

ARGUS PRODUCTOS E SISTEMAS

“¡Olá!” from Brazil! Headquartered in the vibrant and bustling state of São Paulo, **Argus Productos e Sistemas Contra Incêndio** supplies Amerex products and superior service to the Latin American region. As an outstanding team and distributor, it is no surprise they have created a brand-new market for Amerex vehicle systems, helping sugar mills within the agricultural sector.

“A QUALIDADE ESTÁ POR TRÁS DO DIAMANTE.”

Founded 12 years ago by company owner José Assunção, Argus has been a trusted Amerex distributor for 11 years and one of the leading fire

protection and engineering companies in Brazil and Latin America. With 44 years of fire suppression experience, José has been there since the beginning. The 45 employees of Argus are dedicated to ensuring customers receive quality products and service. “Quality is behind the diamond” – or “A qualidade está por trás do diamante” – is just as important to Argus because as José says, “Quality is an essential value.” For José, working in fire suppression is rewarding and a responsibility he does not take lightly. “It involves protecting lives and property,” José says. “We must always be 100% aware of the relevant norms and the quality of the products we distribute.”

The Argus commitment to quality and their unwavering effort to always comply with the best regulatory requirements helped them serve an untapped sector in need of better fire protection. In Brazil, the mining industry already knew the importance of investing in certified vehicle fire suppression systems. However, sugar mill operators were not adequately protected. Using this revelation, the Argus team identified an opportunity to fill a critical need in an industry that did not have superior listed and approved fire protection for their equipment. “This sugar mill machinery used artisanal systems that were developed without any standard criteria and were made with



low-quality, unapproved and unlisted, materials,” José explains. “In this way, the cost reference that these potential customers had – when compared to the cost of internationally certified systems – generated an initial barrier.” But that did not stop the Argus team. They demonstrated the Amerex vehicle systems, explaining the value behind complying with these safety standards that would help them achieve better fire suppression, and in turn, safer operations for their workers. Also, notable, with a superior vehicle system from Amerex, they will better protect their equipment, cutting down on losses and increasing their return on investment. “These sugar mills began to realize that it was justifiable and made sense to invest in a more robust system of unquestionable quality,” José adds.

“ARGUS IS A VERY PROACTIVE COMPANY AND LEADER IN SPECIFICATIONS, AND THEY ADHERE TO INTERNATIONAL STANDARDS AND APPROVALS SUCH AS NFPA, UL AND FM.”

Chris Nichols, Managing Director – International Sales, greatly appreciates the dedication and success of the Argus team. “Argus is a very proactive company and leader in specifications, and they adhere to international standards and approvals such as NFPA, UL and FM,” says Chris. “We are very proud to work with them.”

Argus customers rely on quality products that are developed the right way to protect the safety of their machines and operators, maintain productivity and reduce the risk of losing profit. That is exactly why the company chooses Amerex vehicle systems to satisfy the needs of their customers. José says he likes the robust materials and the operational simplicity of our system. “The pressurized extinguishing cylinder makes the system simpler and safer when compared to systems from other brands that use auxiliary gas cylinders to pressurize,” he notes. José also appreciates the excellent quality of Amerex equipment and the level of technical support from our representatives. “Amerex is always attentive to technological developments and market needs,” José adds.

We cannot thank the Argus team enough for our partnership, and we strive to provide effective resources and support for all Amerex distributors! 



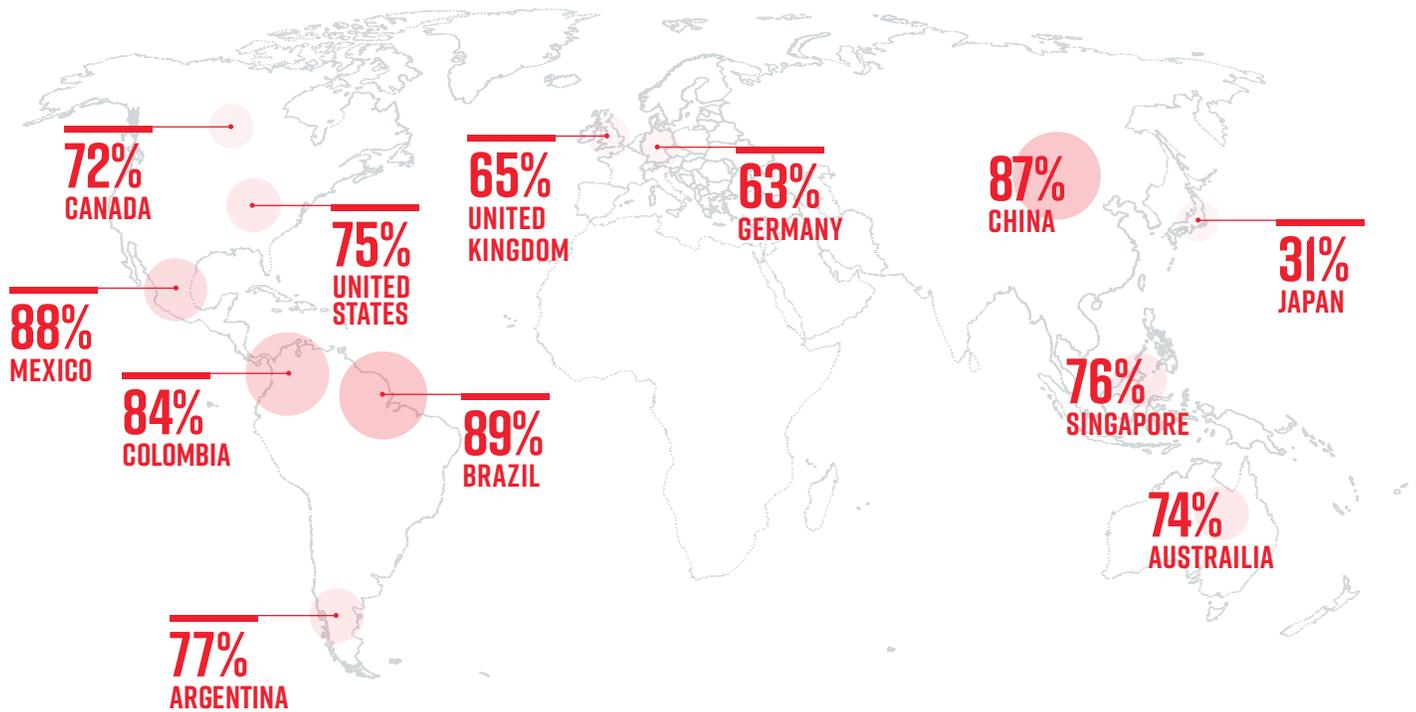


NEW HEIGHTS IN

CUSTOMER SUCCESS

Achieving customer goals the right way

Positive customer experience is vital to a successful business. You may not realize, but 1 in 3 customers, or 32%, say they will walk away from a company they really enjoy doing business with after just one bad experience. In Latin America, it's even higher – 49% of customers say they wouldn't return to a business where they've had an unfavorable or inadequate experience. Creating a pleasant customer experience fosters a mutually beneficial relationship and pays off for everyone. It also leads to increased loyalty and transparency among customers. When you trust someone, you feel more comfortable to be open with them. That's why providing a complete experience for customers is so important – 54% of United States consumers would say customer experience at most companies needs improvement. Customer experience drives purchasing decisions. PwC, an accounting and consulting firm, asked consumers how much they value customer experience when choosing between options.



How much do you value customer experience?

PwC, an accounting and consulting firm, asked consumers how much they value customer experience when choosing between options. The map above shows the results.

Not to mention, when you add in a global pandemic, the importance skyrockets even more. The pandemic resulted in heightened awareness and intensified our attention to everything, including customer service. Over the past several years, we've seen trends of higher customer expectations, and specifically, customers that want more personable interactions customized to them and their situation. This shift is nothing new to us at Amerex, and as our teams have evolved year after year, we have recognized our customer service department needs to be reidentified.

That's why we have renamed the Amerex customer service department

to the Amerex customer success department.

NEW NAME, NEW VISION

Rebranding to a customer success department allows us to ensure our customer experience strategy is visible in all areas of our business – something Lisa Session, Customer Success Manager, is very passionate about. With years of experience in information technology, Lisa joined the Amerex team two years ago to elevate the Amerex customer experience even more, implementing new technology to help improve our processes. She carries her acute attention to detail from training

to each department's operations, focusing on how each team interacts with one another. Lisa empowers her team with knowledge about Amerex products and processes, which in turn helps our customers.

"I have a fantastic team, and they have been enjoying and appreciating the fact that they are continuously learning," Lisa says. The customer success team now undergoes training for every department. In their most recent training, they dismantled a fire extinguisher and rebuilt it – "They thought that was fun," Lisa adds. Continuing education is an important way to make sure everyone grows and evolves as new information arises.

TOP LEFT: Pictured from left to right are Regina Dotson, Dawn England, Leslie Melvin and Riley-Kate Justice.

“YOUR SUCCESS DEFINES OUR VISION.”

This hands-on training will immensely help the Amerex customer success team and allow them to be more knowledgeable about Amerex product lines.

Success boils down to relationships, and at Amerex, we build real relationships with our customers. With the launch of our new Amerex customer success department on Aug. 4, we also initiated a new motto for our customers – “Your success defines our vision.”

In many ways, the Amerex customer success team has already been practicing these customer experience strategies. This name change will now reflect what we already believe

customer relationships should be. A new change that will be implemented, however, relates to the onboarding of new customers. Once a new customer has been accredited and verified, Amerex onboarding specialists will connect with them and establish a relationship, walking them through every aspect of doing business with Amerex for the following 30 days.

ERA OF EXPERIENCES

Achieving the right customer experience is especially important in business-to-business industries. As a fire equipment manufacturer, Amerex works with organizations and individuals across the fire suppression industry, from fire marshals to other

OEMs to city officials. We're able to help each party succeed in their own way. In this era of experiences, Amerex products are successful only when our customers are able to use them in a safe way to protect life, property and public safety. We believe every person across our organization is responsible for product success.

So, what's the true difference between customer service and customer success? Customer success begins with a strategy to understand and accommodate customers' preferences across interactions with each department, helping identify and achieve their goals. Customer service is generally focused on only helping a customer once they need something.



Pictured from left to right are Mandy Stanford, Adriane Burnett-Sanders, Dawn England, Mexi Green and Riley-Kate Justice.

Since consumers put more value on experiences in their work and personal life, organizations can't just think about how they can serve customers best when they have a question. Customer success is proactive, not reactive, and Lisa knows this well.

"It all hinges on putting customer experience front and center," Lisa says. "Reactive customer service or customer support programs alone cannot cut it. Customer service lumps together sales, product support and general inquiries. Customer support tends to be focused primarily or exclusively on product questions. Neither can prevent problems before they happen."

In Lisa's eyes, this era of experiences is really just bringing companies back to the basics. "Customer service is a transaction," Lisa further explains. "You have a problem; I solve your problem, and we're good. Customer experience is getting ahead of an issue that you see and trying to spearhead it before it becomes a problem or it's like a snowball effect. You start establishing and putting processes in place that will give that customer an experience. You build a relationship."

When automated answering systems came out, most people thought it was a good way to funnel customers to exactly what they need. "That got old real fast," Lisa notes. "You go down a rabbit hole of pressing buttons



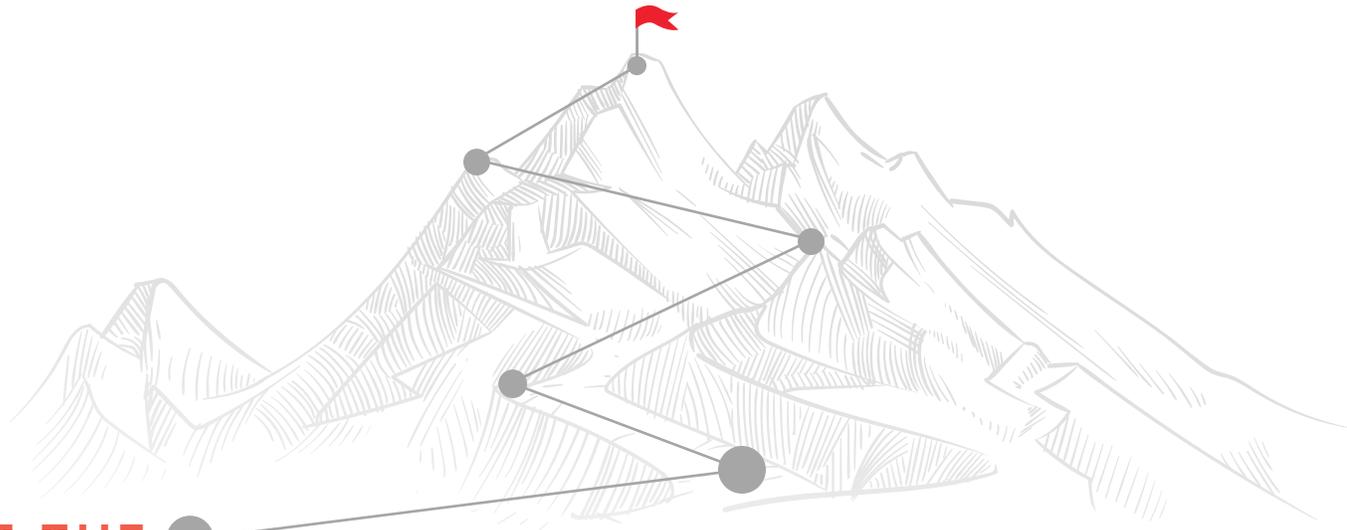
Pictured from left to right are Dawn England and Lesli Melvin.

and when you do get a human, you're excited – are you really a human?"

QUALITY IS BEHIND THE DIAMOND

We don't take our responsibility of providing high-quality fire suppression systems lightly. The Amerex commitment to our customers and distributors is strong and pervades every aspect of our business. It's exemplified in each department through our motto that "Quality is behind the diamond." A customer's experience extends from the first word they hear about a company to their last interaction with it, and it's our goal to ensure

quality is every step along the way. One of Lisa's favorite aspects about her role is when Amerex customers give specific feedback about each representative they work with, expressing their appreciation for the quality of each personal relationship. To Lisa, "Quality is behind the diamond," means, "We stand on everything that we say. It's not just an emblem or a logo – there is quality behind that product."



MEET THE CUSTOMER SUCCESS TEAM

Adriane Burnett loves spending time with her two children. She loves to cook and test different recipes. She is a photographer and plays almost every instrument. Adriane received offers to play in the Alabama Symphony Orchestra and three music scholarships but did not want to pursue a music career. Wow, so many talents!

With almost 25 years at Amerex, **Brandy Reid** appreciates time with her family, friends and pets. She is a member of the 501st Legion, an international fan-based Star Wars organization that makes and wears accurate screen costumes while participating in charity events. Brandy dresses as a Tie Pilot, Tie Reserve and a Jawa.

Dawn England enjoys going on cruises and watching TV – “I’m like a kid when on vacation!”

A new member of the team, **Emily**

Mitkus has three children, and each of them keeps her driven. Her passions have always been listening to music, going to the beach and spending time at the family getaway in Tennessee!

Lesli Melvin is left handed and has twins! She enjoys spending time with her kids and grandkids and has been a member of the Amerex team for five years.

Lisa Session loves traveling as much as she possibly can and is also a life coach and real estate agent!

A cheer mom, **Mandy Stanford** has twins, a boy and girl, and two family pets: a cat and a yellow Labrador. Mandy has been on the Amerex team for 15 years.

When they aren’t at their son’s baseball or basketball games, **Mexi Green** and her husband head to the movies and enjoy traveling back roads. (And working on their green thumb to

keep the indoor plants alive!) She is also a line dance enthusiast.

Regina Dotson has a ball doing absolutely nothing with her grandchildren and playing with their favorite furry friend, Bentley the Yorkie. She also spends time thrifting on Saturday mornings.

Riley-Kate Justice joined Amerex in 2020 and loves chilling by the pool or going to the park with her family, husband and their two goldendoodles, Stella and Hallie. Believe it or not, she’s actually summited Mount Kilimanjaro in Africa – amazing!

Sharon Minyard has two daughters and three grandchildren. They enjoy time at the lake together and backyard barbecues. Sharon has a brother and sister that are twins, and she also has a twin sister! She has 38 years at Amerex under her belt. 

AMEREX 2022

EVENTS CALENDAR

Event Description	Location	Dates
PAFED Annual Conference	Williamsport, PA	Oct. 19–20
Center for Campus Fire Safety	Brunswick, NJ	Oct. 31–Nov. 3
Southeastern Mine Conference	Birmingham, AL	Nov. 2–4
KP/IS Training	Dallas, TX	Nov. 8–9
VS Training	Dallas, TX	Nov. 10
KP/IS Training	Trussville, AL	Dec. 6–7
VS Training	Trussville, AL	Dec. 8
The NAFEM Show	Orlando, FL	Feb. 1–3
NAFED	Las Vegas, NV	March 9–10
NAFED	Atlantic City, NJ	April 12–14
NAFED	Chicago, IL	May 25–26



PRODUCT UPDATES

PORTABLE FIRE EXTINGUISHERS

Class D line and new water mist models are now available.

QUALITY

SERVICE

INNOVATION

*High quality products built
to protect and perform.*

CLASS D EXTINGUISHERS

The full line of Amerex Class D extinguishers is available after a brief (but still too long!) hiatus. All hand portable and wheeled extinguishers are FM approved and available within our stated lead times. Note that the newest model C571 utilizes over 40 pounds of pure copper powder as an extinguishing agent for lithium metal fires. These extinguishers are designed



Class D extinguishers.

and approved only for lithium metal fires and should not be used as fire suppression for lithium-ion batteries. The best choice for lithium-ion battery hazards remains the Amerex water mist extinguisher.

WATER MIST EXTINGUISHERS

Regarding our water mist extinguishers, Amerex released the models C270 and C272 in October 2022. This product update removes the long wand and replaces it with a fine spray nozzle attached directly to the hose. The purpose of this change is to make the hose easier to install and use in an emergency. The product will retain the Class C rating that is so important to water mist extinguishers and will retain the “MRI Conditional” rating for MRI systems operating up to 11.7 Tesla.

DIGITAL OWNER’S MANUALS

Amerex has made our owner’s manuals available digitally. QR codes provide easier access to our manuals and ensure they are always up to date. Each of our extinguishers is required to have an owner’s manual. We have placed a QR code on our cartons that will link directly to the owner’s manual for that extinguisher. You can test this feature now using this QR code:



Water mist models C270 and C272.



AVAILABLE NOW

Class D full line of extinguishers.

Amerex has released the models C270 and C272.

Amerex has made owner’s manuals available digitally.



AMEREX DEFENSE FILMS TRAINING VIDEOS FOR U.S. MARINE CORPS

When Tad Halcomb, Defense Sales Manager, and Ken Mier, Product and General Manager – Defense, received several customer requests for training videos on how to use Amerex wheeled units, they knew exactly who to call for assistance. “We need to have the right space to create a fire that’s large enough for a wheeled unit,” Tad says. “We have a longstanding relationship with our Halotron supplier, American Pacific Corporation (AMPAC) and Jeff Gibson, Vice President. They have a great

facility for such fire testing. We called them, and they agreed to let us use their facility. The rest is history.”

HISTORY OF AMPAC

Jeff is the grandson of one of the company’s founders, Fred D. Gibson Sr. The company was originally privately owned and founded in 1955 in Henderson, Nevada, as the Pacific Engineering and Production Company of Nevada. Commercial

production of the core product, the oxidizer ammonium perchlorate (AP), began in 1958. “AP is a solid oxidizer used in solid rocket propellants employed by NASA and the Department of Defense (DoD) in various systems since the early 1960s,” Jeff says.

Jeff joined the company in 1988 to assist with the investigation of a large fire that occurred in a process area at the plant site in Henderson, which completely destroyed the facility.

ABOVE: Pictured from left to right are Angela Waters, Tad Halcomb, Clay Heyborne, Chad Larsen and Jeff Gibson.

“AP was considered a national defense priority chemical,” he says. “There was an urgency to rebuild quickly and restore AP capacity. NASA and DoD supported this effort.” It was not possible to rebuild in Henderson in a timely manner, so a new site was identified in Cedar City, Utah, 200 miles north of the plant. The plant started operating in June 1989, only 13 months after the incident – a notable achievement since in today’s world, getting permits would likely take a full year or more.



FROM AP TO HALOTRON

After recovery from the incident in 1989 to 1990, there was a desire by AMPAC to diversify product lines beyond AP, which led to the development of the Halotron and Sodium Azide lines. An option to license the original Halotron technology was acquired from a Swedish inventor in this same time frame.

“I was part of an AMPAC team that went to Sweden in late 1991 to be briefed on the technology and to witness a fire test demonstration at SP in Boras, Sweden,” Jeff says. “We first came into contact with Amerex in early 1992 to discuss the new Halotron I technology designed to replace Halon 1211.”

AMPAC built the fire testing facility at their plant in 1992.

“The facility is used by the local municipal fire departments periodically for testing and training,” Jeff says. “We use the facility for research and development where fire testing is needed. The primary value has been to perform U.S. DoD type Class B fires (pit and engine nacelle) as well as the larger UL pan fires.”

PARTNERING WITH AMEREX

Later that year at Marine Corps Air Station Beaufort in South Carolina, Jeff was part of a team that tested the Halotron I and Halon 1211 units. The U.S. Navy test report for these fires was issued in November 1992, and it was positive, stating that Halotron I is suitable for aircraft fires. In 1995, Halotron achieved

FAA approval for airport ramp fire protection after a full-scale fire test program, and the relationship with Amerex started in full swing. In 1998, Amerex launched five UL listed Halotron I portables, and in 2003, Amerex began testing the first Halotron I wheeled unit at the Cedar City fire test facility with UL. In 2015, more fire testing was done with the Halotron I wheeled units in Cedar City, where Amerex was able to increase the UL rating of our B674 unit. Subsequently in 2019 and 2020, AMPAC did more fire testing with Amerex at UL on the Halotron BrX portable fire extinguisher.

“Jeff and AMPAC have been critical to our relationship with the military,” Tad says. “It was great to be at the facility with Jeff, Angela and the rest of the team at AMPAC. We spent several long, hot days in July working on the fire test videos, and the feedback we have received from our customers far exceeds what we were hoping to accomplish. The U.S. Marine Corps has already incorporated several of our videos into their flight-line training programs – in fact, their second scheduled class held at Twentynine Palms, the California base, was attended by the Base Commander, who applauded the upgraded program.”

Check out the video on our YouTube channel. 

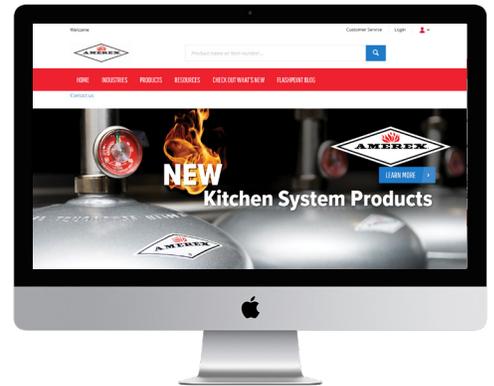
GET YOUR ORDER IN FASTER!

KEY FEATURES OF THE WEB STORE

We're dedicated to serving our fire equipment distributor partners to the absolute best of our ability. That's why we continue to update and optimize the Amerex Web Store experience for you.

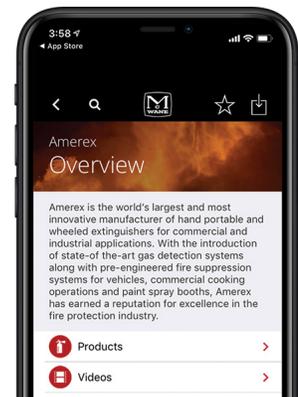
- Improved order and shipment tracking.
- Solutions organized by industry application.
- Easy navigation and simple search.
- Detailed and up-to-date product information.
- The convenience of shopping and ordering 24/7 from any location with internet access.
- The ability to double-check your cart for completeness and accuracy before placing your order.
- The convenience of saving shopping carts for later if you're in the middle of placing an order and something comes up.

Contact your sales representative or customer service if you need assistance logging into the Web Store.



POCKET ENGINEER

Keep important Amerex information at your fingertips via the McWane Pocket Engineer app or by visiting pe.mcwane.com.



WHY AMEREX

Quality

Amerex didn't become a global market leader overnight. Our business has grown year after year based on our products' reputation for performance and durability in even the most rugged environments.

Service

Amerex was founded upon a mutual appreciation for premium quality in products and customer service and the importance of interpersonal relations.

Innovation

Because Amerex is independently owned and forward thinking, we are continuously innovating and investing for the benefit of our customers and those they serve.



@AmerexCorporation



@amerex_corporation



Amerex Fire



@Amerex_Corp



Amerex Corporation