

Fastener Forum

The Official Newsletter of Nelson® Fastener Systems, Issue 2

NELSON WELCOMES NEW INDIA LOCATION

Nelson® Fastener Systems and Nelson® Stud Welding are proud to announce a new location and staff in Gurgaon, Haryana India, southwest of New Delhi; Nelson Stud India Pvt Ltd.



Kamal Varma

National Sales Manager, Equipment & Accessories

Previously I was working with ESAB (Part of COLFAX Corporation, USA) and was responsible for welding equipment and accessories business.



Kunal Mahendru

National Sales Manager, Industrial Markets

I am Mechanical Engineering graduate with 11 years experience with Industrial fasteners B2B sales and most recently Bossard

Objectives for the new venture include:

- Strengthen the bond with the existing customer base with enhanced support and service.
- Reach new customers by marketing our world class technologies and products.
- Improve the knowledge and use of stud welding technology and processes currently being used in India.
- Reinforce the Nelson brand by being the first international stud welding brand in India that is a subsidiary, unlike other international brands operating through distributors.

NELSON STRATEGIC PRIORITIES

The global leadership team held a sales and operations strategy development session this summer where the objective was twofold:

1. For our senior leadership team to gain alignment and focus around a prioritized and short list of strategic priorities

2. Break these down into specific actions, measurables and targets

THE PROCESS

The team spent the majority of time going site-by-site, function-by-function analyzing current state, the

competition, major customers, technology related to processes and products, market forecasts, strengths, weaknesses, opportunities and threats.

In the end, the team developed a list of 70 topics or projects which led to some common themes and ultimately into 3 strategic priorities (Talent Development, Operational Excellence and Strategic Growth).

Look for the new Nelson Fastener Systems Strategy banners in the coming weeks!



Each Strategic Priority will be broken down into sub-elements with specific actions and financial/operational targets over the next few weeks.

Ultimately, the goal is to ensure Nelson's strategy is driven across all functions, all sites and at every level of the organization so the entire Nelson team is working in the same direction at the same time.

BRAND SPOTLIGHT



STRONGSVILLE, OH

SKN Brake Parts™ started in Solon, OH as a brake part manufacturer known as SKN Manufacturing. SKN being Singleton, Kemp & Neff - the 3 owners. Eventually, SKN began specializing in the distribution of brake parts, rather than the manufacturing, as the main source of revenue. "Brownie" Neff, being a local entrepreneur, took over as sole owner of SKN in 1997. Neff owned several businesses, one being Stud Welding Associates located in Elyria, OH.

Nelson® Stud Welding purchased Stud Welding Associates in 2005 and included in that purchase was SKN Brake Parts. Those companies moved to the current Strongsville location in 2006.

SKN is a leading distributor of brake parts for the aftermarket auto industry. The parts are distributed to customers throughout North & South America with the largest customer being Cardone, headquartered in Philadelphia, Pennsylvania. Cardone, supplies inventory to retail outlets such as Pep Boys, Advance Auto, etc.

Since SKN began focusing on distribution in 1994, as opposed to manufacturing, the business has grown every year. In fact, since Nelson purchased SKN, revenue growth has tripled. Bob Holton, SKN General Manager attributes that to the hard work and efforts of his team.

Starting with just 55 industry part numbers, SKN now offers over 1400 part numbers to its customers. Holton's motto: "Treat suppliers like you treat your customers."

Holton looks forward to the annual AAPEX (Automotive Aftermarket Products Expo) show in Las Vegas each year. There, he can meet and negotiate with his customers and suppliers to plan for their future business needs.

To learn more about one of Nelson most interesting brands, visit

www.SKNBrakeParts.com

EMPLOYEE SPOTLIGHT



Bob Holton
General Manager
SKN Brake Parts™,
Strongsville, OH

How long have you been with SKN? 26 years. I started in 1990 with SKN Manufacturing, then in 1994, developed and started SKN Brake Parts

What other positions have you held there? Sales

Family? Married 43 years, 3 daughters, 7 grand children

Hobbies? Golf, traveling

How long is your commute? Where do you live? 30 minutes, Avon Lake, OH

What do you find most challenging at SKN? The new LX System

How has the company changed since you started? We started with 55 part numbers and now we currently offer over 1400.

What do you wish other people knew about the company? One of my favorite sayings: "Any business arrangement that is not profitable to the other fellow will, in the end, prove unprofitable to you."

As an employee, what sort of trends do you see? Continued growth

Best workplace memory? All the tradeshow that I have done - meeting all the people I have through business.

Bacon or chocolate? Bacon with eggs

Deep dish or thin crust? Thin crust and rolled

Favorite Superhero? Ironman

How do you like your coffee? hot with a little milk

What is the wallpaper on your cellphone?

Rocky Mountains with snow

PHOTO CONTEST!

This month's winner:

John Von der Lieth, Sr. Field Sales Rep. - Nelson Stud Welding
UC Berkeley Memorial Stadium retrofit (and new Press Box)

We want to see Nelson products on the job!

Send us your high-resolution pics showing fasteners being used, equipment at work, or cool photos of products in general. We'll feature a new winner every month. Please include your company, product featured, location and description.

Winners will receive some Nelson swag!

Email to Kelly.Foos@NelsonFastenerSystems.com.

Open to all Nelson Fastener Systems customers and employees. All photo entries become the property of Nelson Fastener Systems and may be used in other promotions without further permission or compensation to the photographer or representing companies.



ASK THE PRESIDENT



KEN CARATELLI
President,
Nelson®
Fastener Systems

Have a Question to Ask Ken?
Submit it to:
Ask.Nelson@NelsonFastenerSystems.com

October's Question for Ken

Our Fastener division has seen substantial change over the past few years. What industry do you consider to be our most significant opportunity for growth?

Ken's Response:

My view is that every business/industry is a growth business. While some industries are more mature than others, there are always opportunities to fill customers and prospects ever changing needs with both new and existing products. We excel at seeking out those opportunities with customers and prospects around the globe.

NELSON® FASTENER SYSTEMS



Spiegelberg Manufacturing™
A Nelson Fastener Systems Company



UPCOMING TRADESHOWS

- AAPEX Nov. 1-3, 2016, Las Vegas, NV
- FABTECH Nov. 16-18, 2016, Las Vegas, NV
- SteelFab Jan. 16-19, 2017, Sharjah, UAE
- ConExpo / ConAgg Mar. 7-11, 2017, Las Vegas, NV
- NASCC Steel Conf. Mar. 22-24, 2017, San Antonio, TX
- Fastener Fair Mar. 28-30, 2017, Stuttgart, GER
- ISA Int'l Sign Expo Apr. 19-22, 2017, Las Vegas, NV

- Offshore Tech. Conf.
- FABTECH Mexico
- FAST
- Seawork 2017
- Beijing Essen Welding & Cutting Fair
- FAST
- Schweissen & Schneiden

- May 1-4, 2017, Houston, TX
- May 2-4, 2017, Monterrey, MX
- May 11, 2017, Birmingham, UK
- June 13-15, 2017, Southampton, UK
- June 27-30, 2017, Shanghai
- Sept. 21, 2017, Duxford, UK
- Sept. 25-29, 2017, Dusseldorf, GER

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