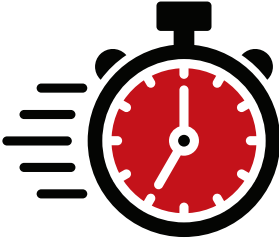
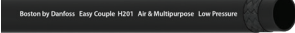
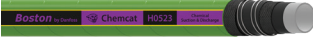
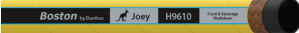
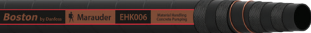
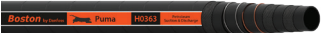
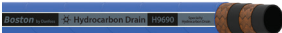
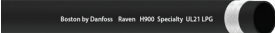
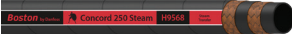
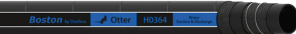


Unlocking Potential: Embracing a Fresh Product Strategy for Success!

Strategy building blocks

	Focused product offering	In-stock availability	Faster lead times	Enhanced marketing support
				
				
What we did:	We developed a solid foundation of core products to help our customers successfully navigate the industrial hose market.	We prioritize maintaining a robust inventory to ensure in-stock availability of our core product line at all times.	We have implemented measures to significantly reduce lead times for this core product line , aiming to provide a more efficient and streamlined experience.	We have taken significant steps to enhance market support for our product line , recognizing the importance of providing comprehensive assistance to our customers.
How we did it:	Defining our core product line involved in-depth study of: • Strategic alignment • Competitive product performance • Market dynamics	• By closely monitoring demand patterns • Analyzing market trends • Collaborating with suppliers • Developing efficient inventory management systems and processes to optimize stock levels and minimize the risk of product shortages. • Our inventory strategies to ensure that our customers can rely on us for timely product availability	• Optimizing our supply chain and production processes • Shortening the time it takes from order placement to product delivery. • Enabling a swift response method to customer demands ensuring that our products are readily accessible when needed	• Through market research and analysis, to gain a deeper understanding of customer needs and preferences • Developing targeted marketing strategies • Creating tailored promotional campaigns and effective sales support materials • Bolstering our market support efforts for stronger customer relationships and increased product awareness

Core industrial categories & products

 Air & Multipurpose	 Chemical	 Food & Beverage	 Material Handling
Core Products Bulldog Gold H6009 Air & Multipurpose Hose  Easy Couple H201 Air & Multipurpose Hose  Greyhound EHA500 High Pressure Air & Multipurpose Hose 	Core Products Chemcat H0523 Chemical Hose 	Core Products Joey Washdown 1000 H9610 Food & Beverage Hose 	Core Products Marauder Heavy Duty EHK007 Material Handling Hose  Marauder EHK006 Material Handling Hose 
 Oil & Petroleum	 Specialty	 Steam	 Water
Core Products Fossa EHP150 Petroleum S&D Hose  Puma H0363 Petroleum S&D Hose 	Core Products Hydrocarbon Drain H9690 Specialty Hose  UL H900 LPG Hose 	Core Products Steam Slayer EH084 Steam Hose  Concorde 250 H9568 Steam Hose 	Core Products Mink EHW150 Water Hose  Otter H0364 Water Hose  Royalflex H1196 Water Hose 