



# TECH & CONSULTANTS EXHIBITORS

PLAN TO MEET THESE LEADING TECHNOLOGY VENDORS AND EXPERTS

In business, the only certainty is uncertainty itself. There are always clouds on any horizon, but as the construction industry winds up one of its best years in nearly a decade and prepares for several strong years ahead, the skies are mostly clear and distributors are making long overdue investments in infrastructure and operating system upgrades.

That means this year's STAFDA Tech & Consultants Row will once again be a busy destination. To accommodate this increased demand, Tech & Consultants Row will be located inside the Trade Show hall and will run from Noon - 6:00 p.m. on Monday, Nov. 9 and from 10:30 a.m. to 4:00 p.m. on Tuesday, Nov. 10. The following are some of the companies you can expect to see this year.



**48WS**  
» TSUJIOKA  
[WWW.48WS.COM](http://WWW.48WS.COM)



48WS offers comprehensive marketing tools specifically for the industrial distributor and construction supplier. The expertise and experience of 48WS allows them to create print catalogs, e-mail marketing campaigns, provide data, build full-featured websites and makeover existing websites that will increase their client's market share and grow sales at significant pace and cost savings over customers attempting to do the work in-house.

"National expertise to gain local market share is available to you!" says

CONTINUED ON PAGE 90

*The construction market is expected to grow for the next several years, so if your company has been waiting to upgrade operating systems, now is the time and this year's STAFDA's Tech & Consultant's Row is the place!*



# INTRODUCING THE GAME CHANGER

**THE FIRST CARBIDE TIPPED RECIP BLADE FOR METAL CUTTING!**

The new Diablo Steel Demon carbide-tipped reciprocating blades are the first carbide-tipped blades designed for extreme metal cutting; including high strength alloys, cast iron, and stainless steel. These high performance carbide-tipped blades deliver unmatched 20 times longer cutting life than standard bi-metal blades in extreme thick metal cutting applications between 3/16" to 1/2".



**WATCH DEMO NOW!**  
SCAN WITH A SMART PHONE

[www.TheGameChanger.com](http://www.TheGameChanger.com)

Extreme metal cutting carbide-tipped recip blades are available in four lengths: 4" (DS0408CF), 6" (DS0608CF), 9" (DS0908CF), & 12" (DS1208CF)

**FOR EXTREME THICK METAL CUTTING INCLUDING:**



[www.TheGameChanger.com](http://www.TheGameChanger.com)



[www.Facebook.com/DiabloTools](http://www.Facebook.com/DiabloTools)



[www.Twitter.com/DiabloTools](http://www.Twitter.com/DiabloTools)



[www.YouTube.com/DiabloTools](http://www.YouTube.com/DiabloTools)

Diablo powered by Freud America, Inc. | 1.800.334.4107 | Red saw blades are a registered trademark of Freud America, Inc.

48Ws cofounder Dan Tsujioka. "Our management team at 48WS brings over a century of proven successful construction supply experience. Each partner has held executive management level sales and marketing positions in the top construction supply companies in the United States. Their knowledge of the industry is unmatched and they understand *your* business."

Whether you need to get your company on the internet for the first time or a complete long term strategy and advice plan for building and capitalizing on market shifts, the team of experts at 48WS can help.

"Most distributors are well versed in their own business but do not have the time to become experts in online processes," Tsujioka says.

"48WS knows how to make customers come to *you* rather than your competition. We understand that you have a business to run so you can count on us to provide a simple understanding of what suits your objectives best while remaining within your budget."

Visit 48WS at STAFDA for a free marketing consultation. Limited time? Call Dan Tsujioka at (949) 795-2095; email Dan@48ws.com to set a time.



**BlueVolt**  
» SHIRAZI LUNCEFORD  
WWW.BLUEVOLT.COM

BlueVolt helps distributors efficiently train their employees on the products they sell to positively

impact productivity and sales. As experienced specialists in providing eLearning solutions for sales channel-based companies, BlueVolt provides distributors features that matter:

- Robust employee performance reporting
- Learning tracks for employee on-boarding, product knowledge and career paths
- Syndication of supplier courseware
- Future-forward integrations with Salesforce.com, Adobe Connect, eCommerce and HR systems
- Mobile-friendly user experience
- Easy content uploading

"Motivate your team to continually take training with our built-in incentive program called \$BlueBucks," begins Kelley Shirazi Lunceford, director of sales. Upon completing courses

and demonstrating retention of what they have just learned, your employees will earn gift cards to nationally recognized retailers. It's hassle-free; we handle the administration of this reward program."

Adding digital badges to courses motivates employees and signifies that they have gained expertise in subjects such as particular product lines. Create a series of badges to show progression through a curriculum, like moving from the warehouse floor to counter sales to outside sales.

"You can count on top-tier assistance from BlueVolt," says Shirazi Lunceford. "Our Customer Success program includes proactive outreach from our eLearning specialists who will make sure you are getting the most out of your learning management investment. We offer phone and e-mail support, provide online self-serve resources and training webinars and host an annual eLearning conference."

Call the BlueVolt team at (503) 223-2583 or visit [www.BlueVolt.com/distributors](http://www.BlueVolt.com/distributors).



**Computer Insights**  
» COWHEY  
WWW.CI-INC.COM

"Computer Insights provides high-end computer software. Unlike general-purpose software companies that try to 'fit you in' to their extensive programs, we contour the program to your actual needs," says Dennis R. Cowhey, COB. "Our industry focus enables us to provide software that fits our clients perfectly."

**Industry-Specific Capabilities:** The system has built in capabilities to handle units of measure such as purchase by the linear foot, sell

by sheet, purchase by case, sell by bottle, etc. It includes expiration dates for inventory with a limited shelf life and nearly endless pricing methods and cost and price tables.

Multi-branch capability shows you what's going on across the enterprise.

**Remote Access:** Order taking in the field using mobile devices streamlines field operations while the complete integrated wireless warehouse makes inventory management easy.

**Management Control:** Complete visibility into everything that is going

CONTINUED ON PAGE 92

**BLACK MAMBA TOUGH DISPOSABLE GLOVES**

- Foam Nitrile Coated Work Gloves
- Cut Resistant Sheet-Metal Handling Gloves
- Boot Covers

For tough tasks...it has to be BLACK MAMBA Gloves and Accessories.

Available from a network of Black Mamba Dealers Nationwide

Introducing **TorqueGrip** BLACK MAMBA Nitrile Gloves

With Raised Torque Grips

Powder Free Industrial Strength Nitrile Gloves With Raised Torque Grip™

Single Use Only • Ambidextrous  
6.25 Mils Thick (smooth area) • 10.25 Mils Thick (Torque Grip™)

Distribution Centers in Atlanta, Philadelphia, and Salt Lake City

[www.BlackMambaGloves.com](http://www.BlackMambaGloves.com)

**Electro Tape**  
Since 1969

**SAFETY PRODUCTS**

CAUTION PELIGRO DANGER

Barricade | Underground | Anti-Slip | Safety Stripe Vinyl | Aisle Marking  
Flagging | Reflective | Duct, Foil & Plumbing | Electrical | Double Coated  
Surface Protection Products | Packaging Products

**COME SEE OUR ENTIRE PRODUCT OFFERING AT BOOTHS 1010-1012**

**Electro Tape Specialties Inc.**  
13221 Byrd Drive, Odessa, FL 33556  
[www.electrotape.com](http://www.electrotape.com)  
(800) 999-2218

on in the company gives management an edge. The system doesn't just keep track of accounting, it helps to manage every aspect of your operation.

**Industry Focus:** CI's primary focus is fasteners. Fasteners are like any other industrial or construction product, but they require much more detailed inventory management than most of these products.

**Equipment Rental:** A complete equipment rental module is in development that will include an inventory bill of material control for large machines and small equipment. Anything that is serialized can be rented or sold. Serialized machines not flagged as in the rental fleet, are not for rent, they are for sale. The module also manages preventive maintenance and has flexible billing capabilities.

"Our clients range in size from as few as two or three users to sixty users or more. The system is scalable so you can grow with confidence and not have to change software down the line," Cowhey adds. "Visit us at STAFDA or call us at (800) 539-1233 ext. 203 to learn more. Visit our site too, at [www.ci-inc.com](http://www.ci-inc.com)."



**DDI**  
» WALLER  
[WWW.DDISYS.COM](http://WWW.DDISYS.COM)

DDI System has a 20-plus year history of innovation, helping over 700 distribution companies nationwide achieve long-term success. With a mix of vertical market-specific features, leading-edge functionality and outstanding support, DDI is a premier provider for wholesale distributors.

DDI's Inform ERP software will drive higher sales revenue, improve inventory performance, increase revenue per employee, reduce costs,

streamline warehouse operations and improve your overall profitability.

"Inform software is everything DDI said it would be, and it has delivered us four points in profit margin the first year alone!" says a DDI user. DDI capabilities include:

**Complexity Simplified:** Intuitive counter sales and order fulfillment, strategic customer pricing, sophisticated inventory forecasting, automated product procurement and robust financial reporting. Combine that with Inform's integrated CRM, marketing and sales tools and you get one of the highest-value ERP solutions on the market.

**Real-Time Mobile Solutions:** Empower your sales team by placing Inform's content in their hands. DDI's tablet- and touch-driven product catalogs, order entry and customer service system provides product images, inventory and customer-specific pricing, sales history, order status, invoices and more.

**Inform eCommerce:** DDI System's professionally designed Web storefront and real-time "customer portal" improves service, builds customer loyalty and increases online sales, all maintained with a single Inform ERP screen.

**Performance Analytics:** Get remarkable insight into the details of your company's performance with drill-down analytics and key performance indicator (KPI) dashboards. Easy-to-understand dashboards include hundreds of readily available and customizable reports.

"DDI System delivers all of the tools and features you need with the service and support you deserve," states Adam Waller, DDI System CEO. "Proven transition methods ensure a smooth and quick transition experience that will have your

company up and running within months. Dedicated developers keep Inform ERP on the cutting edge and deliver the latest innovations in multiple free upgrades each year. Visit DDI System at STAFDA and see how partnering with DDI will help your business achieve higher success!"



**Distribution One**  
» WARD  
[WWW.DISTONE.COM](http://WWW.DISTONE.COM)

In the 19 years since the company's founding, hundreds of specialty tool businesses have used Distribution One's ERP software to improve their processes, streamline their operations and grow their profits. It's an ideal choice for a small- or mid-sized distributor looking to put leading-edge technology to work in their business.

ERP-ONE, the current generation ERP software from Distribution One, is a full-function suite of modules that can run nearly every aspect of a wholesale or distribution business. From the moment an order is entered, to the purchasing, receiving and warehousing of goods, ERP-ONE tracks it — all with a familiar Windows-based interface that makes navigation simple.

Modules include Order Entry, Accounts Receivable and Payable, Warehouse Management, Purchasing, Advanced Pricing, General Ledger and more. Sales can be processed over the phone, at the counter, or even through an integrated e-commerce site. VMI (Vendor-Managed Inventory) is also supported.

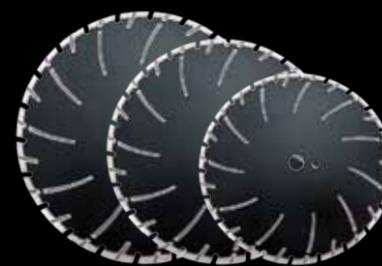
"We've made it a priority to give distributors every modern tool possible, so their businesses can keep up with the pace of technological progress happening everywhere else," says Larry Ward, president

CONTINUED ON PAGE 94



# CUT LIKE A SAMURAI

## THE ORIGINAL SAMURAI II DIAMOND BLADE



14" • 12" • 10"

STANDARD & ABRASIVE BONDS AVAILABLE

WE'VE BROUGHT BACK ONE OF OUR BIGGEST SELLERS. THE SAMURAI II HAS A RIBBED CORE TO REDUCE FRICTION AND KEEP SUPERIOR TENSION, EVEN WHEN CUTTING AT FULL DEPTH. THE T-SEGMENTS WORK TO PULL THE BLADE INTO THE CUT RATHER THAN HAVING TO PUSH IT, AND ALSO ELIMINATES THE POSSIBILITY OF SEGMENT LOSS DUE TO UNDERCUTTING.

CONTACT US TO ORDER YOURS!



[BARTELLGLOBAL.COM](http://BARTELLGLOBAL.COM)

Taking Phocas on the road gives you a real-time data interrogation capability wherever you are.

"We'd love to meet you at STAFDA 2015," King adds. "We'll be on Tech Row. To book your personalized demo, contact Jamie Brooks at Jamie.Brooks@phocassoftware.com." **CS**

### » LEARN MORE

[www.48ws.com](http://www.48ws.com)  
[www.bluevolt.com](http://www.bluevolt.com)  
[www.ci-inc.com](http://www.ci-inc.com)  
[www.ddisys.com](http://www.ddisys.com)  
[www.distone.com](http://www.distone.com)  
[www.mcscservices.com](http://www.mcscservices.com)  
[www.mincron.com](http://www.mincron.com)  
[www.phocassoftware.com](http://www.phocassoftware.com)

Phocas not only answers your questions; it uncovers new questions and opportunities you had never even thought of," begins Tony King, president of Phocas U.S.

Designed for non-technical users, Phocas delivers a simple yet powerful analytical capability that quickly turns data into a chart, graph or map at the click of a mouse or touch of a screen. It brings up data in seconds on local, regional or global sales, inventory, forecasts, prices, profit margins, budgets and more. Phocas enables you to carry out ad-hoc data interrogation or associate and consolidate data, identify trends, conduct modeling and stay ahead of the competition.

Phocas delivers a full Business Intelligence suite for mobile use.

one-stop source for a complete and successful system. We'll get it done — expertly and reliably — every time."



**PHOCAS SOFTWARE**

» KING  
[WWW.PHOCASSOFTWARE.COM](http://WWW.PHOCASSOFTWARE.COM)

Unrestricted, real time, mobile data and reporting at your fingertips. Whether you're a big picture thinker or go straight to the detail, with Phocas Business Intelligence you lead the way in discovering data — with confidence that results will be in real time and accurate.

"Phocas follows your train of thought to answer critical business questions as fast as your brain (or your boss) comes up with them.

full range of applications interface to any third party software to extend the power of SmartDistributor to target your specific business needs. This enables you to take advantage of efficiency improvements and business growth opportunities.

"The benefits of our solution are far-reaching and comprehensive," states Brent Tippett, director of sales for Mincron. "I was a Mincron customer for 20 years and have used the system extensively. Some of my favorite advantages gained through the system are:

- Windows-based, workbench-like user interface with one screen information management for immediate access and increased productivity.
- Enhanced customer service with system-wide access to full-featured CRM to manage new prospects, improve customer satisfaction and long-term loyalty.
- Search and drill-down for quick information retrieval and data analysis
- Efficiency and productivity throughout your business
- Powerful information processing, reporting and analysis.

Mincron will help you capitalize on the trends in your industry. Throughout its history, it has focused solely on delivering highest quality solutions for construction and industrial distributors.

"We've worked diligently to create and implement powerful customizable solutions that give you the tools you need today with the flexibility and innovation you'll need for the future," Tippett adds. "We serve our customers. It's our promise. It's how we work. The Mincron Service First Promise will give you the dedicated care you want, need and deserve so you can focus on serving your own customers. This promise backs up our industry-leading solutions for distributors, making Mincron your

where you are, your data can be accessed with speed and reliability.

"Do you have ideas for how you want your database to look? Great! We work with you to make sure it looks and operates exactly how you envisioned. Each step of the way, our team will communicate with you so that there are no surprises. Having a direct line of contact with the developer is invaluable for making your solution exactly how you want."

"Integration is one of our specialties," Cerroni adds. "Google Calendar, Exchange, Outlook, Excel, e-mail and text message notifications can all be integrated into FileMaker for ease of use and increased communication."

Visit [www.mcscservices.com](http://www.mcscservices.com), contact Jim Cerroni at [jim@mcscservices.com](mailto:jim@mcscservices.com) or call (262) 522-6950.



**MINCRON**  
 » TIPPETT  
[WWW.MINCRON.COM](http://WWW.MINCRON.COM)

Mincron builds great software products that make your business perform. At the core of its SmartWare Solutions Ecosystem is SmartDistributor, a complete Windows-based ERP system for construction and industrial distributors. Encompassing corporation, company, division, region and branch level usage, SmartDistributor is highly scalable and comprehensively supports wholesale businesses of all sizes.

SmartDistributor components work together to automate processes, centralize information, connect departments and optimize the efficiency of your business. Mincron's



and cofounder of Distribution One. "Between eliminating paper processes, automating tasks and our recent introduction of mobile apps, we're helping distributors speed up their operation, and do so more profitably."

Executives and managers will especially appreciate the Dashboard module — a graphical snap-shot of key metrics of the business.

The software was structured around the particular needs of the fastener, industrial hardware and specialty tool markets. Serving customers with as few as five users and as many as a hundred or more, the flexibility of the system means any operation can benefit.



**MC SERVICES**  
 » CERRONI  
[WWW.MCSERVICES.COM](http://WWW.MCSERVICES.COM)

Founded in 1995, MC Services is a twenty-year industry leader in consulting, hosting and database development. It specializes in custom software development, training and customer support. In addition, MC Services' consultants hold multiple certifications in their fields of expertise. MC Services prides itself on using technology to develop innovative solutions and embrace change in an ever-evolving industry.

"We create solutions to run on Mac, Windows, iOS, Android or the Web, explains Jim Cerroni, national sales manager. "We create dashboards for efficient viewing of sales of items and efficient ways to manage your customers, tasks and inventory. Our standard solution can be customized to match your specific needs. MC Services can do it all for you!"

With a specialty of being cross-platform, and syncing across all your devices, you can trust that no matter



# LET US PROFESSIONALLY DESIGN YOUR CATALOG



Free consultations  
949.795.2095  
dan@48ws.com

