

Inside THE Diamond

Amerex

SPRING 2021



Since 1971

Fifty Years

A Letter from Harrison Bishop



HARRISON BISHOP
PRESIDENT

What a year it has been! One could say that certain metaphors associated with our business are great descriptors of this unprecedented time: “fire drill,” “five-alarm fire,” “raging inferno.” There is no doubt that everyone in our industry has been “putting out fires” all year when it comes to the far-reaching effects of COVID-19 on our people, markets, supply chains and the economy as a whole.

However, things are improving, and that is certainly apparent at Amerex. In fact, I would offer yet another metaphor for the season ahead: “fired up.” There is a renewed sense of excitement in our offices as we prepare for upcoming trade shows and as our sales managers begin to hit the road. We hear from equally passionate customers who see signs of recovery that include opening new accounts and bidding large projects.

2020 taught the world the value of safety and of being prepared. Partnering with customers to provide products to protect lives and property has been our mission for 50 years. In this issue of Inside the Diamond, we have featured a few partners who have been with us since we first opened our doors for business.

Though many things have changed in 50 years, it's no secret that our commitment to quality continues to set Amerex apart. As described in this issue, the fire test process has always been a crucial part of delivering on that guarantee and it has adapted and grown through the years. Our quality promise is one of the many things that drew Jay Ghelani, our Vice President of Operations, to Amerex at the end of 2020. Inside, please read more about Jay and the vision he sees for Amerex's future. Please also join us in congratulating Guy Jones, Product Manager – Portable Extinguishers, as he furthers the mission of our entire industry by taking on the role of President of the Fire Equipment Manufacturers' Association.

Finally, we'd like to invite you to Flash Forward 21. Flash Forward is a virtual summit hosted by Amerex that will provide insights and expertise from industry leaders designed to drive business growth. Please refer to additional details in this issue. Thank you for your continued partnership.

INDUSTRY NEWS



AMEREX'S GUY JONES STEPS INTO NEW ROLE AS FEMA PRESIDENT

Amerex has been a longtime member of the Fire Equipment Manufacturers' Association, an international, nonprofit trade association dedicated to manufacturing commercial fire protection equipment that serves as the first line of defense against fire in its early stages. Amerex is wholeheartedly committed to supporting FEMA's mission to advocate for comprehensive life safety solutions. FEMA and organizations like it are key to furthering the shared success of our industry. Guy Jones, Product Manager – Portable Extinguishers, has been an active member of FEMA for five years, representing Amerex and leading the organization's advocacy on several pivotal issues. We are pleased to announce that Guy will further that mission in 2021 as the President of FEMA.

“I'm proud to serve as the President of FEMA for 2021,” says Guy. “FEMA is a major advocate for balanced fire safety at the federal, state and fire safety code levels. Our work ensures that fire extinguishers, fire hoses and other first-response fire equipment are readily available for rapid response in an emergency. All of FEMA's efforts are centered on saving lives and protecting property, so its mission aligns perfectly with Amerex's.”

FEMA has a strong history of advocacy with government decision-makers and code officials, but its public advocacy has also made the organization an important voice for the industry. One of Guy's first priorities as president has been to enhance FEMA's marketing efforts and get more members involved. “Providing the best collateral and resources to educate the public about saving

lives and protecting property has always been a key part of the organization's mission. I hope to help us elevate those efforts,” adds Guy.

On February 19, FEMA relaunched its website, femalifesafety.org, with significant updates. A great industry resource, the site provides new templates and information. In addition, FEMA has renewed its social media efforts. Be sure to follow on Facebook at @BalancedFireProtection and LinkedIn at @FireEquipmentManufacturersAssociation.

“Providing the best collateral and resources to educate the public about saving lives and protecting property has always been a key part of the organization's mission. I hope to help us elevate those efforts.”

In the year to come, FEMA will continue its process of gathering data and research on how many commercial fires have been prevented each year by fire extinguishers. The organization will also continue to make strides for the industry through the lawmaking process. FEMA will award United States Congressman Mike Rogers of Alabama's 3rd district with the 2020 Fire Safety Advocate Award for his efforts in furthering FEMA's mission. The Amerex family congratulates Guy on his leadership at FEMA and is excited to see his work there continue!

PUT TO THE TEST: A BRIEF HISTORY IN KEEPING YOU SAFE

BY TRISTAN POSEY



All the research, planning and precision engineering that goes into our products wouldn't mean anything if we couldn't be totally confident that those vital fire suppression products will perform when needed. That's why we build our products to the highest standards of quality and then put them through the paces before they can leave our facility. Testing is a crucial component to the Amerex manufacturing process and an integral part of delivering on our promise of top-notch quality, service, and innovation with every Amerex product.



A bracket load test

With this group, countless tests were performed over the years involving everything from class A fires with hand portables to full-scale commercial kitchen fire setups, all in the name of ensuring that the products headed out of the Amerex doors met every regulation and need.



An Amerex kitchen system extinguishing a fryer fire

As operations continued to grow, so grew the Fire Test team itself. A newer, larger facility was built to better contain larger tests. The original building was then specialized for KP system testing, while the newer building was dedicated to industrial systems and dry chemical testing. Later, the newer building was dedicated to Amerex Defense, with testing focused on automatic fire and explosion suppression systems for military

In the early days of Amerex, it was not uncommon for fire tests to simply be a matter of staging the test in the area behind the factory. Later, Amerex would partner with the Trussville Fire Department to help with larger tests, such as those involving large wheeled extinguishers. Eventually, engineers began to use a small building behind the main production facilities as a designated live fire test facility.

SB Fire Test

Operator: Williams, Rain, Williams

Extinguisher No.	4	3	3	1	4
No. of Shots	2-5	2-11	2-2	2-2	2-2
No. of Shots before test	4-10	4-12	4-10	4-10	4-10
No. of Shots after test	2-5	2-11	2-12	2-10	2-11
No. of Shots Total	2-5	2-11	2-12	2-10	2-11
No. of Shots not recorded	0	0	0	0	0
No. of Shots recorded	0	0	0	0	0
No. of Shots not recorded	0	0	0	0	0
No. of Shots recorded	0	0	0	0	0
Pressure before test	125psi	125psi	125psi	125psi	125psi
Pressure after test					
Operator	Williams	Rain	Williams		
Fire Extinguished	No	No	Yes	No	No
Time	8:30	8:30	8:30	8:30	8:30
Duration of Extinguisher	8:30	8:30	8:30	8:30	8:30
Attack side from	Front	Front	Front	Front	Front
Type of Test	SB Fire				
Test	SB Fire				
Test Temp.	100°F				
Draft Conditions	Light				
Remarks	SB Fire				

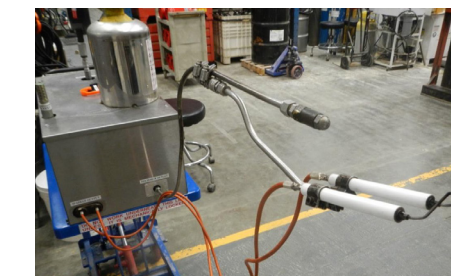
TRANSLATE ALL DATA THROUGH ASSOCIATE READINGS.
USE OTHER SIDE OF SHEET FOR SKETCHES, DIAGRAMS, AND COMPUTATIONS.
Form No. 332

A Fire Test Report from 1975

Our fire test as it exists now has been around for approximately 20 years, when management began hiring full-time firemen as part-time Amerex team members. This decision was made to enhance the safety of the testing process with fully trained personnel on hand at all times, allowing our team to facilitate Amerex's growth by testing new innovations while keeping other employees productive in their usual roles and out of harm's way. Employees from the Fire Department did everything from fill extinguishers to build custom full-size mock bus engines.

vehicles. Both buildings received their own dedicated burn rooms to contain heat and smoke, which allowed for both environmentally friendly testing as well as safer data acquisition efforts during tests.

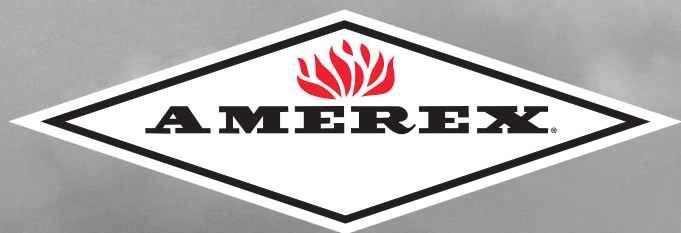
Today, it is not uncommon for the Amerex Fire Test Department to perform well over 200 live fire tests each year, and that's not even counting the myriad of other types of tests such as flow tests or temperature cycling tests! The Fire Test Department even contributes to overall company safety by providing



The Amerex Defense Fireball Generator is used to replicate explosive attacks on military vehicles.

Amerex hot work employees with hands-on live fire extinguisher training annually. In addition to the extensive product testing conducted by Amerex, we also work with the Underwriters Laboratory, American National Standards Institute and Factory Mutual to conduct additional testing and to meet additional relevant testing standards for certain products. For as long as Amerex is around, you can rest assured that the people in Fire Test have made sure that every product performs as intended!





Z-SERIES

High-Performance Extinguishers



When Amerex launched the Z-Series line of high-performance portable fire extinguishers in the summer of 2019, we did something a little unorthodox – we made them more affordable than the galvanized portables that they displace in much of the market. We did that in spite of what most industry experts would

consider the new product's objective superiority. In this regard, the Z-Series is an anomaly – newer, better ... and less expensive? Here's a look at how the Z-Series is transforming fire protection in the industries it serves, especially in settings like offshore oil and gas drilling and coastal refineries.

Z-SERIES HIGH-PERFORMANCE EXTINGUISHERS

In hazardous and corrosive environments throughout the United States and the world, the Amerex Z-Series is developing a reputation as a rugged solution for longstanding durability problems in the industry. Z-Series helps our partners in the fire equipment distribution industry better serve their end-user customers with the right extinguisher for their settings and hazards, and it provides the superior quality fire protection for which Amerex is known, keeping people and property safe. To fully realize the Z-Series project, Amerex's research and development team developed an innovative new proprietary zinc-based primer using our electrostatic dry powder coating paint process. This primer makes the Z-Series more resilient against corrosion. We invested in substantial research and testing, including verification, to make sure the Z-Series extinguishers could stand up to 12 years in a severely corrosive environment.

Wade Tilley, Amerex Regional Sales Manager – Central (South), sees the difference the Z-Series makes for his customers almost daily. With a sales territory that encompasses

much of the Gulf of Mexico and its rich stores of oil and natural gas, Wade's distributor customers help equip dozens of offshore oil rigs and coastal refineries. The value presented by the Z-Series takes some of these customers by surprise, says Wade. "In many of the industries we serve, people are familiar with a competitor's product that's been in the market for a long time. It's a fine product, but it's expensive to purchase. So, when we entered the market with a product that's actually superior in a number of categories and also costs a fraction of what the competing product costs, some people raise their eyebrows a little bit. And that's when we point to the quality of the Z-Series and the UL verification."

When considering how the Z-Series stacks up against competitors, it's important to compare apples to apples. Examine the data from UL for the Z-Series 30 lb. portable extinguisher and the comparable extinguisher, these numbers speak for themselves.

Wade observes, "We can't skew the data to make it lean our way – it's UL's data from testing. When

you compare a competitor's product with the Z-Series, you don't just want to look at a zinc primer or stored pressure vs. cartridge or flow rate or range, though all of that is important. We want to be clear – others may have some of the same features as Amerex, but none went to the trouble of the UL verification, and that UL verification for 12 years is what makes Amerex stand out."

Located near the heart of the U.S. oil and gas industry, Lafayette, Louisiana-based Fire & Safety Specialists is among the fire equipment distributors bringing the Z-Series to offshore drilling platforms, coastal refineries and more. President and CEO Chad Meux started his career in fire protection as a field technician in the early 1980s and eventually struck out on his own, founding FS&S in April 2002. FS&S has distributed Amerex since the start. Chad says FS&S is "proud to be Amerex since day one. We're proud of how Amerex innovates to stay ahead of the curve compared to other manufacturers. I love their quality; I love their customer support. They really back it up – the quality is behind the diamond. They make the best fire extinguishers by



Z-Series Fast Flow



Z-SERIES HIGH-PERFORMANCE EXTINGUISHERS



far." FS&S has become a go-to supplier for oil and gas installations around the Gulf of Mexico, with demand so high that FS&S expanded to a second location in Ciudad de Carmen, Mexico.

Chad and his team equip the offshore oil and gas market with fire detection and suppression systems, fire extinguishers and other safety products. "We started with Amerex's galvanized units for that market and found a lot of success in selling those in the oil and gas market and did some business with them in the mining market as well," Chad says. "I actually had the privilege to tour the Amerex facility and see the galvanizing process some years ago, and I know it was a complex process since they had to work with a third party for galvanizing. Those extinguishers worked well and lived up to their reputation of resisting corrosion. It was by far the best option

at the time, but they did have some imperfections. The Z-Series has taken care of those few issues."

The Z-Series has given Chad and his team another advantage in serving the oil and gas industry. "We first ordered the Z-Series about 18 months ago," Chad recalls. "They're competitively priced, and when Amerex guarantees it for 12 years with their warranty and backs that up with UL verification, I listen to that. I believe it. The UL claim absolutely made it easier to switch from galvanized. We've also seen quicker deliveries since it's all in-house at Amerex. It's a lot better," Chad emphasizes.

Distributors aren't the only ones taking note. Chad observes, "When we explain the Z-Series extinguisher and wheeled unit to our customers, they're really excited about it. The response has been great. They want something that lasts in that corrosive environment. We were just successful in selling six Z-Series wheeled units to a new offshore platform being built right now. It's catching on in the industry as people see them and learn. It's going to be the standard in the Gulf of Mexico before too long." We couldn't agree more. 



When seconds count. Performance you can rely on.

Full line of hand-portable fire extinguishers.
Commercial
Industrial
High Performance

The Amerex Booth at the GASFED 20th Anniversary Celebration Conference held March 24-26 at Jekyll Island Club Resort. Lauren McClain, Regional Sales Manager – Southeast had the chance to talk with customers. David Rice, Training and Continuing Education, and Derek Bryant, Applications Engineer, Product Management-Kitchen and Industrial Systems, lead training classes.

You want options. We have them. And more.

Flexible commercial kitchen fire suppression systems aesthetically designed to complement your cooking environment.

THE FIRE EQUIPMENT COMMUNITY

In March, I had the freeing pleasure of attending the Georgia Association of Fire Equipment Dealers Conference, my first industry event since NAFED in Las Vegas in March 2020. At the Amerex party on the Paris rooftop, Bart Proctor introduced me to the "ankle bump." It was humorous but also very prescient. Being back with our distributor partners at the Georgia state conference, even with masks and social distancing, was a real joy and highlights the sense of community these associations create.

From NAFED and coast to coast through the many state associations, the experiences and relationships these associations foster make the fire equipment manufacturing and service industry a truly special

community. It is humbling to see these business leaders and owners give their time and expertise so freely to the industry. Big and small, young and old, each has a voice that is respected by all who come. Amerex has built a business over its 50 years by supporting, listening and being a part of this fire equipment distributor community, and we aim to continue doing it, and doing it better, over the next 50 years.

With many thanks to the fire equipment distributor associations and their leaders, we appreciate your business and your insights, and look forward to being out there with you soon!

Ben Pitts – Vice President, Sales and Marketing



PRODUCT UPDATES

DEFENSE



If there is one thing that 2020 has taught us, it's that we need to do the best we can with what we have. In that regard, meeting and promoting our brand virtually has us continually refining our processes. While the effects of the lockdowns linger and travel is still hampered, Amerex Defense is continuing to explore many military ground vehicle fire suppression opportunities with U.S. allies by teaming with our sister company, McWane International (MWI). The extended reach that MWI provides allows for face-to-face contact with decision-makers looking to partner with a reputable U.S. company that has a strong history of both product knowledge and customer support.

To safeguard sensitive material, while continuing to answer government bids, Amerex is clearing hurdles of the cyber security requirements found in NIST 800-171. Sometime in the second quarter of this year, Amerex is expecting to

undertake our first "practice" audit to prove our compliance to these strict requirements.

While the March AUSA will be a virtual event, our intentions are to exhibit at the 2021 AUSA Annual Meeting & Exposition in Washington, D.C., tentatively set for October 11-13. Please stop by booth #2643 if you attend the meeting. However, because of the changing environment of in-person interfacing, Amerex has adapted many virtual tools available in today's marketplace. We have the ability to meet with anyone at anytime to discuss any questions or concerns via the internet – we are here for our customers just like we've always been.

Finally, please have a look and share our new Defense marketing video below:

<https://www.youtube.com/watch?v=tnP2YCyQBcE>

Ken Mier – Product and General Manager, Amerex Defense

KITCHEN AND INDUSTRIAL FIRE SUPPRESSION SYSTEMS

The spring of 2021 has arrived, and with it a new sense of optimism is sweeping the country. COVID-19 vaccines are being distributed, and trade shows are starting to plan for in-person events. Finally, it appears that the end of the pandemic is within our grasp.

Meanwhile, we have all settled into our new normal, and that includes striving for new business growth. We want to help you grow your business with Amerex KP and IS products, so we have created many new resources to help you accomplish that. On February 8, we conducted a webinar that highlighted all these documents, how and where to access them and a specification process that you can follow to drive new Amerex KP installations. This webinar is now available to view at your convenience on our YouTube channel (see link below, right). New installations done correctly provide the best foundation for building a reliable, low-liability inspection and maintenance revenue stream.

Our engineering team has continued to push forward throughout the pandemic with new fire testing, cost-saving measures and new innovations. The testing and approval process has slowed during the last year, but I am very encouraged by our progress and hope to have new



product launches and new features that will positively affect your competitive bids by mid-summer.

The McWane Pocket Engineer app is the best way to access Amerex KP (and other product) data. The Pocket Engineer has everything you need, including the KP installation manual, component overviews and our product catalog. This information can all be accessed easily through your mobile device while you are on any job site. Check out the back cover of this Inside the Diamond for scannable QR codes to both the Apple and Google apps.

Remember, we want to help you grow your business. Give your Regional Sales Manager a call to get started.

<https://youtu.be/luVwSemlaA0>

Jamie Knowles – Sales Manager, Restaurant and Industrial Fire Systems

Jacob Johnsey – Product Manager, Restaurant & Industrial Systems



PRODUCT UPDATES CONTINUED

PORTABLE FIRE EXTINGUISHERS

Amerex launched our Minimum Advertised Price (MAP) Policy at the beginning of February to ensure the quality and reputation of our products. Thank you to our distributors for embracing this first-in-the-industry program that allows us to continue offering the highest-quality products. Sales of hand portable and wheeled extinguishers through our e-commerce partners remain strong after implementing this new policy.

Speaking of strong sales, the Amerex Z-Series product line is a huge success! This line offers UL-verified corrosion protection and superior firefighting capabilities thanks to its higher operating pressure and higher flow rate. Recent sales trends and feedback from the field show that the Z-Series is truly a high-performance product. See page 6 for more perspective on this product.

The airline industry is on the rebound as travel increases. Amerex continues to see improving demand for our clean agent extinguishers for this market segment. Halon and Halotron 1 are popular options among aviation customers. As the sunset date for UL-listed Halon extinguisher



approaches (end of 2024!), the inquiries for a suitable replacement are on the rise. The Amerex line of Halotron BrX extinguishers fulfills this demand and is an exclusive Amerex product offering.

Lithium ion battery fires are common, but they're challenging to extinguish because of thermal runaway. Extinguishers that utilize an agent to douse the fire while cooling the battery are best suited for these specific hazards, and the Amerex water mist extinguishers are the perfect tool. They employ deionized water to extinguish the fire, cool the thermal runaway and protect the user from electrical hazards.

Guy Jones – Product Manager, Hand Portable Extinguishers

VEHICLE FIRE SUPPRESSION SYSTEMS

Amerex is excited to announce two new agent options to our Bus Vehicle System Product Line:

- Amerex Vehicle Technology (AVT) – an exclusive Amerex proprietary blend
- Amerex Clean Technology (ACT) utilizing 3M NOVEC 1230

Both options are environmentally friendly, have zero ozone depletion potential and are very clean. They leave little or no agent residue after a discharge, meaning no agent cleanup is required after the mess that a discharge creates. The only cleanup is what was caused by the fire.

While very effective, ABC dry chemical agent requires cleanup time after discharge. Our customers have asked for agent options to minimize or eliminate this cleanup after a system discharge, and we developed these AVT and ACT options in response to the demand! The AVT proprietary blend leaves very little residue after a discharge and is similar to what your furniture might look like when it needs to be dusted. ACT leaves no residue, meaning there is zero residue to clean after a discharge.



We developed two options to meet your individual requirements. If a cost-effective, mostly clean agent is your goal, then AVT is your choice. Of the two options, it is the most effective pound for pound because it requires less agent storage area and equipment to protect against a given hazard. If a totally clean agent is what you need, then choose ACT. Watch our video on the AVT and ACT options to see just how clean they are.

<https://www.youtube.com/watch?v=Q266ihETDd4>

The footage shows an area immediately following a fire, and you can see that there is little to no residue left. Both agents were designed and tested for use in buses and are third-party approved to the International ECE R-107 standard for bus engine fires. They meet all requirements associated with the standard and can be used anywhere ECE R-107 is required.

Both AVT and ACT units are available in familiar sizes and use the same agent cylinders and brackets that you have been using for years with dry chemical. This makes the agents easily retrofittable. The AVT system can be retrofitted as easily as switching the current agent cylinder with a same-sized AVT cylinder. Then replace the nozzles and you're done! An ACT retrofit will require a little more work to retrofit because it requires more agent and thus more/ different sized equipment to provide the same amount of protection.

Alan Fulton – Product Manager, Vehicle Systems

EMPLOYEE SPOTLIGHT

VICE PRESIDENT OF OPERATIONS
JAY GHELANI



In late 2020, the Amerex team welcomed a new Vice President of Operations, Jay Ghelani. Jay joins us from Federal Signal Corporation, a manufacturer of street sweepers, industrial vacuum trucks, emergency lighting products and other vehicle equipment, where he was most recently a Senior Production Manager at their nearby Leeds, Alabama, facility. Born in India, Jay was raised in the Chicago suburbs and attended the University of Illinois, where he majored in industrial and enterprise systems engineering. Jay has been married to his wife, Alpu, for nine years. Jay and Alpu have two children, Isla, 5, and Caden, 7. In his free time, Jay is an avid golfer and fan of Chicago teams, especially the Bulls, Bears and Cubs. "Jay brings extensive experience manufacturing to his new role," says Harrison Bishop. "We're excited to bring him on board and for the impact that his leadership will have to deliver innovative customer solutions."

When asked what drew him to Amerex, Jay says, "Amerex is a great company with great people and great products. There is a mission behind the product. I value coming to a company that has a safety-first atmosphere – both for our team members and the general public. It's in line with my values."

Jay is focused on carrying forward the Amerex promise of quality, service and innovation. "In terms of quality, we want the best

product because this has to be made to work when end users need it. It's a one-time event, and we have to make sure it's ready for that one time," Jay says. "The company has also put resources toward continual advancements and improvements. Amerex is always thinking of better, quicker, safer ways to do things. The fundamentals of the fire extinguisher haven't changed in 50 years, but the ways we make it have – the manufacturing processes and technology. Service stands for all of the people who stand behind our product. Everyone takes so much pride in the product and ensuring that it meets the needs of the marketplace," he notes.

In terms of looking ahead, Jay sees a lot of potential in his new team. "We have a strong engineering development group. I see us developing new technologies potentially for emerging needs in vehicle systems or with some things we are looking at on the industrial side," Jay says. "We continue to look for better ways to solve customers' problems. We'll also continue to look at ways to optimize our production processes. We have an amazing facility and team here. We will be taking a lot of what we've already done and expanding on it. Going out and finding technologies that fix some of the problems of the past."

Once again, welcome to the team, Jay!



QUICK QUESTIONS WITH JAY GHELANI

Favorite vacation destination? *The Maldives are on my list*

Favorite food? *Thai food*

Favorite sport to watch? *Football*

Favorite local golf course? *Robert Trent Jones, Ross Bridge*

Last movie you watched or TV show you binged? *Wandavision*

If you had one more hour in each day, how would you spend it? *With my kids*

Favorite activity to do with your family? *Movie and game night*

Favorite thing about living in Alabama? *The weather*

What are you most excited for in 2021? *Getting to travel again*



CELEBRATING 50 YEARS OF PARTNERSHIP.

THANK YOU.

Thanks to these fire equipment distributors who have been with us since the very beginning. Our growth and longevity as a company would not be possible without these incredible partners. Here's to another 50 years of shared success!



We have been an Amerex distributor since the beginning. Being second-generation, I broke bread with Ned and Goldie Paine and their family growing up. The one word I think of when you mention Amerex is family. It's been family from Ned and Goldie to JoAnn Lauffer and Jack Miller in the past and, of course, now to Bobby Agee and Tom Risseuw who carry their torches. Without all of these people, I wouldn't be who I am today and our company wouldn't have been so successful. I wish everyone well and many years of growth and happiness!"

– Brian McDonnell, Division Manager, General Fire Equipment Co. (Aston, PA)



Potter Roemer and Amerex have collaborated since the very beginning of Amerex. We value our relationship with them and look forward to continuing it for the next 50 years and beyond."

– Jim Widmer, Vice President, Potter Roemer Fire Pro (City of Industry, CA)



As a third-generation business, it's good to know that Amerex has always been there for us. We recently celebrated our 70th anniversary, so I have to say that it's definitely been a really long time!!!"

– Valerie Deville, President, Miami Fire Equipment (Miami, FL)

AMEREX 2021 EVENTS CALENDAR

Event Description	Location	Dates
Flash Forward 21 presented by Amerex Connects, Thursday, April 29 Register at amerex-fire.com/rsvp .		
KP, Strike, IS Training Class	Online	April 20 & 21
KP, Strike, IS Training Class	Online	June 8 & 9
NAFED Conference	Las Vegas, NV	June 3 & 4
NAFED Conference	Atlantic City, NJ	June 23 & 24
Waste Expo	Las Vegas, NV	June 28–30
FFEDA Annual Conference	Orlando, FL	July 22–24
NAFEM	Orlando, FL	August 26–28

VIRTUAL SUMMIT * THURSDAY, APRIL 29 | 9:00 AM–3:00 PM CENTRAL TIME
FLASH FORWARD 21
 PRESENTED BY AMEREX CONNECTS

REGISTER AT [AMEREX-FIRE.COM/RSVP](https://amerex-fire.com/rsvp).



Quality is Behind the Diamond



VEHICLE SYSTEMS DISTRIBUTOR SPOTLIGHT: **NvB EQUIPMENT**

Journey to the San Joaquin Valley to meet California-based distributor NvB Equipment! With locations in Fresno, Turlock, Bakersfield and Riverside, California, NvB services customers throughout California, Nevada and Arizona. Founded in 1972, NvB began working on commercial fleets in transport refrigeration and other non-fire-related vehicle products, but eventually grew into a major player in fire suppression system installation and servicing. Their team has installed and actively maintains thousands of Amerex vehicle fire suppression systems.

NvB provides a variety of services for commercial and agricultural vehicles, but fire suppression systems for the waste management industry have become a potent source of growth, according to Ken Mee, Sales/Suppression Manager. Ken started in the fire suppression industry in 1992 and soon found his path led him to learn more about vehicle systems on heavy equipment. Ken moved to NvB in 2002 and has helped grow their fire suppression system business with his team and Amerex Regional Sales Manager Garth Embree.

"NvB is a great partner. They've helped Amerex gain a larger presence in vehicle systems here. They help us deliver on the service component of quality, innovation and service for their customers," notes Garth.

Helping customers select the right fire suppression system is easy for Ken. "I've always recommended Amerex to the vehicle systems customers I work with, even before joining NvB when I worked for companies that had relationships with other manufacturers. Their emphasis on quality has always been important. It's what has made the Amerex system a great fit for us and our customers," Ken says.

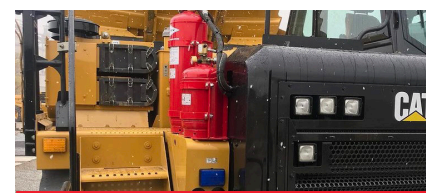


For Ken, Amerex systems are the ideal choice because the focus on quality leaves nothing to chance. "These vehicles, especially in heavy-duty equipment, are incredibly expensive. They're a huge investment, so when you compare the cost of the fleet to the cost of installing fire suppression systems that will protect that investment and potentially save the life of an operator, it's an easy decision." Ken is also quick to note that peace of mind is hardly the only benefit for commercial fleet operations – insurance costs can decrease dramatically when vehicle fire suppression systems are installed and properly maintained.

Vehicle fire suppression is especially important in waste management. "You have garbage trucks that collect and drop off waste, and you have heavy equipment moving it at the collection site and potentially a sanitary landfill. Your machinery is surrounded by flammable debris. There may be trapped methane gas in a landfill. So quality fire detection and suppression are critical," Ken says.

"Another feature that I always highlight for our customers is the manual activation for the operator. In the worst case scenarios, your operators can trigger the system and save themselves and that piece of equipment. That's led some of our customers to include more training on the fire suppression system with their teams. The operators are more knowledgeable about the system," says Ken. "Another benefit of stored pressure vs. cartridge-operated cylinders is that it's easier for the operators to monitor the system. They can look at the gauges and the control panel. It gives our customers peace of mind." NvB also offers Amerex AMGaDS gas detection.

Thanks to Ken and the NvB team for showing us how their work with Amerex vehicle systems in the waste management industry turns trash into a life-safety treasure!



DISTRIBUTOR SPOTLIGHT: **PULSER ENTERPRISES, INC.**



PULSER ENTERPRISES, INC.
THE FIRE PROTECTION SPECIALIST

Say "kumusta" (hello) to one of the finest providers of firefighting products and suppression systems in the Philippines, Pulser Enterprises, Inc.! Headquartered in Makati City, part of Manila's bustling metropolitan area of nearly 15 million residents, Pulser Enterprises is ideally located in a business hub.

Founded as a single proprietorship company in 1980, Pulser incorporated in 1987 and has continued to evolve and grow since. For more than 35 years, Pulser has distributed Amerex products for businesses in Manila and throughout the Philippines. Pulser Enterprises President John Miller Banares has been with the company for 29 years. "We continue to distribute Amerex products because of Amerex's reliability and capabilities as the world's largest and most innovative

manufacturer of UL-listed, quality hand portable and wheeled extinguishers. Ever since the introduction of pre-engineered fire suppression systems, Amerex has earned an excellent reputation for their KP kitchen hood fire suppression systems," says John. "The ISO certifications and UL listings set their products apart," he adds. John's favorite part of working in the fire suppression industry is assisting local businesses with their specific needs. "It saves lives, properties and businesses," he observes.

Pulser serves businesses in a multitude of industries and has found a competitive advantage in being able to cater to specialized fire protection needs. "Over the years, Pulser has established a foothold by providing timely deliveries and excellent customer service to delight our customers," John notes. Pulser has

also developed a significant business in the kitchen fire suppression space by supplying suppression systems to several luxury hotels in the Philippines, including The Bellevue, and other reputable hotels, casinos and restaurants. Ann Chai of McWane International is quick to point out that thanks to Pulser's efforts, the Amerex KP system is fast becoming the preferred kitchen fire suppression system in the food and beverage space, especially with Jollibee, the largest fast food chain in the Philippines with more than 1,400 stores in the country coming onboard.

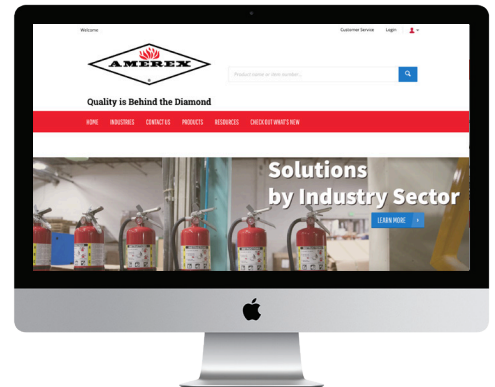
If you are traveling in Southeast Asia, stop by Manila for a luxury hotel stay and a plate of Jollibee's Chicken Joy, courtesy of our ultra-quality fire protection friends at Pulser Enterprises.

THE WEB STORE WITH MORE NEW FEATURES FOR YOUR BUSINESS

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. We're excited for you to try these fantastic new features that make it easier than ever to order and track Amerex fire suppression solutions.

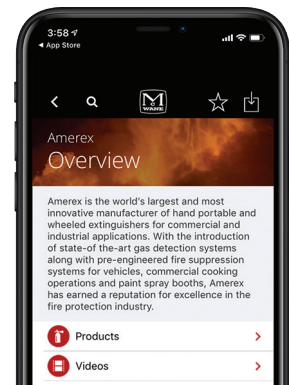
- Improved order and shipment tracking.
- Find solutions organized by industry application.
- Easy navigation and simple search.
- Detailed and up-to-date product information.
- The convenience of shopping and ordering 24/7 from any location with internet access.
- Double-check your cart for completeness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

Contact your sales representative if you need assistance logging in to 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.



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