

Adding Value

New General Manager Chip Merritt boosts InCord's already outstanding team.

Ever since InCord founders Bob Martin and Ed Ritz first cast their net into the material handling industry, the company has been on a steady climb to the top. What started as a small company has morphed into a 50-person operation that produces more than six million square feet of netting each year.

So how does a 15-year-old company introduce fresh ideas and new perspective to its already effective operations? Martin and Ritz decided to use a fresh injection of talent to accomplish the goal. On September 1, 2009, the company hired industry veteran Chip Merritt as its general manager. In Merritt, InCord hired a complete package. He has spent 15 years marketing and selling material handling equipment including a five-year stint as vice president of sales and marketing at a competing net manufacturer.

This well-rounded resume qualified Merritt to work with any number of material handling manufacturers, but he felt InCord offered something that its competitors lacked. "Everyone in this industry has a value proposition," he says. "However, I truly feel that InCord offers something special, especially for MHEDA members." He explains the company's value proposition as having four major points. On the distributor end, there is no inventory requirement with InCord's product line. Since most of the company's product is customized, InCord handles that aspect of the sale for its distributors. InCord netting also offers greatly increased profit margin opportunity. Where many products in the industry have become commoditized, customized netting solutions are not. What adds even more value for distributors is that the company doesn't need its distributors to actively recruit new customers for its product. The InCord product line is tailor-made to be sold to a distributor's existing customers. There are opportunities for InCord products to be sold in almost any warehouse



InCord General Manager Chip Merritt is a 15-year veteran of the material handling industry.

or manufacturing operation. "It's great," says Merritt. "When I sit down with a distributor, by the time the meeting is over, they usually have eight or nine existing customers picked out for our products."

The fourth part of InCord's value proposition is the one that truly separates the company from the pack—its ISO 9001 certification. "Our business is almost 100 percent customized," says Merritt. "Our product doesn't come off our production line the same size, shape and material every time. We've got to get it right the first time. We have safeguards in place to make sure that every net we manufacture is flawless. The ISO certification proves that commitment to perfection to our customers."

Since joining the company four months ago, it's been a whirlwind for Merritt. The majority of his focus has gone into strategic planning and sales development. He is constantly in contact with the sales managers for each of InCord's five product channels, making sure that they are in constant talking with both existing and prospec-

tive customers. He also keeps close tabs on the company's internal needs in areas like personnel, hardware, software, facilities, vendors and more.

As Merritt explains, it's not going to change any time soon. "We've got quite a bit going on now. We're branching out into some new areas, and there are going to be a lot of new products that go along with it." One such area is front-of-rack protection. It's an area that Merritt believes the industry has neglected. "In our industry, it's all about back-of-rack and side-of-rack protection. We believe there is a serious need for front-of-rack protection and we have a great deal of new products in development to fulfill that need."

As he prepares to help lead InCord into the next decade, Merritt's vision is crystal clear. "I think this company has an exciting story," he says. "My goal is to match my excitement with a distribution channel that's equally enthusiastic. If we're able to communicate our story and our value proposition on a one-on-one basis, I think they'll be very receptive to our message." Merritt understands that to make this vision a reality, the company must look at things through its distributors' eyes. "Sure, I'm responsible for the growth of this company, but I can't reach my goal unless I understand my distributors and their businesses." It's this understanding and perspective that will allow Merritt to build on the legacy that Martin and Ritz created and continue InCord's growth moving forward.



Why Call InCord For Custom Safety Netting Solutions?

Because one size does not fit all

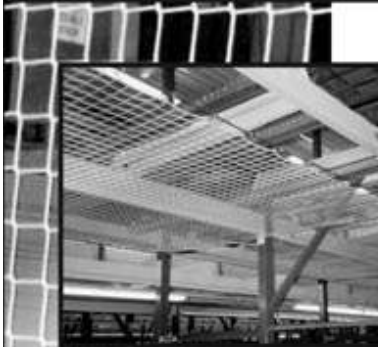


Call our team of experts for quick solutions to your industrial safety problems.

One-hour custom quotes, competitive pricing and fast order delivery.



When it comes to safety, we do it right the first time.



Netting and hardware for all material handling needs:

- Racks
- Conveyors
- Partitioning
- Visual Barriers
- Cart Nets



226 Upton Road
Colchester, CT 06415
netting@incord.com
860-537-1414

800-596-1066 • www.incord.com

INCORD Custom Safety Netting Solutions