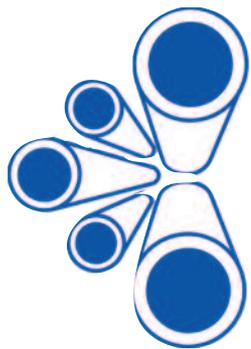


WHOLESALE[®]



United Pipe & Steel Corp.
The Industry Leader in Pipe Products Distribution



United Pipe & Steel opens Texas facility

BY MARY JO MARTIN
Editorial director

Believing that the Texas, Oklahoma, Louisiana and Arkansas markets represent great opportunity for the future, commodity pipe master distributor United Pipe & Steel recently opened its seventh distribution center — this one in Corsicana, Texas, just south of Dallas.

With headquarters and a DC in Ipswich, Mass., United Pipe also has distribution centers in Easton, Pa.; Elyria, Ohio; Franklin, Ind.; Burlington, N.C.; and Loves Park, Ill. This network of DCs allows United Pipe to ship to wholesalers in 38 states.

This massive 200,000-square-foot facility in Corsicana is located just off I-45, providing easy shipping and receiving access.

The Corsicana facility stocks:

Copper Tube

- L, M, K, ACR and K-Oxy straight lengths

- K-Coils
- Refrigeration Coils

Plastic Pipe

- SH40 PVC
- Foam Core
- SH80 PVC
- SH80 CPVC
- S&D
- SDR

Domestic Steel Pipe (up to 8")

- A53 Grade A Type F T&C
- A53 Grade B ERW
- A106B Seamless
- Fusion Bond
- S10, S40 and S80
- Black and Galvanized

Electrical

- PVC Conduit
- Metal Conduit
- Strut
- Threaded Rod.

United's general manager Greg Leidner noted, "We think about our business as measured in generations. And in the long term, the Texas, Oklahoma, Louisiana and Arkansas markets represent a sizable opportunity. We understand that wholesalers in these markets — as in every market in which we sell — are going through challenging economic times. Our business model enables wholesalers to lower their risk exposure to volatile commodities and increase their cash flow by buying smaller quantities more frequently.

This has enormous appeal, especially during the current economic climate.

"Wholesalers are looking for ways to improve their cash flow, increase turns and reduce the amount of capital tied up in inventory. Rather than 'timing' their purchases and trying to gamble on the commodities market, we offer them a way to smooth profitability, and generate more consistent returns, which is very important to our customers."

As at its other locations, the new Corsicana facility will be served by United Pipe's own fleet of trucks and drivers. The company remains committed to maintaining its own fleet for a number of reasons.

"First and foremost, our drivers are the heart and soul of our organization," Leidner said. "They, in many cases, are the face of United Pipe & Steel to our customers. Second, handling pipe — especially copper



Gerald Slattery, director of steel pipe sales, with David Cohen, company founder.



Michael Blair, Greg Leidner and Allison Leidner.

tube — is not easy. Our drivers typically make between six and eight stops each day — and there is considerable room for damaged product if the load/unload process is not handled by professionals experienced in handling pipe. Lastly is the issue of control. Having our own fleet means we control our own destiny. Too many times with outside carriers, commitments are not kept. And in our world, that's exceptionally damaging. Our ability to

THE WHOLESALER®

New Texas facility to enhance United Pipe & Steel's market

put product in our customers' yards in a timely fashion is what builds the trust between our customers and us. And this business is all about two things – relationships and trust.”

A number of United Pipe's well-respected veterans have spent a good deal of time getting the Texas operation up and running, and Leidner is confident their efforts will pay off.

“Eric Foley, our director of operations, was instrumental in site selection, staffing and setting up the operation,” Leidner said. “And our national sales manager Michael Blair, a name familiar to many of your readers, has personally been spending the majority of his time in Texas over the past six months, preparing for our launch and then leading the

sales efforts following our opening. Gerald Slattery, our director of steel pipe sales, has also been evangelizing United Pipe & Steel with his fair share of Texas customers.

“In addition, we hired a Texas-based outside salesperson – industry veteran Mike Feemster who brings a host of local knowledge to our team – and an inside salesperson – Audrey Donovan. And our entire outside sales team has spent considerable time meeting wholesalers in Texas, Louisiana, Arkansas and Oklahoma. Marcy Harriss, Jeff

more frequently.”

According to Leidner, United Pipe believes that word-of-mouth recommendations among wholesalers is still one of the company's best and most effective marketing tools.

“Wholesalers around the country tend to know one another – whether through organizations such as ASA or buying group meetings,” Leidner commented. “When we're talking

“...We offer them a way to smooth profitability and generate more consistent returns, which is very important to our customers.”

Fainberg, Bill Day, Brian Garrety, John Zahnke, Joe Mabee and Joe VanHeirseele have all been visiting prospective new customers to educate them on the benefits of our business model, which allows wholesalers to buy smaller quantities

with prospective customers, one thing we try to do is find a wholesaler we both know in common and we recommend they call their peers for references on our business model, integrity, product quality and service. This is by far the most



United Pipe & Steel's Cosicana facility stocks a wide range of pipe such as copper tube, plastic pipe, domestic steel pipe and electrical pipe supplies.



United founder David Cohen with driver Matthew Skrabut.

effective marketing tool we have at our disposal.”

United Pipe & Steel continues to be led by a team-oriented and collaborative philosophy – something that has served the company well since David Cohen founded the company 31 years ago. And their Vision Statement embraces that philosophy: “We are United with our Employees. We are United with our Customers. We are United with our Vendors. We are United Pipe & Steel.”

For more information, visit www.united-pipe.com.



Greg Leidner: 'Our drivers are the heart and soul of our organization.'