

# Inside THE Diamond

Amerex

WINTER 2020-2021



*Since 1971*

*Fifty Years*

## A Letter from Harrison Bishop



**HARRISON BISHOP**  
PRESIDENT

We are pleased to present our final edition of Inside the Diamond for 2020. This year has certainly been unique, but the Amerex team has met each challenge successfully. A significant reason for that success is the team's willingness to adapt. From COVID-19 health protocols, to new manufacturing methods, to electronic meetings, each of us has had to make changes. In this publication, you will find a spotlight on our Regional Sales Managers. Several of them have been with Amerex for many years (up to 41!). Others have only just started by comparison. Since March, each of them has had to change the way they do business. For the most part, they have been unable to travel or visit customers (and friends). Each of these managers has been creative in the how they communicate product

information and needs between the consumer and the Amerex factory and distribution centers. The transition from old methods to new was impressively fast and effective. Although our team has gotten rather good at working in the COVID-19 era, we are certainly ready for things to normalize so that we can meet in person and participate in trade events soon. Amerex has always exhibited a willingness to adapt as a company. As you will also see inside, 2021 marks our 50th anniversary as a company. Amerex has come a long way, and we are proud of our journey. Adapting has been a hallmark of our timeline, and we will continue that tradition into the future. Thank you for working with us as we move forward together.

**ON THE COVER:** A test of the Amerex Model 330 in our fire test facility. The Amerex Fire Test Department performs 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.

## BRINGING AMEREX TO YOU VIRTUALLY

We'll remember this year for many things, but we hope one enduring change for Amerex partners will be improved ease of access to Amerex trainings, products and information thanks to developing online alternatives during the pandemic. As part of Amerex's commitment to our distributors, we offer intensive training on our pre-engineered systems to provide a better understanding of the system's application, components, design, installation and service for end-users, distributors and technicians who are new to the system. Attendees take a certification test at the end of the class, and many states recognize this coursework for continuing education credit. As most readers are aware, in March, David Rice, who leads Amerex's Training and Continuing Education, and the Amerex team worked diligently to add virtual training opportunities to replace in-person events. Similarly, our Amerex Connects series has provided the

opportunity to give our customers more in-depth information about our products and services.

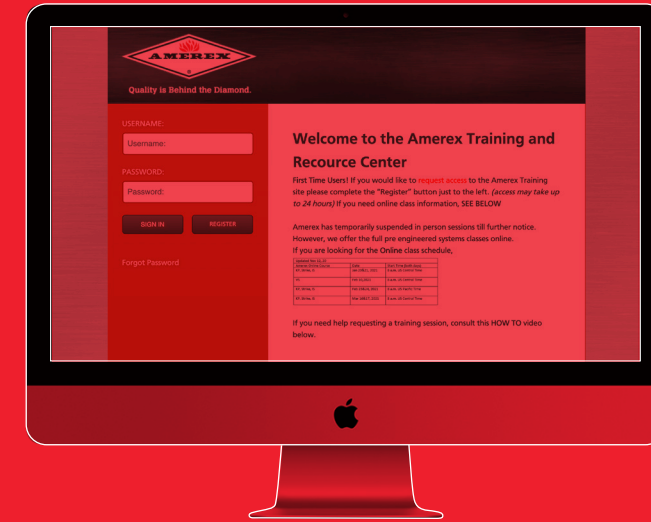
The response to our online courses has been overwhelmingly positive. These classes offer the same quality of instruction that you expect from our in-person classes, even with changes to the format and delivery. Our goal with these virtual events has been to develop an engaging, meaningful substitute for the in-person events that many of us prefer during regular circumstances. We are grateful for the positive feedback we have received. Virtual substitutes have been well-attended and will be incorporated into 2021 to continue to serve our customers and equip them with the tools that they need to successfully grow their businesses. It's likely that online trainings and webinars will continue with a mix of in-person or hybrid options, as they become more feasible.

If you participated in an Amerex online training or webinar this year,

we welcome your feedback and are open to suggestions to improve these offerings as we refine them for the future. For the most current schedule, please check the Amerex Training site, [training.amerex-fire.com](http://training.amerex-fire.com). Please reach out to your Amerex Territory Sales Manager to sign up for a class. If you have any questions or concerns, feel free to email David at [david.rice@amerex-fire.com](mailto:david.rice@amerex-fire.com).

We are also excited to offer you access to the new Amerex Web Store and customer portal (commonly known as our biz site), and are even more excited to let you know that you can look forward to a revamped and updated Amerex website in 2021 as well! As a leader in fire protection solutions, Amerex prioritizes staying on the leading edge of service. These upgraded web tools will empower fire equipment distributors and create efficiencies that will help us improve numerous aspects of our customer experience.

*"You had asked for feedback from your class. I really like the in person classes, but the online class is also good because I can talk with our guys during the class and go over things with out disrupting the class. Also, I think people will ask more questions without fear of looking stupid. We all got a lot out of them. Thank you and keep up the good work." – Doug Lutz*



# Amerex to expand plant in Trussville

## Fire extinguisher maker to leave N.J.

By **RUSSELL HUBBARD**  
News staff writer

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## Fire safety giant credits workers for growth

Amerex world's largest in extinguishers

By **Jeff Brown**  
Post-Herald Reporter

A clue to Amerex Corp.'s success rests quietly in the lobby of company headquarters in Trussville.

A trophy bearing a cast metal likeness of company President Ned Paine sits on a table in the lobby entrance. The inscription describes Paine as "Founder-Leader-Mentor-Friend ... Who gave of himself in every way to help us all to prosper."

His employees gave Paine the trophy earlier this year.

Paine founded Amerex in 1970. It is now the largest manufacturer of fire extinguishers in the world. This spring, the Small Business Administration gave Paine, 67, its Entrepreneurial Success Award, the first given in Alabama. The award honors busin-



The Birmingham News  
TUESDAY  
NOVEMBER 9, 1999

Halpern	2D
Credit cards	3D
Alabama stocks	4D
NYSE	5D

## McWane acquires Amerex

CHARLES R. McCauley  
staff writer

McWane Inc. has bought Trussville, Ala.-based Amerex Corp., adding fire extinguisher makers — and 500 employees — to its growing business empire.

The low-profile McWane has not announced the acquisition, but the deal was completed last week. The company confirmed the acquisition to Amerex.

McWane, declined to discuss terms of the deal.

McMahon said Amerex will operate as an independent company under the McWane umbrella, with no major visible changes. He said Amerex's Trussville plant has "outstanding management and the managers will stay in place. They have committed to working with us."

**CEO to remain**

McMahon said he will stay on as Amerex's CEO, but declined to say how long.

Amerex's sales totaled \$77 million in 1998, including \$4.2 million overseas, according to a profile of the company by Hoover's Inc. It has 500 employees.

McMahon said McWane was interested in acquiring Amerex for another reason. "It is a company in Birmingham," he said. "Any business in Birmingham is a good one."

The purchase is a switch for McWane, one of North America's largest makers of ductile pipe. With its subsidiaries, McWane also makes valves and fittings, and water-treatment equipment. It also produces coal.



AMEREX FOUNDER, NED PAINE



## IGNITING A PASSION FOR QUALITY

In 2021, Amerex celebrates its 50th anniversary. This milestone is a testament to the efforts of generations of Amerex team members and leaders who transformed this company from an upstart fire equipment manufacturer with a product lineup of one to an international powerhouse known the world over for quality, service and innovation. This has been a challenging year, but in our 50 years, we have persevered and overcome difficult circumstances before. As we reflect on the past, we also savor the opportunities presented by the next 50 years and look forward to many successes to come. From humble beginnings to our leading position today, we invite you to join us on a tour of Amerex's storied history.

# AN UNWAVERING COMMITMENT

## QUALITY, SERVICE AND INNOVATION THROUGH THE YEARS



**1970:** Fire equipment executive and California native E.K. "Ned" Paine travels to Birmingham, Alabama, from his job in the Midwest in search of a site to form a new fire equipment manufacturing company with a loan from the Small Business Administration (SBA), a bank and the Trussville Development Corp. Paine would later joke, "There wasn't a guy who put money in who didn't think he was kissing it good-bye."

**March 1975:** In an inter-office memo, E.K. Paine congratulates the Amerex team on reaching the company's first million-dollar sales month in its 43rd month of operation. "Every one of you receiving this memo has contributed his or her share and more. No one realizes better than I that this kind of sales month requires 110% of both individual and cooperative effort. My sincere thanks to each of you for a job **EXTREMELY WELL DONE.**"

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ou for a job **EXTREMELY WELL DONE.**



**Early 1980s:** Amerex obtains a significant contract to build wheeled extinguishers for the U.S. government, expanding the product line beyond hand portables.



**Spring 1986:** Ned is named Birmingham Small Business Person of the Year by the Birmingham Area Chamber of Commerce. A few months later, he is named Alabama's Small Business Person of the Year by the Alabama Small Business Advisory Council and Region IV's Small Business Person and one of the top 10 businesspeople in America by the SBA. A feature in "Birmingham Business" notes that Amerex has 20 percent market share and is experiencing the fastest growth in providing Halon 1211 extinguishers for banks, telecom companies and other "computer operations."



**1971:** Amerex is founded with 27 employees and its flagship products are water-based fire extinguishers.



**1975:** Led by Ned's wife, Goldie, Amerex expands into international markets with a sister company, Amerex Fire International. Ned quips to *Birmingham Business* that "I promise not to mess around with International if she promises not to mess around with Amerex."

**1976:** Amerex triples the five-year revenue forecast Ned submitted to apply for SBA loans.

**1978-80:** Additional facility expansions add buildings three and four. Eventually, the facility will comprise 18 mostly interconnected "buildings."

**Big Achievements in Small Business**



**1988:** Amerex introduces its first line of high-performance fire extinguishers, Rhino.

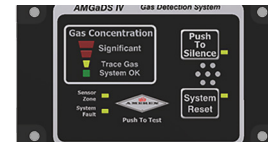


**2002:** Amerex introduces industrial fire suppression systems.

**August 7, 2001:** Amerex and the city of Trussville celebrate the groundbreaking ceremony for Paine Primary School and Paine Intermediate School, two new schools built on land across the street from our headquarters and donated by the Paine family to Trussville Public Schools.



**November 9, 1999:** "The Birmingham News" reports that Birmingham-based manufacturer McWane, Inc., has acquired Amerex from the Paine family.



**1993:** Amerex introduces mobile gas detection for vehicles, a first for the market.

**June 1990:** The SBA awards Ned Paine its Entrepreneurial Success Award, the first given to an Alabama-based business. Appropriately, Ned graces the cover of "Business Alabama" magazine and is profiled in the "Birmingham Post-Herald" under the headline "Fire safety giant credits workers for growth." The profiles make prominent mention of the so-called \$100 Days, when Ned would go through the plant giving out \$100 bills and ice cream bars.

**1989:** Amerex officially celebrates paying off the last of its loan from the Trussville Development Corp.



**Early 2000s:** Amerex adds approximately 30 full-time jobs and 40,000 square feet to the Trussville manufacturing facility. This expansion and consolidation in the Trussville facility continues into the next decade.



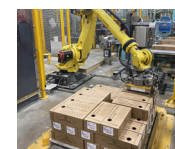
**1994:** Amerex introduces kitchen fire suppression systems.



**1992:** Amerex introduces vehicle fire suppression systems.



**March 30, 2010:** "The Birmingham News" reports that Amerex "is emerging as a major military subcontractor after developing a fire suppression system being deployed on U.S. military vehicles often targeted by mines and homemade bombs in the Middle East combat theater." Amerex Defense continues to supply mil-spec fire suppression systems and fire extinguishers for the American military and American allies, including the fire suppression system on Oshkosh Defense's JLTV, the replacement for the Humvee.



**2015:** The Amerex headquarters in Trussville receives an additional facelift with additional manufacturing capacity, office space and storage.



**2019:** Amerex launches the STRIKE Electronic Control System for the KP kitchen fire suppression system and the Z-Series line of high-performance portables.



**2021:** Fifty Years



Quality, Service and *Innovation*



**Leading the industry in life-saving fire suppression technology.**

- + STRIKE Electronic Control System for our KP kitchen fire suppression system features dual electronic detection and actuation circuits, flexible Zone Defense coverage and smart system integration with building systems and downloadable event reports. Amerex was also the first to bring plug and play linear heat detection into the UL300 kitchen suppression market.
- + Our Z-Series corrosion-resistant high-performance fire extinguishers are UL verified to withstand up to 12 years of severe corrosion thanks to a proprietary paint process.

Amerex built the original mobile gas detection system in 1992 and has spent nearly 30 years improving that technology. Today, we provide you with the best technology in the industry.

Amerex's research and development team is moving the industry forward. We'll never stop working to offer superior fire suppression because it absolutely matters. **Learn more at [amerex-fire.com](http://amerex-fire.com)**



# AMEREX 2021 EVENTS CALENDAR

Event Description	Location	Dates
KP & IS Training	Online	Jan. 20-21
Amerex Connects: VS Webinar	Online	Jan. 25
Amerex Connects: KP Webinar	Online	Feb. 8
VS Training	Online	Feb. 10
KP, Strike, IS Training	Online	Feb. 23-24
NAFED	Las Vegas	March 11-12
KP, Strike, IS Training	Online	March 16-17
NAFED	Atlantic City	April 8-9

**Quality is behind the diamond.**



“Men may dam it and say that they have made a lake, but it will still be a river. It will keep its nature and bide its time, like a caged animal alert for the slightest opening. In time, it will have its way; the dam, like the ancient cliffs, will be carried away piecemeal in the currents.” These words from Wendell Berry, Kentucky-born novelist, poet and activist, aptly describe the pandemic world and our existence in it. The COVID-19 dam will break, and our river will flow free and fast again. With this profile of the Amerex sales team, we offer gratitude and respect for the commitment and adaptability they have shown in taking care of our customers and our business. **BEN PITTS**, Vice President – Sales and Marketing

# EMPLOYEE SPOTLIGHTS

## SALES TEAM



### BOBBY AGEE

Regional Sales Manager, Mid-Atlantic

Hailing from Rhoadesville, Virginia, and covering our Mid-Atlantic territory, Regional Sales Manager Bobby Agee has been with Amerex for 12 years. The aspect of work that Bobby most enjoys is helping distributors with opportunities to grow their business. When it comes to explaining what sets Amerex apart, Bobby is quick to cite our engineering team. “Engineering innovative products keeps us ahead of the competition,” he notes. Bobby’s favorite Amerex product is our industrial dry chemical systems because “each opportunity to quote the system provides an interesting challenge of your knowledge about the hazards needing to be covered.”

In Bobby’s free time, he enjoys newlywed life with his wife, Sherrie Page, and quality time with his daughter Ashley, Ashley’s husband, Clayton, and his granddaughter, Murphy. Bobby can also occasionally be found on the golf course or trying his hand in the kitchen. In either scenario, Bobby sticks to the adage, “Keep it simple, stupid.” Never bad advice, Bobby!



### CLOVIS “TAD” HALCOLM

Defense Sales Manager

Defense Sales Manager Tad Halcolm, a Tucson, Arizona, resident, has been with Amerex for two years. Tad’s favorite part of the job is the people. “I love helping our customers or end users to find the correct product for their application.” Getting it just right is important, which is why Tad’s favorite Amerex product is the Model 775 Novec 1230 wheeled unit, since Amerex is the only manufacturer using 3M’s Novec 1230 clean agent. Tad believes Amerex stands apart from the competition thanks to the strength of our customer service. “Our customer service is unparalleled. Thanks to their help, a real Defense customer told me that Amerex has every aspect of business handled right.”

Beyond his work supplying Amerex products to the American military and U.S. strategic allies around the world, Tad relishes family life. He’s been married to his wife, Cathy, for 37 years. The two of them have three grown children and six grandchildren. Tad also enjoys spending time ranching and being active in his church.



The Magic of Garth Embree!

### GARTH EMBREE

Regional Sales Manager, Southwest

Southern California Garth Embree, our Regional Sales Manager for the Southwest territory, is a 14-year Amerex team member. Garth’s favorite thing about working at Amerex is “working alongside a group of people dedicated to life safety and delivering the industry’s best fire protection to our distributors.” Garth’s favorite product is the Model 240 water extinguisher because “it is the first model Amerex produced when the doors opened 50 years ago, and it started the roots of this amazing company.” For Garth, Amerex’s commitment to innovation and customer service sets us apart from the rest.

Garth has been married to his wife, Susan, for 20 years. They have two children, Natalia and Rolando, and a two-year-old grandson, Nikoli. When Garth and Susan take a break from work, they enjoy camping, gardening and hanging out at the beach. Garth emigrated from Canada in 2000 and became an American citizen in 2011. Fun fact: Garth is also a semi-professional magician who has performed more than 1,000 shows since 1983, including appearances in Las Vegas!



### JEFF HENDERSON

Regional Sales Manager, Northwest

Seattle-based Jeff Henderson is the Regional Sales Manager for our Northwest territory. A 41-year Amerex employee whose father also worked at the company, Jeff bleeds Amerex red. His favorite aspect of his job is interacting with customers and creating long-term relationships with them. To Jeff, Amerex sets itself apart in the marketplace by focusing on “consistent quality since day one.” When we asked Jeff to pick a favorite Amerex product, he just couldn’t choose. “My favorite product is our entire product line! Picking just one is like picking a favorite child. However, I will admit that I am partial to our hand portable and wheeled extinguishers as they are the oldest of our product offerings.”

Jeff has been married to his wife, Joan, for 34 years. They have two adult daughters, Renee, a nurse, and Christine, a producer on NBC’s Today Show. In his free time, Jeff loves to go boating and partake in any activity that allows him to enjoy the company of family and friends.

# EMPLOYEE SPOTLIGHTS

## SALES TEAM



### BILL JOLBERT

Vehicle Systems Sales Director

Marking a decade in the Amerex family and nearly 27 years in the fire suppression industry, Vehicle Systems Sales Director Bill Jolbert lives in Ransomville, New York. Bill's favorite part of his job is interacting with customers and learning about their businesses. His favorite Amerex product is, no surprise, our vehicle fire suppression systems. "Vehicle systems are in so many drastically different markets that it makes every day interesting and challenging in a new way." Bill believes Amerex differentiates itself from competitors with our emphasis on training and the value we bring to training. "We are the only major manufacturer that does not charge for training because we know how important it is and we don't want to create barriers to access. This allows distributors to send everyone who will be involved with our products to trainings. For Amerex, we get the benefit of the valuable feedback provided by attendees, from salespeople to technicians working in the field."

When Bill has a break from his frequent travel schedule, he enjoys the simple life. Bill enjoys working on his family's old farmhouse or taking care of any of the many animals on the farm.



### CRAIG MORETH

Regional Sales Manager, North Central

A 19-year Amerex veteran, Regional Sales Manager Craig Moreth says he's "proud to work for a winner!" when describing his tenure. Based in the Chicago area, Craig covers the North Central territory for Amerex. His favorite thing about his work is "meeting our loyal customers' needs while providing a quality product proudly produced here in the USA, and growing the business for all concerned." When it comes to what sets Amerex apart from competitors in Craig's eyes, it's all about the quality. "We care and we show it," enthuses Craig. His favorite Amerex product is the Z-Series high performance portable fire extinguishers – "Nothing fights fire better than this Amerex exclusive," Craig notes.

Craig has two adult daughters, Christina, a high school teacher, and Danielle, a nurse. Craig loves spending quality time with his family, especially if there's a good meal and a boat involved. Craig and family enjoy boating the country's waterways and lakes, even though Craig has tentatively announced a retirement from waterskiing.



### JAMIE KNOWLES

Kitchen and Industrial Systems Sales Manager

Hailing from Spokane, Washington, Kitchen and Industrial Systems Sales Manager Jamie Knowles marks his fifth anniversary with Amerex this December. Jamie's favorite part of the job is designing systems for unique applications. Avid Inside the Diamond readers may recall reading about Jamie's work with Golden State Trailers, a California-based food truck OEM. Perhaps food trucks are a natural fit for Jamie, who also has a soft spot for our line of vehicle fire suppression systems. "We protect giant Tonka trucks! Nothing else is that much fun." Jamie's enthusiasm for the job is rooted in Amerex's core values. "For me, it's about openness. Amerex takes all-comers – if you've got talent, ideas and drive, you can make it here. We value people who get things done in an ethical manner."

Outside of work, Jamie and his wife, Gala, of 27 years enjoy time spent with family or giving back. Their three children, Jacob, Sarah and Cheyanne, are spread from age 26 to age 12. Jamie and Gala formed a military family – Jamie served in the Navy earlier in his career, and Gala served 24 years as a combat medic in the Army. Jamie and Gala invest their extra time and resources in helping young people. "The first few years of adulthood can be difficult if you don't have a supportive family. Many kids get thrown to the wolves, and we have been lucky enough to have several of them live with us for extended periods of time while we help them learn to deal with adulthood."

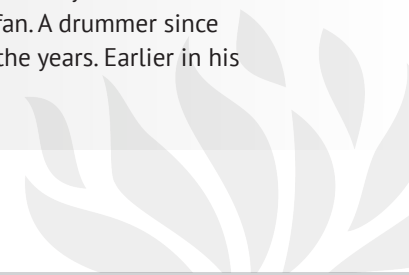


### JEFF ROEGER

Regional Sales Manager, Midwest

Another fairly recent addition to the Amerex team, Brunswick, Ohio, resident Jeff Roeger joined us as Regional Sales Manager for the Midwest territory more than two years ago. Jeff's favorite part of his work is getting to know our customers and developing relationships with them by helping them succeed. Jeff's emphasis on customers influences his perspective on what differentiates Amerex, too. "Customers tell me that they can always count on us responding to them whenever they are in need," Jeff says. "We go above and beyond what other companies do to ensure their success." Jeff's favorite Amerex products are the Z-Series high performance wheeled units. "As a former fire instructor, I am amazed at the range and knockdown ability of the Z-Series wheeled extinguishers!" Jeff says.

Jeff has been married for 22 years to his wife, Deanna. Together, they have three adult children aged 34, 30 and 20. But don't worry, Jeff and Deanna aren't empty nesters – they also have two birds! Flying must run in the family because Jeff is a private pilot in his spare time. He's also a classic car fan. A drummer since age five, Jeff has played the drums in several bands over the years. Earlier in his career, Jeff also played and coached semi-pro football.



# EMPLOYEE SPOTLIGHTS

## SALES TEAM



### JOE ROST

Vehicle Systems Sales Manager

Joe Rost joined Amerex in November 2017 and has more than 20 years of experience in the fire suppression industry. Based in East Amherst, New York, Joe enjoys working with our customers and “helping them find solutions to their fire suppression needs. I also love sharing tips and experiences with technicians. You can learn a lot from the folks who install and service our systems just by spending time with them.” For Joe, Amerex is unique in the industry for the care and responsiveness of our customer service team and our willingness as a company to find solutions for every customer’s needs. Unsurprisingly, Joe’s favorite Amerex product is ... vehicle fire suppression systems! “Designing and installing a vehicle fire suppression system isn’t as easy as most might think. There’s an art to understanding the machine and the application it’s used in when designing and installing a system. Sometimes you have to be creative to find mounting locations for components so they work properly, meet our design requirements and won’t be in the end user’s way. It’s a great feeling to see it all come together in the end.”

Joe has been married for 30 years to his wife, Tracey, and has three adult daughters, Catherine, who lives in New York City, Courtney, who lives in Buffalo, and Alexandra, who is stationed at Fort Hood in Texas. In his spare time, Joe enjoys his family, RVing and weightlifting.



### JOHN FOLEY

Regional Sales Manager, Northeast

Last year, John Foley was introduced as the Regional Sales Manager for our Northeast territory in another recent issue of Inside the Diamond. John calls Roseland, New Jersey, home and has been on the Amerex team for a little over a year. His favorite part of the job so far? The people. “Working with the brightest people in the industry and working for the great people we serve is my favorite thing about my job so far,” says John. John enjoys the culinary arts in his spare time, so it follows that his favorite Amerex product category is our kitchen and industrial fire suppression systems. John notes, “I have enormous respect for those systems and, in particular, the STRIKE Electronic Control System. Its state-of-the-art technology, coverages and capabilities make it the most effective kitchen fire suppression system in the industry. Combined with the total cost of ownership savings, the STRIKE system is set apart from any other suppliers’ systems on the market today.” John has found Amerex to be unique in the industry for both our products’ quality and our manufacturing and distribution practices. “The most sought-after, durable and dependable products on the market today are also the most obtainable. Our logistical efficiency is supported by Amerex’s investment in our manufacturing processes and communications infrastructure. The result is an impressive supply chain.”

The Foley family – John, his wife, Kate, and adult children, Kelly, Erin and John Paul II – is passionate about sports, music, cooking and giving back to the community, and shares in a steadfast love of, naturally, the family dog and of one another. Outside of work, John relaxes with family and friends at the Jersey Shore, checks home projects off the to-do list, hits the links and occasionally takes a fishing trip off the coast.



### WADE TILLEY

Regional Sales Manager, South Central

Ardent Inside the Diamond readers will likely recall learning about Wade Tilley, Regional Sales Manager of our South Central territory, from a previous edition. Wade is a resident of McKinney, Texas, and has been with Amerex for almost four years. His favorite part of the job is interacting with our customers. Wade is emphatic in his estimation of what makes Amerex different from other fire equipment manufacturers: customer service. “Even if we are not perfect, by far, it is our customer service!” he enthuses. Wade’s favorite product is the B402 5 lb. ABC dry chemical fire extinguisher, a staple in workplaces around the world, because “I sell a lot of them!” Can’t argue with that!

Outside of work, Wade enjoys spending time with Connie, his wife of 37 years, and their two children and eight grandchildren. Their daughter, April, lives in Alaska with three of their grandchildren, and their son, Adam, lives in the Dallas area with the other five grandchildren. Wade and Connie are active in their church, enjoy music and love to escape to the beach when possible.



### LAUREN MCCLAIN

Regional Sales Manager, Southeast

Meet Lauren McClain, our newest Regional Sales Manager for the Southeast territory. A native of Dalton, Georgia, Lauren is based out of our headquarters in Trussville, Alabama. “I am very excited to be here,” Lauren says. “I love the products and how friendly everyone is.” Lauren’s early contender for a favorite Amerex product is the NOVEC 1230 wheeled extinguisher because “it is exclusive to us, and it is the first product a customer asked me about,” says Lauren. “The innovation and customer service that Amerex provides helps to really set us apart from other manufacturers.”

Lauren recently got engaged to her fiancé, Garrett, so wedding planning occupies much of her free time. She enjoys spending time with Garrett and her step-daughter, Victoria. Lauren is also an avid traveler. “I am always looking for the next place to drag Garrett to,” she jokes. Lauren also likes to spend time in the kitchen creating new recipes, playing with new twists on favorite recipes or recreating healthier versions of restaurant dishes. Bon appetit and welcome to the team, Lauren!

WELCOME TO THE TEAM!





# HEATING UP NORTH OF THE BORDER

SAVA FIRE EQUIPMENT BRINGS AMEREX QUALITY TO CANADA



Sava Fire Equipment Inc.



Savvy business owners around the world turn to Amerex fire equipment to protect their assets and team. But when it comes to bringing Amerex products to customers in Canada, there is another name to remember – Sava Fire Equipment. Sava was started by owner George Sava in 1988 and was succeeded by his son Fred, current president of the company. Sava's future is bright with next generation family member Jeff Howard in place, who is now running day-to-day operations.

Sava Fire Equipment has been an Amerex exclusive distributor since day one, a fruitful partnership that has helped both Amerex and Sava grow their business north of the border. Sava acts as a master

warehouse for Amerex products in Canada, with customers primarily comprised of fire protection distributors across the country. "We consider ourselves Amerex North," Fred says.

Fred explains that the relationship with Amerex began on personal terms. George became friends with Amerex founder Ned Paine, and, according to Fred, "Their handshake in 1988 has been the backbone of our relationship with Amerex and the Amerex family. We helped establish them in the Canadian market more than 30 years ago." They continue to choose Amerex because, "Amerex makes the best products on the market – the service, quality, breadth of product

range, the top engineers and product development team in the industry."

Fred's favorite part of the job is the people. "I enjoy selling a product that we can be proud of and providing a life safety product that helps to protect people. Helping distributors' businesses grow from small one or two truck operations into strong successful businesses in their community. Seeing the sons and daughters of distributors we started in the business become active owners of the business, and even some grandchildren." Thanks for carrying on the Sava legacy for future generations, Fred and Jeff, and thanks to Sava Fire Equipment for bringing Amerex products to Canada!





# PRODUCT UPDATES

## DEFENSE



A major Amerex initiative undertaken this year has been to grow our brand awareness and market share globally by leveraging the strengths of our sister company, McWane International (MWI). One component of this effort is for Amerex Defense to further seek out and meet the military/government fire suppression needs of those countries around the world that are allied with the United States. The primary focus will be on providing battle-proven fire suppression systems for armored ground military vehicles and standard hand portable and flightline wheeled extinguisher product globally, just as we do here in the United States.

Another effort nearing completion this year is our expected compliance to the cyber security requirements found in NIST 800-171. All U.S. defense contractors must meet this requirement, which verifies that all sensitive information is being properly safeguarded to maintain our national security. Much effort has been exerted by our Product Compliance and IT groups to be positioned for this success.

While 2020 has been an undeniably unique and challenging year, Amerex Defense strives to be a market leader in the protection of life and property of our U.S. and allied militaries.

## KITCHEN AND INDUSTRIAL FIRE SUPPRESSION SYSTEMS



Wow, aren't we all glad that 2020 is almost over? I know the restaurant industry will be happy to see it leaving their drive-through windows. We here at Amerex have gained a new and profound respect for restaurant owners during this pandemic, and we are continually amazed at their

abilities to invent ways to service their customers. This year has been just as challenging for our Amerex distributors and OEM partners with construction delays, closed businesses, difficulties accessing accounts, keeping employees safe and collections.

Therefore, our focus all year has been on ease of use. It should be easy for any technician, designer or specifier to access the technical information they need to design, retrofit or sell an Amerex fire system. We are working to improve every step of this process.

- **Training:** David Rice has done a great job of transitioning our FREE KP and IS training from in person to 100% online. As always, we encourage you to invite your local AHJs and specifiers to our FREE certifications classes.
- **Specifications:** The McWane Pocket Engineer mobile app contains CAD/Revit models, long and short specifications, system configurations and manuals – everything a specifier needs to spec Amerex. Visit <https://pe.mcwane.com/> to learn more.
- **Designing/Bidding new projects:** We have developed system configuration pages, component overviews, price estimators and system kits to help distributors easily bid, design, permit and install Amerex fire systems. These tools are all available through our Amerex distributor portal.
- **Permitting/Plan Review Drawings:** We recognize that submittal drawings take up valuable time that could otherwise be used to sell Amerex equipment. Because of this, we have supplied the most popular drawing programs on the market with the Amerex data needed to provide accurate Amerex KP and IS submittal drawings.
- **Installation:** Our engineering team has been hard at work during the pandemic testing new innovations to speed up your installations. We plan to deliver a manifolded KP-4.75 piping network, a more competitively priced small KP tank and conduit offsets at the mechanical gas valve locations by early 2021.
- **Inspection, Maintenance and Retrofit:** As you know, the kitchen world changes quickly, even in normal years. The McWane Pocket Engineer app is available on both the Apple and Android App stores and puts all Amerex KP and IS information at your fingertips, easily accessible from the jobsite. As these systems change, the retrofit guides will assist you in choosing the correct options for your customer.

It is an understatement to say that 2020 has been challenging, but we are inspired by the resiliency and resourcefulness of the restaurant industry. We are inspired to work even harder to provide you with truly inventive solutions for today's ever-changing kitchen fire suppression market. Cheers to 2021 as it pulls into the drive-through and places its order.

QUALITY  
SERVICE  
INNOVATION  
INDUSTRY LEADERSHIP  
CULTURE  
DEEP RELATIONSHIPS

**High-Quality Products Built to Protect and Perform.**



# PRODUCT UPDATES CONTINUED

## PORTABLE FIRE EXTINGUISHERS

The beginning of 2020 seems like a lifetime ago. The year was off to an incredible start for the economy and the industry, with 2019 records looking to be beaten. Then the COVID-19 pandemic hit the United States, and lockdowns started, erasing the year's gains and more. The third quarter saw a recovery of sorts with organizations within our industry attempting to return to normal. Currently, the broader United States is roughly at 80% of pre-pandemic levels.

With our industry eager to return to normal operations, business operators are facing real challenges. While there are still bright spots in construction, transportation and outdoor activities, hospitality, aviation and travel are still down. Many small businesses continue to face operating uncertainties with localized lockdowns, creating inspection, scheduling and, ultimately, cash flow issues for fire equipment distributors.

With the seemingly regular changes in operating environments, occupancy levels and customer product offerings, it's important to review a hazard analysis once a FED is permitted on site. NFPA 10 is the preeminent fire extinguisher standard for extinguisher installation



and is referenced by most fire codes. NFPA 10 specifies the installation, inspection and maintenance requirements for extinguishers and specialty extinguishers for special hazards. The document is enforceable code, and the annexes offer great insight into further hazard analysis and extinguisher placement.

The health care industry is adapting daily and needs the best fire protection. Using water mist extinguishers in ICUs and NICUs is better for the environment than dry chemical. Restaurants regularly move appliances to create operating efficiencies in a normal environment. During the COVID-19 pandemic, restaurants need to ensure they have the correct number and type of extinguishers for all their hazards since their last inspection. Food trucks could see a surge in popularity as outdoor seating increases, creating the need for a class K extinguisher for the vehicle cooking environment and an ABC dry chemical for the propane cylinder. Local box stores used to have point of sale items at the entry. That entryway now has

hand sanitizers from front to back, and the first aisle contains many alcohol-based sanitizers. Is the extinguisher in place still right for this hazard? The growth in outdoor activity, including outdoor grilling, has led to an increase in propane tank sales. Are there more filled cylinders at your local propane exchange? Is the ABC extinguisher installed months ago still the appropriate size, capacity and flow rate?

Finally, as your business adapts, remember others are also adapting. If you are not involved, join your local or regional fire equipment distributor association. NAFED has great resources for fire equipment distributors. Amerex continues to support NAFED and the Fire Equipment Manufacturer's Association with advocacy efforts at the national and state levels. As the world changes daily, it's important that we too adapt and utilize every resource to ensure the best life safety for our customers.

## VEHICLE FIRE SUPPRESSION SYSTEMS

We are continuously rolling out new products for our vehicle suppression systems to ensure that customers have access to the safest, most innovative technology on the market. We are excited to debut two new products.

First, our Amerex CAN (controller area network) modules will be available soon. These devices communicate with a vehicle's computer and record fire suppression events to notify the operator when there's a problem. This feature is similar to when your vehicle's check engine light indicates there's an issue you need to address.

Second, we have developed an early-warning system for electric vehicles, or EVs, as they pose unique



fire risks. One of the most significant risks occurs in the vehicle battery and is known as thermal runaway, which frequently results in the battery catching fire and can lead to the vehicle catching fire. Our early-warning system alerts the operator when a thermal runaway event is about to happen, giving the operator more time to evacuate the vehicle and call for help. Look for more formal details about this product release soon.

We recently issued a notice about how we're updating color-coding methods for our Vehicle Systems Actuation and Detection

cables from color-coded cable ties to color-coded labels. Please contact your rep if you didn't receive the information or need more information regarding this change.

As we wrap up the year, think about how we can help you meet your customers' needs. Many companies have a year-end budget surplus, which often means they need to either spend allocated dollars or lose them. Amerex often experiences an end-of-the-year surge in vehicle systems sales because of this situation. Reach out to your key contacts to see if there's anything they need — you might win an unplanned order!



## INTERNATIONAL DISTRIBUTOR SPOTLIGHT:

# REDA HAZARD CONTROL

Meet another of our rapidly growing international fire equipment distributors, REDA Hazard Control, also known as the Trading and Development Co. for Machinery and Equipment Ltd. Established in 1984, REDA's headquarters is in Al-Khobar, Saudi Arabia, but it protects businesses throughout the Middle East with Amerex fire suppression solutions via our friends at McWane International. Beyond its extensive reach in Saudi Arabia, REDA covers Kuwait, Qatar, Bahrain, Oman, the United Arab Emirates, Egypt, Libya, Singapore, Thailand, Indonesia, Korea and India.

An Amerex distributor since 2014, REDA places a special emphasis on serving the oil and gas production and petrochemical industries, though they also equip businesses involved in mining, national defense, steel and aluminum production, aviation, water

desalination, transportation and construction.

When asked why REDA chose to distribute Amerex products, Aref Malak, Business Development and Marketing Manager, says it came



down to "quality, reliability, protection and support through the technical stages and after-sales stages as well. The quality always comes first, and that sets Amerex apart." Aref says his favorite part of working for REDA Hazard Control is "protecting the lives of people and assets in the

places where we live and work."

Given the hazard-packed industries that REDA serves, its team specializes in protecting volatile environments. "We focus largely on high-end customers who work in high-risk environments, typically producing energy in various forms. Fire suppression is essential to our customers in these industries because they cannot afford to simply reduce or pause production for any reason. Thus, we see a high investment in fire suppression products from these businesses – they need to keep their people and their facility protected and running," says Aref. Sounds like a job for the Z-Series extinguishers to us! Thanks to Aref and the entire REDA team for helping protect a huge part of the world with quality Amerex fire suppression products!

**“...PROTECTING THE LIVES OF PEOPLE AND ASSETS WHERE WE LIVE AND WORK.”**

# Season's Greetings!



Since 1971

## Fifty Years

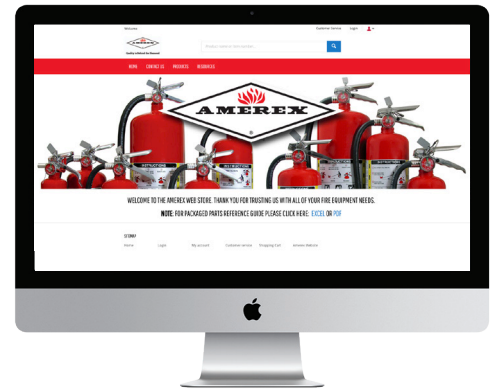
# ARE YOU ON THE AMEREX WEB STORE YET?

## Better service for you.

*Serving our fire equipment distributor partners is at the core of our business. It's the reason we developed a new Amerex Web Store experience earlier this year. While we're already hearing great feedback about the Web Store, we know some of our partners aren't active users yet. Here are a few reasons why the new Web Store is worth a try:*

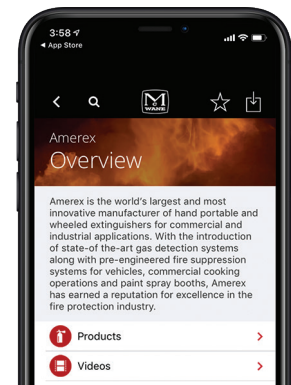
- A user-friendly site with easy navigation and improved search functionality.
- More detailed and up-to-date product information.
- The convenience of shopping and ordering 24/7 from any location with internet access.
- Double-check your cart for completeness and accuracy before placing your order.
- Save shopping carts for later if you're in the middle of placing an order and something comes up.
- Check your order history.
- Shipment tracking.

**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](http://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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