



The Macomb Pipeline

Volume 3, Issue 3

The Macomb Group is a leading wholesale distributor of pipe, valves, and fittings (PVF), with multiple locations in Michigan, Ohio, Tennessee, and Kentucky. We are presently ranked in the "Top 10" nationally as a distributor of PVF, and a leading PVF participant in our geographic market. We service a diverse mix of end markets, including automotive (OEM's and suppliers), food and beverage, general manufacturing, hospitals, schools and universities, pharmaceuticals, utilities, power plants, steel, pulp and paper, refineries, and general industry.

Cone Zone Update!

Are you in Livonia or Dayton? Construction in those areas may affect transport of your job materials. Get the news you need to keep materials flowing. **(Page 11)**

Success Story

What's Your Biggest Need Today? A Tale of Two Customers

You probably hear a lot about "going the extra mile" or "exceeding expectations," but how many vendors really deliver on this promise? The Macomb Group will help you find solutions that will make a difference to your company right now — and even look in places you might not think of. **(Page 2)**



Macomb News

Look Out, Pittsburgh: The Macomb Group Is Coming!

Although The Macomb Group is already active in Pennsylvania, our newest acquisition will provide a big boost to our business and to customers in the greater Pittsburgh area. **(Page 4)**



Solution Spotlight

Delivering Solutions — Without Being Asked!

Thinking beyond the obvious can yield innovative solutions, dramatic savings, and improved performance, as this Michigan customer discovered. **(Page 6)**



Did You Know

Why You Need Experts to Solve the Parts Puzzle

Your pipe systems are too important for cookie-cutter insulation. Learn how to protect your pipes the right way. **(Page 8)**



Chuck's Quick Tip

Don't Let Emergency Leaks Stop You

How much would you pay for a leak repair solution that works instantly and doesn't require shutting off flow in the pipe? (Hint: It's not as much as you think!) **(Page 10)**



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6600 E. 15 MILE ROAD, STERLING HEIGHTS, MI 48312
PHONE: 586-274-4100 • FAX: 586-274-4125 • TOLL FREE: 888-756-4110
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www.macombgroup.com



Success Story

What's Your Biggest Need Today? A Tale of Two Customers

Many businesses talk about exceeding expectations, but when it comes to going above and beyond regular customer service, most vendors fall short. They may have the parts and offer discounts, but they just don't take the time to understand their customers' true needs.

Why? Because every customer is different and each deserves a unique response. But what PVF company these days can take the time to customize every interaction?

The answer is: Macomb can.

High drama

That commitment was put to the test this spring when extreme weather caused a major line failure for an Ohio pipeline company. On a wintery Friday in March, the customer contacted The Macomb Group and let us know they urgently needed a diverse mix of pipe, B-7 studs, and "all the 6-inch and 8-inch flex gaskets, CGI gaskets, and forged steel round-head plugs you can get me."

Macomb's Rick Caris and his crew immediately went to work, pulling the parts from Macomb stock and working with trusted vendor partners at Dan-Loc, Weldbend, and Whitney to get the materials the customer needed. Weather stalled an emergency parts delivery by the UPS freight carrier, so Macomb's BJ Adams drove from Ohio to the UPS depot in Fort Wayne, Ind., picked up the precious cargo of flanges himself, and personally delivered them to the customer that same day.

The next day was a Saturday, but the emergency wasn't over. Rick and BJ enlisted help from Troy Yost and Dennis Satkowski at the Macomb Toledo, Ohio branch and gathered more essential parts from our Sterling Heights and Lima locations and made yet another personal delivery to the customer that same day.

Rick says, "As a result of the work the Macomb Lima crew did, along with help from Toledo, Sterling Heights, and various other Macomb locations, the customer expressed extreme appreciation for what we did during that 5-day pipeline emergency."

Everyday savings

We engineered a totally different kind of delivery for managers at Cincinnati Children's Hospital and Medical Centre: Major, consistent savings.

When the hospital needed to replace flanged globe control valves on boiler feedwater applications, they called in The Macomb Group. The existing valves were 1-1/2" 300# flanged globe control valves. However, after seeing the hospital's application, we recommended exchanging them for 1-1/2" 300# flanged Flow-Tek valves



with pneumatic fail-close actuators and 4-20ma electro-pneumatic positioners.

The Flow-Tek valve assemblies offer the hospital's maintenance engineers several advantages:

- Quicker response time
- Less make-up water usage
- Reduced cost of ownership enabled by less downtime and simpler, quicker repairs
- Bidirectional bubble tight shutoff

In addition, the new valves can be sized and applied to almost any proportional control valve.

Best of all, the hospital is saving more than 50% on the initial cost of the valves. They were spending \$5,300-5,500 on the old valves. The cost of Macomb's new assemblies? \$2,680.

It was truly satisfying to offer the hospital both immediate and ongoing savings. All in a day's work!

So, what's your biggest problem today? Bring it to The Macomb Group. We'll work with you to get it taken care of.

Do you have a special order or unusual job? The Macomb Group experts ensure all of our work is the best it can be. Let us figure out how to solve your next challenge. Contact us by email at info@macomb-group.com or by phone at 888-756-4110.

Macomb News

Look Out, Pittsburgh: The Macomb Group Is Coming!

Growth isn't a new concept at The Macomb Group. From improving our internal systems to adding resources to expanding our footprint, we're continually focused on finding new ways to be the best PVF supplier for our customers. We're excited to announce that this commitment to growth has led us to our most recent acquisition: West Penn Supply, a family-owned pipe, valve, and fitting supplier in Pittsburgh, Penn.

A great fit

"West Penn has been around 50+ years in the industry, and they were looking for an opportunity to grow," says Bill McGivern, owner and president of The Macomb Group. "They are in the very same industry we are — they're a true, traditional PVF supplier, and they fit perfectly into our profile."

West Penn Vice President Scott Geiger says, "We have a good mix of experience and youth, with knowledge of the Pittsburgh market. West Penn Supply sees The Macomb group as a company with a good reputation and a wealth of resources to assist in our penetration of the market."



In fact, Dennis Roberts, General Manager of NorthEast Operations at The Macomb Group, notes that West Penn is such a good fit that the transition is happening quickly. "The staff at West Penn are all highly knowledgeable, and their skillsets work really well with the diverse products we offer," Dennis says. "So everyone at West Penn will stay in place. We'll transfer them over to Macomb's systems within 60 days so that they have the advantage of the integrated technology solutions that our other locations enjoy."

Unbeatable benefits to local customers

The West Penn acquisition offers an opportunity to improve and expand relationships with clients in that region. Bill says, "We're hoping to spread our wings not only in the Pittsburgh market in particular, but also in the specific kind of business we're coveting: the oil and fracking business."

Pittsburgh sits right in the middle of two active areas in the oil industry: the Utica Shale and the Marcellus Shale. Scott notes that the oil industry has been a large driver of growth in the West Penn market, especially in Western Pennsylvania. "With the Marcellus shale boom, we have seen a major spike in competition in the area. Customers are looking for outstanding service coupled with competitive pricing. Smaller companies such as ours have found it beneficial to form relationships with companies like the Macomb Group in order to expand our offerings and continue competing in the market."

Macomb has also been feeling the increased demand in the Pennsylvania market, which Dennis says made it imperative for Macomb to extend its reach. However, he says, "Rather than start from scratch, we looked to an existing supplier to partner with, a company that had a robust, solid team in place to execute Macomb's

commitment to superior customer service. West Penn Supply has a seasoned, knowledgeable, service-minded staff. And now they have Macomb's resources to enhance their operations.

"Together," says Dennis, "we can take both customer bases to new levels through expanded inventory depth and breadth, more trucks and same-day deliveries, and even more competitive pricing."

Substantial growth potential

Of course, the perks aren't just for the locals — The Macomb Group is looking forward to realizing the benefits of a Pittsburgh branch, too. Having a local hub will greatly reduce wear and tear on vehicles and make transportation, delivery, and client relations much more efficient. Plus, there are high expectations for growth.

"We are confident that what was a very small branch will increase annual revenue in the next 3-5 years by as much as 25-30 times," Bill says.

Scott has confidence in his team's ability to deliver what that market demands. "I see West Penn — as the Pittsburgh Branch of The Macomb Group — being a very competitive player in not only the Pittsburgh market, but Western and Central Pennsylvania and West Virginia. We will offer our customers and our target customers a service mentality with competitive pricing, backed by a reputable company. I see us adding team members, perfecting our inventory, and catering our operations to the needs of a demanding region."

The momentum is already building, says Dennis. "We've been experiencing terrific success in the oil and gas market in Pennsylvania and the surrounding areas, and demand is growing because we already deliver great service to those customers. We have great systems, great logistics — and now, we have a local location with great, service-minded people." That's what makes the West Penn acquisition such a positive move for customers and employees alike!

Want to know more about the acquisition? Contact Scott at sgeiger@macombgroup.com or (412) 221-8300, or Dennis at droberts@macombgroup.com or (330) 379-9006.

Solution Spotlight

Delivering Solutions — Without Being Asked!

How many vendors in your industry not only provide solutions in response to requests, but actually offer them without being asked?

That's the scenario a major Michigan steel mill encountered after The Macomb Group's valve assembly engineer Kirk Humphrey noticed a disassembled valve during a plant shutdown inspection.

"I saw this valve, taken apart, and asked what was going on," he recalls. "They said they were forced to rebuild the valve every six weeks because it kept failing. They asked about a price for a replacement."



Crucial component

The valve was a crucial component on a nitrogen purge line, used for removing impurities from the molten steel. Constant rebuilding or replacement was a costly process, not so much in terms of the parts, but in production downtime and labor costs.

"As they're processing steel itself, this nitrogen purge was something that was constantly used, so there never was a good time to have this line down," says Kirk.

His response was to think outside the box. If the valve kept failing so frequently, maybe it wasn't right for the job: "We thought that instead of continuing doing what they're doing here, there's got to be a better way."

Weighing up the important factors for valve selection — pressure, temperature, torque and function — he proposed replacing the existing device with a high-performance, triple-offset butterfly valve, rated for full vacuum and extremely low leakage, and an air-torque actuator.

"We submitted our own drawings for both the valve and the actuator," says Kirk, "and explained why we thought this would be a much better fit for what they were trying to accomplish. They agreed the new solution probably would work much better."

Going strong

It did. In fact, six months after installation, the Macomb solution is still working perfectly, with no downtime. And because the very intensive nature of the process does raise the risk of valve failure, the mill ordered a backup valve kit that they could quickly swap in should the need arise.

"It's nice when you can go in and offer a real value-added solution," Kirk adds. "The customer remembers that, too — because anyone could go in and just sell them what they already had and they would have continued through the same cycle of failure.

"What we try to do is offer something that's going to add value, something that's going to save them downtime, maintenance costs, labor costs, and overall system costs."

Don't just hope you'll get better results — make them happen. When problems keep coming back, get a fresh perspective by contacting the experts at The Macomb Group by email at info@macombgroup.com or by phone at 888-756-4110.



Did You Know

Why You Need Experts to Solve the Parts Puzzle

Retrofitting actuated valves and assemblies can be daunting. They could be everywhere in your plant, and the cost of replacing them can be high when you count not only the parts, but also downtime and labor.

Did you know Macomb's Instrumentation Division can take some of the headache out of this critical task?

Steve Barton is one of The Macomb Group's custom solutions providers. With a degree in Mechanical Design and wide experience in device mounting solutions, Steve's creativity and expertise can save customers time and money.



Our unique approach can include looking for opportunities to adapt and re-use existing equipment, as well as devising innovative solutions to what can seem like insurmountable challenges.

Puzzle parts

"These are all parts of a puzzle and you've got to make sure everything is going to fit right and work right," Steve says.

Typically, solving that puzzle involves a multi-step process:

- Understanding the application that requires the solution
- Identifying the required specifications for the five key components: media, torque, pressure, temperature, and flow
- Reviewing systems by studying equipment and process diagrams, or
- Working with manufacturers where there are no published diagrams
- Developing the custom solution

Re-using and retrofitting equipment is gaining importance these days as companies look for ways to save money and use existing spares.

"In the main, the throwaway mentality doesn't exist anymore for our customers," says Steve, "so it doesn't exist for us. We can step in and show customers how they can use what they already have, make it work for them, and save money."

Unique solutions

This happened recently with a major OEM company that needed to replace valves, but also had a large shelf stock of actuators they were anxious to use up.

"So we've devised a method for helping them to retrofit those older actuators to the new valves," Steve

explains. "But every solution is unique. There's no 'one-size-fits-all'. The key is doing our homework: knowing the customer and knowing our products, to provide the solution that supports their business."

Do you have a problem that needs a custom solution? Give us a shot at it! Contact us by email at info@macombgroup.com or by phone at 888-756-4110.



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Chuck's Quick Tip

Chuck's Quick Tip: Don't Let Emergency Leaks Stop You

It's 2 a.m. and your customer needs a leak stopped. Now.

But of course, the leak is in a working system, and there's no way you can shut down to make the repair.

Impossible? Not if you've got Monster power.

We at The Macomb Group love simple solutions, and Blue Monster Tape is possibly the simplest, most effective quick leak fix we know.

This non-adhesive pipe wrap is silicone-based and fuses to itself with compression, so it's not a sticky mess. You can even apply it directly over an active leak under pressure.

It's non-toxic and environmentally safe, so you can use it in systems that carry drinking water. If you need to bury it, no problem: You don't even need a jacket. Once your quick fix is applied, you can complete a more extensive repair if needed. But because the silicone forms a solid mass, the tape is suitable for long-term use.

Does it sound too good to be true? See for yourself — watch the video (https://www.youtube.com/watch?v=hN0ghkV_3w). You'll want this for your tool box!



Visit our website (<http://www.macombgroup.com/products>) to see our products. Place your order and consider it done! Contact the experts at The Macomb Group by email at info@macombgroup.com or by phone at 888-756-4110.



About Chuck: *Chuck has been a PVF industry icon for over 42 dog years. He has never been one to lie down on the job — he has done everything from fetching will call orders to chasing down trucks to make sure his deliveries are on time. So, remember: **If you've got a problem and you're feeling stuck, don't get discouraged, you can always ask Chuck!***

Promotion

Cone Zone Update!

Contractors and businesses in Livonia will be dealing with construction on I-96 between I-275 and Telegraph Road from April 5 through October 2014. The I-96 service drives will also be reduced to one lane in each direction for the duration of the construction.

During this time, customers travelling to our Livonia branch are advised to seek alternative routes.

- For customers south of Livonia, I-275 and Newburgh and Telegraph roads will all likely be impractical. We recommend taking I-94, Michigan Ave., or Ford Road to northbound Middlebelt, Merriman, or Wayne roads.
- For customers from the north, we also recommend avoiding I-275 and Newburgh and Telegraph roads. Instead, take any mile road to southbound Farmington, Merriman, or Middlebelt roads.
- Since the normally snarled I-96/I-275 intersection will likely be exponentially worsened, these same suggestions apply to customers travelling due east to Livonia on M-14. We recommend exiting at M14 at Sheldon Road and travelling one or two miles north to Five Mile Road or Six Mile Road, then turning east to Farmington Road South.
- We also expect the I-96/Telegraph intersection to be similarly overloaded and recommend that westbound I-96 traffic exit at Southfield Road or Evergreen Road and take either road north to Five Mile Road or Six Mile Road or South to Plymouth Road and continuing west to Merriman or Farmington Roads.

We appreciate your patronage during this difficult construction season.

Dayton: One Center Becomes Two

The Macomb Group is making access to materials easier for customers in the Dayton, Ohio area. We have just split our Dayton branch into two locations:

- A south center in Middletown, Ohio
- A north center in Sydney, Ohio

Working out of these two locations will give us greater and better coverage in the Dayton area and make re-supplying both centers easier, so our customers will enjoy even better service.

For information about the new locations, contact your Macomb Group representative today!