



A Profile of United Sales Associates



United Sales Associates (USA) is an independent, multi-line manufacturers' representative agency headquartered in Cincinnati, Ohio. Founded August 18, 1982, we are dedicated to servicing the markets where products/services are needed to protect the safety of workers. Our focus is to be the solutions provider to the enduser, the preferred partner to the distributor, and the most effective and efficient sales force for the manufacturer. This profile has been created as an overview of what is USA, but our difference is in our people.

The Territory We Serve

- Great Lakes Region: Michigan, Indiana, Ohio, Western Pennsylvania, and Upstate New York
- Mid-South Region: Kentucky, Tennessee, West Virginia



Territory Offices:

- | | |
|------------------|------------------|
| Union KY | Buffalo, NY |
| Grand Rapids, MI | Indianapolis, IN |
| Louisville, KY | Nashville, TN |

The Product Categories We Market

- Cleaners/Degreasers/Absorbents
- Emergency Eyewash and Decontamination
- Ergonomic Safety
- Fall Protection/Confined Space/Rescue/Retrieval
- Fire Safety
- Flammable Liquid Storage and Handling
- Haz-Mat
- Infection Control
- Personal Protective Safety Equipment (PPE)
- Traffic Safety/Highway Control

Our Core Channels of Influence

- Construction/Rental
- Fire
- Food Processing
- Government/Military
- Highway Safety
- Industrial/MRO
- Industrial/Safety
- Janitorial/Sanitary Maintenance
- Material Handling
- Municipal
- Public Safety
- Utility
- Welding

Staffed Offices:

- Cincinnati, OH (Headquarters)
- Cleveland, OH

Our Marketing and Support Programs

- Fully staffed/functional offices in Cincinnati and Cleveland
- Newsletters/Direct Mail
- On-site Seminars
- On-site Surveys
- On-site Demonstrations
- Custom Marketing Support for Distribution
- Website (www.unitedsales.com)
- Inside Sales Team
- DVD/Video Loan Program

A Professional Sales Force

- Each territory representative is set up to efficiently utilize email, laptop computer, cell phones, digital cameras, and fax machines.
- Agency utilizes RPMS for Sales Management
- Agency utilizes ACT! for Contact Management

Please contact United Sales Associates at:
 7537 State Road
 Cincinnati, OH 45255-2438
 Phone: 513.231.4266
 Fax: 513.231.1456
assocs@unitedsales.com
unitedsales.com

Mission Statement:

To provide maximum economic value added within the distribution channel.

Sales



FROM LEFT - Standing: Todd Hayward, Sharon Koehler, Richard Vaccaro, Cyndie Byrum-Diemand, Mark Hamilton, Brandi Sullivan, Paul Lorkowski, Tom Hayward
Seated: Scott Byxbe, Todd Roberts, Paul Castro, George Hayward, Sam Cala
Not pictured: Jason Sullivan

Support Staff



FROM LEFT - Standing: Chris Frank, Cyndie Byrum-Diemand, Ramona Hayward, Susanne Pagano
Seated: Paul Castro, George Hayward, Tom Hayward
Not Pictured: Karen Belt

| | |
|---|----|
| Average # of years with USA | 13 |
| Average # of years in industrial safety | 19 |
| Average # of years in sales | 23 |
| Average age | 48 |
| # of CPMR's * | 4 |
| # of CSP's ** | 1 |
| # of QSSP's *** | 4 |

- * Certified Professional Manufacturers' Representative
** Certified Sales Professional
*** Qualified Safety Sales Professional

Our Commitment to the Industry

- Active participation in regional/state trade shows
- Active participation in industry associations and events
- Active members of ...



National Safety Council



ASSE



ATSSA



IGA



MANA



AIHA



STAFDA



ISA



SEDA

12/08

Corporate Statement:

United Sales Associates' business purpose:
To attract and retain key Customers (Distributors), key Principals (Manufacturers), key End Users and key Personnel.



UNITED SALES
ASSOCIATES

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Vision Statement:

To become the ultimate resource for safety products in the distribution channel.