



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

- Indiana
- Kentucky
- Michigan
- New York (upstate)
- Ohio
- Pennsylvania (Western)
- Tennessee
- West Virginia



Territory Offices:

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

The Product Categories We Market

- Cleaners/Degreasers/Absorbents
- Drug Screening
- 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
- Industrial/MRO
- Industrial/Safety
- Janitorial/Sanitary Maintenance
- Material Handling
- Municipal
- Public Safety
- 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:

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 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.

Administrative/Support Staff



FROM LEFT: Seated...Tom Hayward, George Hayward, Mo Hayward, Karen Belt. Standing...Judy Cecil, Susanne Paganno, Cyndie Byrum-Diemand, Chris Frank, Sharon Koehler.

Sales Staff



FROM LEFT: Seated...Mark Hamilton, Sam Cala, George Hayward, Ken Coats, Scott Byxbe. Standing...Sharon Koehler, Brandi Sullivan, Tom Hayward, Paul Castro, Scott Waddell, Jason Sullivan, Bob Marshall, Cyndie Byrum-Diemand, Todd Hayward. Not pictured: Richard Vaccaro

Average # of years with USA	13
Average # of years in industrial safety	19
Average # of years in sales	22
Average age	47
# 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

12/07

Corporate Statement:

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

Vision Statement:

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



UNITED SALES ASSOCIATES

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