

# WÜRTH USA INC.

**Solutions in Fasteners, Chemicals, Tools & Inventory Management**





**Administration Building in Künzelsau - Gaisbach, Germany**



**THE WURTH GROUP**

# THE WÜRTH GROUP

**Over 400 companies in 80 countries.**

## **The world market leader in the trade of connecting materials**

The Würth Group is the world market leader in its core business, the trade of assembly and fastening material. It currently consists of over 400 companies in 80 countries and has more than 66,000 employees on its payroll. Over 30,000 of these are permanently employed sales representatives. In the business year 2014, the Würth Group generated total sales exceeding EUR 10 Billion.

In the core business, "the Würth Line", the product range for craft and industry comprises over 100,000 products: from screws, screw accessories, anchors to tools, chemical-technical products and personal protection equipment. The Allied Companies of the Würth Group, which either operate in business areas adjacent to the core business or in diversified business areas, round off the range by offering products for DIY stores, material for electrical installations, electronic components (e.g. circuit boards) as well as solar modules and financial services.

## **We are a family business**

More than 3 million customers all over the world trust in Würth today. People and a very special corporate philosophy are the driving forces of the long-standing success enjoyed by the Würth Group. Würth is a family business that was founded by Mr. Würth in 1945. Prof. Reinhold Würth, today's Chairman of the Supervisory Board of the Würth Group's Family Trusts, took over the business at the age of 19 after his father had passed away and developed it further in the following years. Starting from the early years of the company in post-war Germany, he turned the former two-man business into a worldwide operating trading group.



## **Our philosophy**

We owe it to Reinhold Würth that the Würth Group has a clear business orientation: It is marked by a strong brand policy, future-oriented product strategy, closeness to the customer, clear quality standards and thinking in terms of visions with strong corporate culture.

Würth - the name stands for high product quality and excellent service. Nevertheless, the Würth Group is not just a business trading in assembly and fastening material. Our special corporate philosophy and shared values underlie the company's longstanding success, be it in Germany, the birthplace of the Würth company, or in any of its more than 400 companies all over the globe.

Our visionary thinking spurs us on, to go the extra mile and attain new milestones, guaranteeing the lasting development of the family business. All employees are requested to contribute their ideas and their creativity. Demanding and promoting performance is firmly embedded in Würth's corporate culture. Working together in the spirit of optimism, responsibility and mutual respect are not just empty words, but principles filled with life every day.

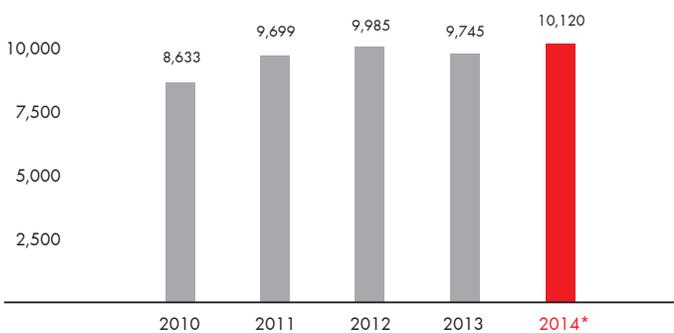
**Würth GmbH & Co. KG, in Künzelsau-Gaisbach, Germany.**



# WÜRTH GROUP

## SALES

Würth Group in Millions of EUR



## EMPLOYEES

Würth Group as of December 31, 2014



The annual financial statement of the Würth Group is drawn up according to the International Financial Reporting Standards (IFRS).

Prof. Dr. h. c. mult.

# REINHOLD WÜRTH

Chairman of the Supervisory Board of the Würth Group's Family Trusts



**Prof. Dr. h. c. mult.  
Reinhold Würth**

Building up the Würth Group is the life's work of Prof. Dr. h. c. mult. Reinhold Würth and is one of the success stories in German economic history.

In 1945, Würth GmbH & Co. KG, the parent company of the Würth Group, was founded by Mr. Würth in Germany. After the early death of his father in 1954, Reinhold Würth took over the company at the age of 19. Starting in postwar Germany, Reinhold Würth has turned the two-man business into a worldwide operating group of trading companies.

In 2014, the Würth Group celebrated a very special anniversary: 65 years of Reinhold Würth's service to the company. His 80th birthday and the celebration of the 70th anniversary of Würth GmbH & Co. KG, are two anniversaries that will be celebrated in 2015.

## The entrepreneur and his company

The Würth Group started out as a wholesale screw business in 1945. The company's history is inseparably connected with the entrepreneur Prof. Reinhold Würth. Under his direction, the company turned into the market leader in the sale of assembly and connecting materials.

The beginnings were modest: In the summer of 1945, Mr. Würth founded a wholesale screw business in Künzelsau, Baden-Württemberg. His son Reinhold accompanied and helped him from the very beginning. On October 1<sup>st</sup>, 1949, he officially joined the business as the company's second employee and first apprentice.

January 1951 was the first time that he went out on a sales trip alone. The 15-year old youngster was supposed to look for new customers in Düsseldorf. In 1952, he completed his commercial training. When Mr. Würth died at the age of 45 in 1954, Reinhold Würth took over the business at the age of 19. At that time, the

company was a two man business with annual sales of EUR 80,000.

Reinhold Würth managed the company with farsightedness, which was soon crowned by its first success. In 1962, the first foreign subsidiary was set up in the Netherlands, followed by company foundations in Switzerland, Austria, Italy and other countries. In 1969, Reinhold Würth dared to cross the Atlantic Ocean to North America opening in Monsey, New York as Würth Fastener Corporation. One year later, Würth also became active in South Africa. The formation of companies in Australia (1982) as well as Japan and Malaysia (both in 1987), rounded off Würth's presence on all continents.

In 1994, Reinhold Würth withdrew from operative business and took the chair of the Advisory Board of the Würth Group. On March 1<sup>st</sup>, 2006, his daughter Bettina Würth became his successor in this position. Reinhold Würth continues being the Chairman

of the Supervisory Board of the Würth Group's Family Trusts.

From the first day on, the Würth Group has been a family business in spite of its international character. In the meantime, the Group has more than 66,000 employees worldwide. Direct selling has always been the driving force behind the company's success. Over 30,000 sales reps worldwide visit 300,000 customers each day. Thanks to the direct customer contact the company knows the requirements and can adjust its products and services in such a way that some of the load is taken off the customers' shoulders. One of Prof. Würth's mottos is:

**"Satisfying our customers is not enough; we want to inspire them!"**



The Schlossmuehle (castle mill) in Künzelsau, Germany where Würth started off in 1945.



Mr. Würth and Reinhold Würth taking a walk through the woods.



Bettina Würth, Chairwoman of the advisory board of the Würth Group.

**DC Northeast - Ramsey, NJ**



**DC Southeast - Orlando, FL**



**DC West - Sparks, NV**



**DC Southwest - Dallas, TX**

**WÜRTH USA INC.**



# THE PRESIDENT'S MESSAGE

**Ernie Sweeney, President & CEO**

In the span of over four decades, and thanks to the wonderful contributions of all our employees, the future of our business is taking on the dimension of a fine collective adventure. In 2014, Würth USA again established new milestones with the number of employees, customers and sales.

Würth USA is a company proud of the progress and development it has achieved since its founding. The company now has over 450 employees, of which nearly 400 are Sales Professionals, and more than 25,000 professional business partners. In several years our global approach, which is centered entirely on human values, has put us in the forefront of progress in the Automobile and Industrial markets.

The reasons for the success of Würth USA can be explained by a series of unique talents and skills:

A passion for the profession which allows us to design and offer highly reliable and effective products; A strong motivation by all our business partners who are aware that Würth USA's success directly translates into their own success. This sense of ownership is one of our mainstays; The qualities of flexibility, inventiveness, listening, adaptability and availability which allow us, each day, to make a difference and to stay decisively ahead of the game.

In fact, our company is based exclusively on the individual, our clients and our employees.

Customer satisfaction and the development of employees are our main goals. And it is by

focusing on these ideals that we are profitable. Our partners and our customers know that our quest for improvement in quality is continuous.

We believe that: In the race for quality, there is no finish line.

## **Our Past**

Würth USA was founded in 1969 with one in-house employee and two sales representatives who worked to supply customers in New York, New Jersey, Connecticut and Massachusetts with automotive supplies.

In 1991, Würth California started to operate independently in the market to serve customers in the Western US, as did Würth Illinois and Würth Florida in their respective states. The companies focused on making the name Würth widely known as fast as possible in America.

## **Our Present**

In 2002, after merging all US companies within the Automotive Division into a single company to represent a uniform Würth brand across the American market, four Distribution Centers were established and are strategically located across the US. This guarantees the fastest delivery time to more than 25,000 active customers. Orders are processed and shipped within 24 hours with a 98.5 % service rate. Würth USA has a direct sales force that consists of over 375 Territory Managers offering more than 15,000 items which are sold in the Automotive and Industrial markets.

## **Our Future**

We will continue to provide customer satisfaction in our core markets of Automotive and Trucking repair, while working with a continuous improvement strategy. With the global knowledge and extensive resources of the Würth Group, we will expand our client base in the heavy equipment industry as well as the MRO trades.

## **Our Philosophy**

Working with a strong sense of honesty and integrity, while treating each other with respect, are key elements of our culture at Würth USA.

**The words we value most when dealing with each other:**

**THANK YOU!**

## Our Vision

Würth USA Quality, Innovation and People provide extraordinary value that drives our customers' business forward by understanding their needs and developing solutions together.

## Our Mission

Our mission is to develop long-standing and mutually beneficial relationships with our customers, suppliers and employees. We provide superior quality products and services that exceed customer expectations. We are committed to build upon our brand as being synonymous with the best in the industry, a brand that our stakeholders will be proud of.

## Our Core Values

**Continuous Improvement** - We continually look for ways to improve our business that lead to higher levels of client satisfaction.

**Employee Development** - We are committed to being the best trained and educated professionals in our industry.

**Accountability** - We take responsibility for our actions and hold ourselves to the highest level of professionalism.

**Customer Service** - We are an extension of our customers and without them we would not be in business.

**Integrity** - Is the foundation for our success; it guides us in all of our decisions and defines our actions.

**Teamwork** - We work together with respect and cooperation to achieve common goals.

**Leadership** - We will be a world-class leader in every aspect of our business.

**Communication** - Listening to our customers and partners and each other.



**QUALITY  
IT IS SYNONYMOUS WITH OUR BRAND!**



# THEN AND NOW





**Würth USA Inc. was founded in 1969 in Monsey, New York as Würth Fastener Corporation, with only 1 internal employee and 2 sales representatives distributing automotive supplies to New York, New Jersey, Connecticut, and Massachusetts.**

Since then, Würth USA Inc. has relocated to a 73,000 square foot office/warehouse complex in Ramsey, New Jersey and expanded distribution throughout the United States. Today Würth USA Inc. employs nearly 400 sales representatives and 100 internal employees to service more than 25,000 customers out of a distribution network that consists of 4 Distribution Centers.

# AUTOMOTIVE DIVISION

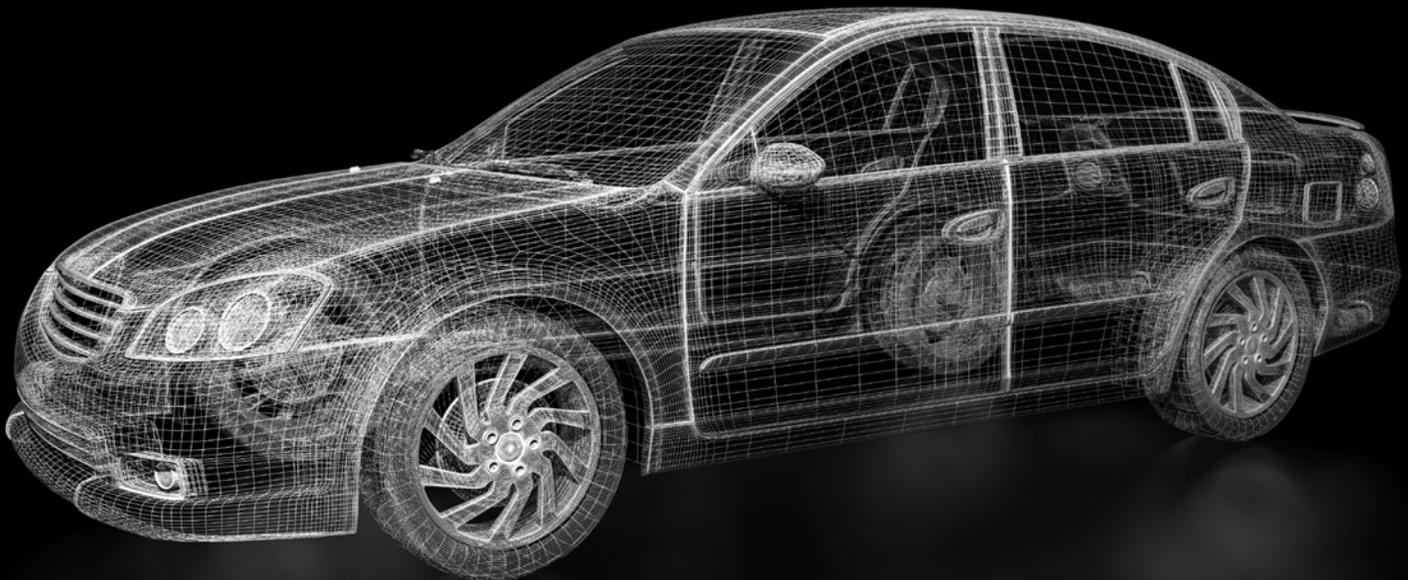
Würth USA Inc. has been a proven source for high-quality products, innovation and most importantly, supporting businesses with highly-trained sales employees for over 40 years.

Our Automotive Sales Team lives up to our core values which encompasses teamwork, customer service, continuous improvement and accountability on a daily basis.

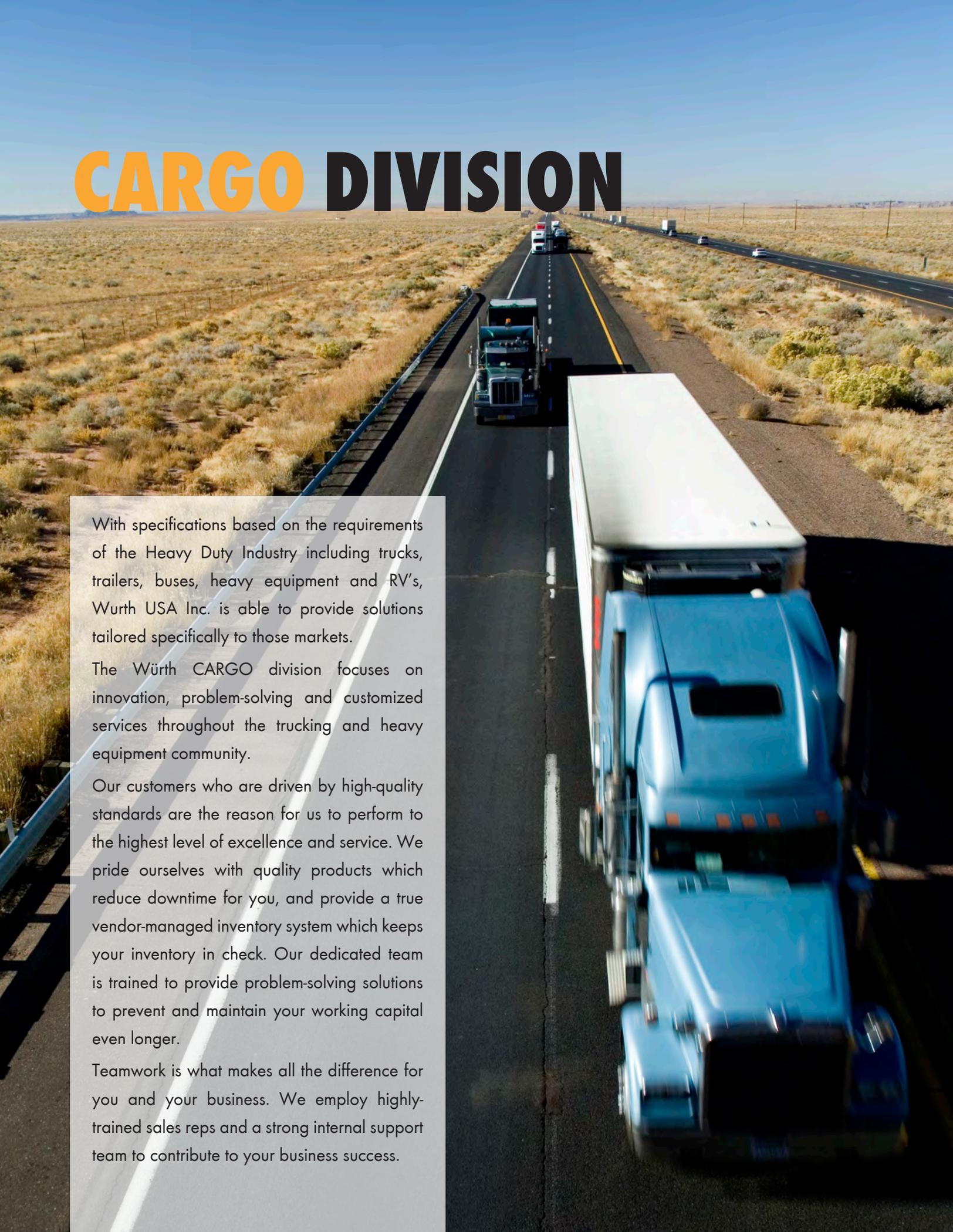
Our highly motivated Outside Sales- and Internal Support Teams are committed to creating and maintaining long-lasting customer relationships through providing an outstanding customer experience.

Thanks to our over 25,000 customers we are able to invest in innovation, new products, services and programs.

Recent challenges in the automotive industry led Würth to take a proactive approach and through the development of programs and services for our customers, we're able to provide them with additional savings and revenue generation.



# CARGO DIVISION

A blue semi-truck with a white trailer is driving on a highway in a desert landscape. The truck is in the foreground, moving towards the viewer. In the background, other trucks are visible on the road, and the landscape is flat and arid under a clear blue sky.

With specifications based on the requirements of the Heavy Duty Industry including trucks, trailers, buses, heavy equipment and RV's, Würth USA Inc. is able to provide solutions tailored specifically to those markets.

The Würth CARGO division focuses on innovation, problem-solving and customized services throughout the trucking and heavy equipment community.

Our customers who are driven by high-quality standards are the reason for us to perform to the highest level of excellence and service. We pride ourselves with quality products which reduce downtime for you, and provide a true vendor-managed inventory system which keeps your inventory in check. Our dedicated team is trained to provide problem-solving solutions to prevent and maintain your working capital even longer.

Teamwork is what makes all the difference for you and your business. We employ highly-trained sales reps and a strong internal support team to contribute to your business success.

# NATIONAL ACCOUNTS

The Wurth USA Inc. National Accounts department is committed to offering a wide variety of programs that span across multiple market segments. As an experienced solutions provider to the Automotive, Collision and CARGO/Truck sectors we work with you and your team to develop custom-tailored programs to help you drive your business to where you want it to go. Our team provides support for national and regional partners in all 50 states.

Partnering with Wurth USA at a national level allows you and your team to have a single point of contact to help manage your business more efficiently and effectively nationwide while sharing best practices and helping businesses like yours in the following areas:

- Process optimization
- Creating profit centers
- Inventory Management Systems
- Compliance, Risk Management
- Improved CSI / Customer retention

It's more than just these programs that make our partnerships successful. Our team will spend time with your organization to learn about your culture and provide positive solutions to drive the results you desire.



Intertek



Accredited Training Provider

## National Account Services Program Highlights:

- Service Reception (Multi-Point Inspection)
- SIS 12 (Smart Invoicing System)
- Wheel Weight Recycling
- Training Certification
- Recognized by OEM's for TSB's
- Central Billing EDI (electronic data transfers)
- 50 state VOC compliant with chemicals & lead
- Certified Green Line
- Controlling and reporting on key performance areas
- Over 400 employees for your support



# OUR SERVICES AND PRODUCTS

# OUR SERVICES

## WURTH SERVICE

When you do business with Wurth USA, you can expect superior service. Wurth USA Sales and Service Representatives are professional, knowledgeable and available for you. With personal service, our representatives become a member of your team, working for you to help your business run smoothly, efficiently and more profitably.



## WURTH PEOPLE



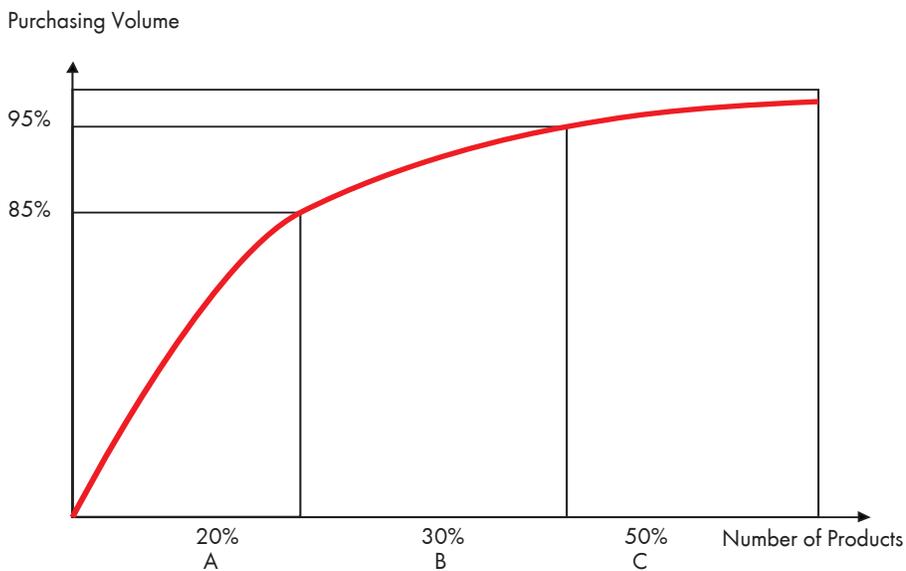
At Wurth USA, the key to growth is our people. We provide ongoing development to our team of sales and service representatives through education and training. We continuously search for highly motivated and customer-oriented individuals to give great service to our customers. Our people add value to your business. It's like getting an extra employee without the expense.

### Our Sales and Service Representatives will:

- Custom design and label storage systems to organize and identify your stock
- Maintain and service your shop supply inventory
- Offer organization and product suggestions
- Provide application and product training to your staff
- Ensure that you get innovative and time-saving products and solutions.

## WURTH C-PARTS MANAGEMENT

### Distribution of Purchasing Volume



**50 percent of your products are C-products/Shop Supplies. However, this equals only 5 percent of your total purchase volume.**

#### Typical characteristics of C-Parts/Shop Supplies:

- High procurement expenditure due to low cost per unit
- Time consuming purchasing process

#### The WURTH solution to optimize C-Parts management:

- Customized stocking & storage of small parts & shop supplies
- Customer-specific inventory levels
- Organized for efficiency
- Attentive personal service by our sales representatives

# OUR SERVICES

## WURTH ORSY®

ORSY® is a program that equips you with the latest technology in organization and storage systems to better facilitate your job, and best of all it's at no charge. All we ask is that you use our products. It's that simple!

### Your Benefits:

- All small parts and supplies are always on hand
- No wasted time looking for parts
- Easy inventory and reordering
- Complete up-to-date bin labeling

## WURTH SIS™

Recover your costs and make a profit. You can with SIS™ Supplemental Invoicing and Inventory Management System. Harness the power of the industry's leading invoicing and material management package. With SIS™, we put the latest barcode recognition software and hardware at your fingertips. An SIS™ technician will come to your place of business and install the necessary equipment and software. We'll also train all personnel to use SIS™. Your Würth representative will organize and barcode label your inventory so your technicians can quickly and easily get the parts they need.



**Würth has customized storage systems with a complete line of rack, bins, drawers, dispensers and tower units for:**

- Hardware
- Chemicals
- Assortments
- Bulk Product



### Your Benefits:

- Instant inventory control, turns loss into profit
- Produce a supplemental invoice to increase your profits
- Always have the parts you need - when you need them
- Generate accurate repair orders, professionally and efficiently
- Track technicians' usage of a product to boost productivity
- Know the value of your inventory at all times
- Software, training and installation are provided to qualified Würth customers at no charge

## **WÜRTH TRAINING CERTIFICATION**

Würth offers you cutting-edge products, tools and the training certification that goes along with them. You'll enjoy access to the latest high-tech products and application tools. This program is provided to you free of charge, ensuring your technician can work at a peak level of efficiency, minimizing waste in your shop. The Würth training certification program is another way that we add value to your business.



### **Your Benefits:**

- Training maximizes efficiency, minimizes waste
- Shows your commitment to ongoing education

## **WÜRTH WHEEL WEIGHT RECYCLING**

Because lead is considered a hazardous material, proper disposal of used wheel weights is crucial. Würth complies with all approved disposal methods for you, plus supplies collection boxes and return stickers to handle your used wheel weight disposal needs.

With the large variety of rims available, you need a supplier that can keep you up-to-date and supply the correct wheel weights, when you need them. Würth is your single source for all your wheel weight needs.

### **Your Benefits:**

- Complete disposal and recycling service
- Complies with all environmental standards - no hassles for you



# ECO FRIENDLY PRODUCTS

What is...

## WURTH GREEN LINE™



Quite simply, WURTH Green Line™ stands for high performance products that are environmentally responsible. The Würth brand is recognized around the world as the premium choice for professional craftsmen and our new Green Line is an extension of that.

WURTH Green Line™ products combine forward-thinking environmental responsibility with the functional requirements of today's maintenance and repair professionals. These products allow your business to become environmentally-friendly without compromising on quality or performance.

## ECOLOGO™



EcoLogo is North America's most widely recognized and respected certification of environmental leadership. By setting standards and certifying products in more than 120 categories, EcoLogo helps you identify, trust, buy, and sell environmentally preferable ("green") goods and services.

Launched by the Canadian federal government in 1988, EcoLogo has grown to serve buyers and sellers of green products throughout the United States and Canada, and around the world. In fact, EcoLogo is North America's oldest environmental standard and certification organization (and the second oldest in the world). It is the only North American standard approved by the Global Ecolabeling Network as meeting the international ISO 14024 standard for environmental labels.

## ABSOBON®



The ABSOBON® line from Würth for chemotechnical products offers top quality which at the same time takes environmental needs into account. ABSOBON® products cut down on pollution, reduce the danger potential in everyday use, protect raw material resources and avoid waste. The products of the ABSOBON® line ensure excellent quality for demanding requirements, even beyond the legal and internal company requirements.



# WURTH GREEN LINE™



**BECAUSE WE CARE ABOUT  
OUR CUSTOMERS, OUR EMPLOYEES  
AND OUR ENVIRONMENT.**

# AUTOMOTIVE PRODUCTS

Chemical-technical products including underbody sealing products; contact lubricants; jointing compound; additives; brake cleaners; spray paints; adhesives; complete product line for automotive electrical systems; hand tools; pneumatic tools; complete systems for used car reconditioning; air conditioning equipment; products for maintenance and repair of tires, brakes, exhaust systems, engine and suspension; safety products; cutting, grinding and abrasive products; complete line of fasteners.



# CARGO PRODUCTS

Thread locking compounds; cleaning and care products; flange sealers; hydraulic sealers; lubricants; adhesives; paints for commercial vehicles; body and underbody sealing products; lighting products; strapping systems; brass and black iron fittings; cutting, grinding and abrasive products; complete line of fasteners.



# OUR BRANDS

## ZEBRA®

The brand name for our highest quality products offers special problem solutions and good economy in regard to application, operation and service life.



## ORSY®

The brand name for organization and system, includes carefully planned warehouse, storage and retrieval systems for safe stock keeping with direct access that allows control of inventory.



## RefilloMat®

RefilloMat® is a system solution for simple refilling of containers for industrial chemical substances with many additional benefits including waste and cost reduction.



## master

Würth master - the brand for professional users of electrical and pneumatic tool systems.



# WÜRTH USA INC.

Würth USA Inc.  
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## WÜRTH USA AND SPORTS

Sports sponsoring is an important element in the marketing mix of the Würth Group.  
Supporting local and international sporting events has and always will be an integral part of the Würth culture.

