

FISA PLANNING MEETING CHARTS COURSE FOR THE FUTURE

At the recent FISA Planning Meeting, the Board of Directors discussed FISA's mission. The mission remains the same: FISA is the trade association dedicated to promoting distribution in serving hygienic processing industries.

Keeping a strong base of independent distribution companies as members and working in partnership with our manufacturer members who go to market through distribution is critical to the success of FISA. Consolidation of member companies continues to impact FISA. As business conditions change and end-user customers have more choices for how they go to market, FISA will continue its emphasis on building strong member companies.

The Vision Statement approved by the FISA Board of Directors is: *FISA will strengthen and grow our member companies through relationships, connectivity, and education.* Central to this vision is growing the distributor base of membership.

Chad Hawkins of SPX Flow is heading a task force on Member Recruitment. Working with him this year will be Andrew Mahoney of ITT and Mike Lovelace of Steel & O'Brien Manufacturing.



L to R (seated) Albert Marquez, Duhig Stainless; Pete Herb, Fristam Pumps USA; Jason Ryan FCX Performance; Rob Clark, Perrigo Inc.; Bob Morava, Stuart W. Johnson & Company; Yvonne O'Brien, Tel-Tru Manufacturing Co.; L to R (standing) Scott Spahr, Ace Sanitary; Neil Hopkins, Twinco Inc.; Mike Lovelace, Steel & O'Brien Mfg. Inc.; Chad Hawkins, SPX Flow; Andrew Mahoney, ITT Corporation; Jeff Tocio, Pentair; Bryan Downer, CSI.

The vision is:
To strengthen and grow our member companies through relationships, connectivity and education.



Increasing the visibility of FISA is part of the strategy for growing the membership. As a valued FISA member company, each of you can assist in two ways.

1. In the next few weeks, we will be mailing you an 8 x 10" sign with an easel

back which says: Proud Member of FISA with the FISA logo and the web site. Please display this sign when you exhibit at trade shows – regional shows and national shows.

As an added incentive to display the FISA membership sign, we are offering a \$250 VISA gift card. Here's all you need to do to win: Take a photo of the membership sign being displayed at a trade show and email the photo to stella@fisanet.org along with the name of the trade

show and the location. The name of each individual submitting a photo will be entered into a drawing, and the winner's name will be drawn at the FISA Conference in Nashville.

2. Download the FISA logo and put it on your website. Link to the FISA site at www.fisanet.org.

Contact Stella at stella@fisanet.org or one of the three FISA members on the Membership Task Force if you know of a company you want to recommend for membership in FISA. Through continuing to work together, we will strengthen the distribution channel as we serve hygienic processing industries.



Distributors Serving Sanitary Processing

FISA is an association composed of distributors and manufacturer members who share a commitment to value-added distribution in serving high purity processing industries. FISA's mission is to help its members improve performance and customer value.

2016 – 2017 FISA Board of Directors

FISA Officers:

Rob Clark
Perrigo, Inc.
President

Jason Ryan
FCX Performance
Vice President

Bob Morava
Stuart W. Johnson & Company
Past President

Directors:

Doug Ardinger
Cummins-Wagner Company

Bryan Downer
CSI

Chad Hawkins
SPX Flow Technology

Pete Herb
Fristam Pumps USA

Neil Hopkins
Twinco Inc.

Mike Lovelace
Steele & O'Brien Manufacturing Company

Andrew Mahoney
ITT

Albert Marquez
Duhig Stainless

Yvonne O'Brien
Tel-Tru Manufacturing Company

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Stella L. Jones
Executive Director
Email: stella@fisanet.org

FROM THE PRESIDENT



Dear FISA Members,

It's been a few weeks since our productive planning meeting in New Orleans, and I can enthusiastically say that Nashville is shaping up to be another first-rate conference. The city is full of wonderful sites-Country Music Hall of Fame, Grand Ole Opry, the "District" with live music on every corner. To complement the sights, Stella, with help from the board, is putting together a great group of speakers for our conference. They will be announced over the next couple of weeks.

The board, with our two guest participants, Jeff Tocio from Pentair and Scott Spahr from Ace Sanitary, spent a lot of time reviewing the member survey looking at areas of interest indicated by responding distributors and manufacturers. Jeff and Scott were a huge help providing a fresh perspective on topics that the board works with every year. The survey is an important tool for us to determine what direction we take with our speakers, and to set new agendas for the future. In light of the changing market place, the board reestablished our working goals for FISA: Grow the Association, Strengthen the Distributor/Manufacturer Relationship, Increase Tangible Membership Benefits, and Promote FISA members as the Channel of Choice.

With our new goals in mind, board members stepped forward in leading working groups handling Membership, Sponsorship for the Conference, Conference Planning, and IT development to enhance our Yapp App for the conference and the Web page. All of these working groups revitalize the association every

year, and I am deeply thankful to the members who step forward to do this work.

As many of you are aware from emails that Stella has sent out, we have changed the membership directory on the website. Non-members were using FISA contact names in a misleading way. We are now listing the Member Companies in the public portion of the Website, but individual contact information is only available to the membership once you log in. If you do not have your member name and password to log-in, please contact Stella at stella@fisanet.org,

This is an exciting time of year with UID taking place in March. FISA has nine participants including two who received our FISA scholarships. It is clear that this program is extremely beneficial to member businesses. I would encourage you to look at the multiple academic options available from classes in sales and marketing to seminars in business development and inventory control (www.univid.org).

As spring arrives and you begin receiving information on the conference in October, please think about the same issues we discussed during our meeting in New Orleans. The strong bond between distribution and manufacturing is being pressured from many different angles from business consolidation, to e-commerce, to integrated supply. We look forward to your participation in Nashville to creatively discuss these issues.

Have a wonderful spring. Warm Regards,

Rob Clark



- *Travel + Leisure* named Nashville the Reader's Choice Destination of the Year.
- *Lonely Planet* made Nashville a Top Ten City in its Best in Travel for 2016, the only U.S. city to make the list.
- *Forbes* named Nashville among 16 Top Destinations for 2016.
- Nashville listed No. 1 on *Thrillist's* list of The 25 Best U.S. Cities to Spend a Weekend.
- *Business Insider* named Nashville among the 13 Hottest American Cities for 2016.
- *Condé Nast Traveler* named Nashville one of the Friendliest Cities in the U.S.

WELCOME NEW MEMBERS

The Williams-Carver Company

The Williams-Carver Company was established in 1955 to provide quality design, sales, installation, and service for industrial ammonia refrigeration systems and equipment. In 1972, The Williams-Carver Company would branch out to include full service distribution of sanitary and industrial fluid handling equipment in the food and beverage, pharmaceutical, industrial refrigeration, and other processing industries. Our centralized location based out of Kansas City, KS, allows us to serve all parts of the United States.

The Williams-Carver Company specializes in a number of product lines which include; positive and centrifugal pumps, manual and automatic valves, diaphragm valves and pumps, heat exchangers, compressors, hoses, temperature and pressure instrumentation, etc. We are a certified

distributor for many sanitary, industrial, and refrigeration providers as well as a SPX Certified Pump Repair Center. With over 60 years in these industries, we have the expertise to design, size, and recommend the proper equipment for any industrial, sanitary, and ammonia system needs.

We look forward to being a FISA member and the networking that is associated with them.

Schwartz Manufacturing Company

The Schwartz Manufacturing Company (SMC) is a producer of engineered filters that meet the specific requirements of the food, beverage, brewery, dairy and bio-pharm industries. Started over 100 years ago in Two Rivers, Wisconsin, SMC continues to provide customer solutions through a focus on quality and innovation.

In the early days of milk filtration, SMC developed a revolutionary filter media that changed how milk was filtered on the farm. Marketed under the Tuffy® brand name, these filters trapped sediment rather than just screen it. This reduced the amount of sediment left in the lines when the filter was removed – saving both time and money. Over time, Schwartz extended the Tuffy® line into commercial food processing applications.

Today, Schwartz provides a wide selection of sanitary, food grade filters to food, beverage, brewing, dairy and bio-pharm industries. Using a variety of woven and nonwoven filter media we offer sizes and styles to fit Tri-Clover and other popular in-line housings. Our filters are designed to meet the needs of those targeting micron retention ratings from 23 to 765 microns.

BOARD BRIEFS

- Wendi and Chad Hawkins of SPX will chair the 2017 Annual Conference in Nashville, TN.
- Pete Herb of Fristam Pumps USA and Bryan Downer of CSI are co-chairs of Conference Sponsorships.
- Albert Marquez, Duhig Stainless, is Golf Chairman and Bruce Michael, Girton Manufacturing, will chair Sporting Clays.
- Jason Ryan, FCX Performance is chairing the online Conference registration.
- Neil Hopkins, Twinco Inc. and Yvonne O'Brien, Tel-Tru Manufacturing are co-chairs of Member Engagement.
- Chad Hawkins, SPX Flow, Andrew Mahoney, ITT, and Mike Lovelace, Steel & O'Brien, are working on Membership Recruitment.
- FISA will once again offer two UID scholarships for the 2018 UID program. Applications will be due November 1, 2017.

2017 FISA PLANNING MEETING ATTENDEES



Bryan and Jen Downer, CSI



Scott and Amber Spahr, Ace Sanitary



Mike and Amy Lovelace, Steel & O'Brien Mfg.



Heather and Neil Hopkins, Twinco Inc.

2017 FISA MEMBER SURVEY

ONLINE SURVEY: JANUARY, 2017

26 Distributors Responded

What do you project in sales for 2017?

- Sales up 69.23%
- Sales down 3.85%
- Sales stay the same 26.92%

How many employees do you have?

- Less than 20 42.31%
- Between 20 – 40 15.38%
- Between 40 – 60 23.08%
- Between 60 – 100 7.69%
- More than 100 11.54%

In which market segment do you anticipate growth?

- Dairy 19.23%
- Food 46.15%
- Beverage 34.62%
- Pharmaceutical 19.23%
- Personal Care 19.23%
- All of the Above 30.77%

Has e-commerce changed the way you go to market?

- Yes 53.85%
- No 38.46%
- Don't Know 7.69%

Can customers place orders on your web site?

- Yes 30.77%
- No 69.23%

Have integrated suppliers affected your profit margin and how you approach customers?

- Yes 57.69%
- No 26.92%
- Don't Know 15.38%

What is the biggest challenge you face in your business?

- Hiring employees
- Finding good people
- Finding good qualified staff
- Excessive paperwork & "self imposed" regulations by big corporations just for the privilege of selling something to them.
- On-line competition from stand alone websites with no overhead. On engineered projects and equipment we are

fine but we also sell a lot of what we call pumps in a box that we actually will specify for a customer. These types of pumps can be found on line from companies that do not employ salesmen or other value added services for less.

- How we self-fund growth
- Just keeping up with changes and the multiple challenges faced by all
- Transferring knowledge to new employees
- CORP. SELLING
- Diversification
- Lack of technical (hands-on) ability of younger sales force
- Profitability
- Recruiting and onboarding for culture fit and maximum productivity
- Finding and retaining good talented employees
- Consistent competitive message to buyers on the internet. OEM prices vs. aftermarket competitors using SAME part numbers
- Integrated suppliers make harder to connect directly to customers
- Margin pressure
- Retaining good employees and finding new ones

24 Manufacturers Responded

What do you project in sales for 2017?

- Sales up 75.00%
- Sales down 0.00%
- Sales the same 25.00%

How many employees do you have?

- Less than 20 0.00%
- Between 20 – 40 25.00%
- Between 40 – 60 16.67%
- Between 60 – 100 8.33%
- Between 10 – 300 33.33%
- More than 300 16.67%

In which market segment do you anticipate growth?

- Dairy 37.50%
- Food 37.50%
- Beverage 29.17%
- Pharmaceutical 41.67%
- Personal Care 29.17%
- All of the above 29.17%

In 2017, do you project sales through distribution will increase?

- Yes 83.33%
- No 4.17%
- Don't Know 12.50%

Has e-commerce changed the way you go to market?

- Yes 33.33%
- No 54.17%
- Don't Know 12.50%

Can end-users buy direct from your web site?

- Yes 12.50%
- No 87.50%

What is the biggest challenge facing your business?

- Finding qualified people
- Fighting the stigma and challenges of "commodity-type" products
- Finding qualified shop employees
- Finding good distribution
- Maintaining margins in ever-increasingly competitive market
- Lack of inventory
- Experience of our craftsmen
- Non-rebounding customer purchasing
- Employee (millennial) retention
- Maintaining continued growth
- Pacific Rim imports
- Government regulation, access to cash and quality employees
- Managing the constantly changing distribution landscape. Keeping our finger on the pulse of the industry
- Personnel/keeping up with growth
- Employee retention, managing global key accounts
- Not being in tune with up-swings in the various markets
- Less and less contact available with customers
- Preparing for the changes that e-commerce presents
- Increased competition, commitment of time from customers
- Low cost imports, rising costs in materials and labor

Help Your Customers With Their Food Safety Plans

It is time for your customers to think about their Food Safety Plan (HACCP) for 2017 and whether or not it needs to be updated. Your customers are probably saying to you or their coworkers, what are you talking about? We have a very fine Food Safety Plan that is working well, but maybe not.

When is the last time it was reviewed? Have they made any changes? If it hasn't been looked at in a year, it is time.

Have they updated it to meet the new FSMA regulations?

Have they reviewed their plan to add Preventive Controls? Do they know what Preventive Controls are? Have they sent someone in their organization to Preventive Control Training or have they read Title 21 of the Code of Federal Regulation Part 117 - cGMP, Hazard Analysis and Risk-based Preventive Controls for Human Food? It's time to become knowledgeable about FSMA.

Whether they fall into the size facility that could be audited today or tomorrow by FDA or they are smaller and think that they have time to work on it. No time is better than the present. Even if they are a small operation, they probably will have a supplier request that they have a 3rd party audit in order to supply them which would include a Food Safety Plan. Or they may have a customer that is required to follow the regulations and they will have an Approved Supplier program that they would like to be a part of. They will need a Food Safety Plan in order to be in their Approved Supplier Program.

The other changes that we will see in 2017 will be a new Version 8 of the SQF code. The new version has been posted for public comment, after the changes to the code have been made final, all suppliers will have 6 months before they will be audited against the new code.

So let's get back to the review of their Food Safety Program (HACCP) and discuss some of the items that may need to be added or improved upon. All of the items listed are required in their food safety plan by FDA and SQF. Why, because if they don't have these programs in place, they could have a problem that may cause a food safety hazard. Here is a list of the programs that will need to be included.

They will need to add Preventive Controls and identify their CCPs as Process Controls.

1. Allergen Program
2. Environmental Monitoring Program
3. Sanitation Program
4. Approved Supplier Program
5. Recall Plan

Monitoring and records of all of these programs is also a key element.

A documented Training program that includes training on their food safety plan so that it can be implemented and followed to achieve a safe, quality product should be included.

If you would like help with the training, please visit our calendar for all our scheduled trainings at Cornell: <https://dairyextension.foodscience.cornell.edu/calendar>.

Have a great year and promote Food Safety!



by Kimberly Bukowski

Kimberly Bukowski is a Dairy Foods Extension Specialist in the Department of Food Science at Cornell University where she provides leadership for the Dairy Foods Certificate Program. She was a speaker at the 2016 FISA Annual Conference in Sun Valley. She also provides Global Food Safety Initiative (GFSI) consulting and training to the industry. She is a certified Safe Quality Foods (SQF) auditor and trainer and a lead instructor for FSPCA Preventive Controls.



**2017 FISA Annual Conference
October 14-17, 2017
Hilton Nashville Downtown • Nashville, TN**

The conference speakers will be announced soon, and the Hilton Nashville Downtown will begin taking room reservations. We have negotiated a special FISA rate of \$249 plus tax. The Hilton is in the center of town and within walking distance of most venues. Registration and sponsorship information will be mailed in early May and online registration will be available at that time. The Nashville International Airport is only 20 minutes from the hotel so rental cars are not needed.

Member News & Views

The who, what, where, when and whys of the FISA membership.

How to Submit News

The Distributor News is published quarterly and the deadline for the next issue is June 1, 2017. Due to space limitations, we cannot print specific product information, but personnel changes, changes of address, expansions or other industry news is always of interest.

If you have a question, please call 336-274-6311.

Fax information to FISA at 336-691-1839 or mail to FISA at 1207 Sunset Drive, Greensboro, NC 27408.

Email: stella@fisanet.org

M.G. Newell Corporation



Joe Mally

M.G. Newell is pleased to announce that **Joe Mally** has joined the company as an Outside Sales Representative for the Maryland, Delaware and eastern Pennsylvania territory. In this position, Joe will report to Gray Sherrill, Vice-President and General Manager of the Greensboro Division.

Joe spent 17 years with GEA Process Engineering in R&D testing, product development, project engineering and project management for food, beverage, chemical and pharmaceutical industries. His experience includes sanitary equipment and processes, project management and commissioning of sanitary facilities. Joe has a B.S. in Chemical Engineering from the University of Maryland – Baltimore County.

NewAge Industries

NewAge Industries announces that renovation of 40,000 square feet of space at its headquarters in Southampton, Pa., has begun. Steel girders and walls are going up as the plastic tubing manufacturer makes room to house new clean room manufacturing suites, product inspection areas and warehousing. The need to expand came about primarily because of the success of NewAge's AdvantaPure high purity products division, which specializes in tubing, hose and fluid flow products for the pharmaceutical and biopharm industries. Anticipated completion of the renovations is within the next few months. The AdvantaPure division of NewAge Industries is ISO 9001:2008 certified and specializes in high purity tubing, hose, Single-Use process tubing manifolds, BioClosure® container closure systems, and other molded components for the pharmaceutical, biopharm, biomedical, food, beverage and chemical industries.

Pentair



Mark Martin

Pentair's Hygienic Process Solutions (HPS), which includes the Südmo, Haffmans and Beverage Filtration Solutions brands, has promoted **Mark Martin** to Service Manager. In his new role Mark will set the vision and future roadmap for their Service Department, support their outside sales staff and

channel partners by meeting with customers to promote service capabilities, manage the Field Service Manager and inside service technicians,



Steve Eckard

and conduct on-site service when needed. In addition, **Steve Eckard**, who has been a Field Service Technician with Pentair for nine years, has been promoted to the newly created Field Service Manager position.

Steve's vast knowledge of Pentair's technology and customers will allow him to help ensure that customers get timely responses to service and training requests, coordinate customer service visits, train internal and channel partner service personnel, manage the Field Service Technicians, and conduct on-site service when needed.

Tetra Pak Inc.



Todd Phillips

Tetra Pak Inc. is pleased to announce **Todd Phillips** has taken the role as Branded Products Leader – Americas, based in Vernon Hills, Illinois. Todd will be leading Tetra Pak's Branded Products team, responsible for Tetra Pak's line of homogenizers, separators, high shear mixers and heat exchanger product lines. Todd will also have



Keith Ortman

the responsibility for their distributor network and customer relations. They are also pleased to announce **Keith Ortman** has taken the role as Separator Product Manager based in Vernon Hills, Illinois. Keith will be leading the separator team and working with their customers and distributors for separation technologies.

Doug Harper will be joining the Technical Service team as Maintenance and Spare Parts Driver for the cluster Americas.

Andron Stainless Corporation



Mary Brown

Andron Stainless Corporation is pleased to announce the promotion of **Mary Brown** to inside sales. Mary has been with the company for over 20 years and has served in several positions during that time,

including shipping manager. Mary has a strong knowledge of their product line and of the industry in general.

Tel-Tru Manufacturing Co.



Chris Palumbo

Chris Palumbo has joined the company as Distribution Program Manager and works with Tel-Tru's distribution channel partners to grow their businesses. Chris is bringing over six years of outside distribution sales experience along with an immense experience of customer development and strategic business planning. Chris will utilize his past Account Management experience to maintain and build upon relationships with distributors, train distributor teams on product knowledge, and share market



Grant Kirk

trends and selling techniques. **Grant Kirk** has also joined the company as OEM Account Manager. Grant brings over ten years of technical sales experience working within and supporting OEM, Dealer and Wholesale channels. He will be responsible for account retention and growth of existing customers, and business development with strategic vertical markets. Grant will utilize his skill set to enhance and promote OEM brand awareness, giving customers a competitive advantage within their respective selling region. Chris and Grant join **Yvonne O'Brien**, Director of Strategic Accounts and FISA Board member, as members of the outside Sales organization at Tel-Tru.

Hydro Thermal



Kimberly Kmetz

Kimberly Kmetz, CFS, recently joined Hydro-Thermal Corporation as a business development scientist for the food and beverage team. Her main responsibilities are new product development, to serve as a technical resource and food industry advisor, promote SilverLine operations, and assist the sales teams. She received her BA from Purdue University in Food Science, then

earned her Master's degree from University of Illinois in Food Science. Kimberly is also a Certified Food Scientist.

Anderson – Negele

There have been leadership changes at Anderson-Negele and Fortive. **JT Townsend** has been named the President of Gems Sensors located in Plainville, CT. **Scott Lebrun** has been named the VP of Sales



Parker Burke

and Marketing at Setra Systems in Boxborough, MA. **Parker Burke** joined Anderson-Negele as VP and General Manager in January 2017. Parker had been with another Fortive company: Gilbarco Veeder-Root in roles in Marketing and Operations. Parker and his



Joe Gamradt

family have relocated to upstate NY. **Joe Gamradt** has been promoted to the role of Director of Sales and Service, Americas. Joe has been with Anderson-Negele for 14 years and most recently was the Western Regional Sales Director. Anderson-Negele is a global instrumentation company and is a wholly owned subsidiary of Fortive Corporation, a Fortune 500 company with facilities in more than 125 countries.

Nelson Jameson, Inc.



Scott and Amanda Sasse

Due to growth across a range of market segments and geographies, Nelson Jameson, Inc. has expanded their Business Development capabilities by establishing a Sales office in downtown Chicago. Located in the heart of Chicago's loop on historic Wacker Drive, the new office occupies 4000 square feet in a historic loft building

overlooking the Chicago River. The new office will serve as a dynamic creative hub, and will house a strategic team of Management, Marketing and Sales professionals. Nelson-Jameson, Inc. has been a leader in the food processing industry for more than 70 years. They are a wide-line, family-owned distributor representing over 750 vendors and tens of thousands of products in the broad categories of Safety & Personnel, Sanitation & Janitorial, Production & Material Handling, Processing & Flow Control, Laboratory & QA/QC, and Packaging & Ingredients. Nelson Jameson is headquartered in Marshfield, Wisconsin, with other locations in Turlock, California; Twin Falls, Idaho; York, Pennsylvania; Amarillo, Texas; and, Chicago, Illinois.

CFR

CFR is pleased to announce the addition of **Dane Anderson** to their team as VP Dairy Processing. Dane has been in the Dairy and Food Processing industries with Cortez, Inc, A&B Processing and most recently, Dairy Farmers of America. Dane will be responsible for leading CFR's Cheese Processing Division with the promotion of cheese making equipment such as Vats, De-Whey, Mellowing, Salting Belts, and integration of the processes in a cheese manufacturing facility. Dane is a graduate of University of Wisconsin – Stevens Point, and resides in Marshfield Wisconsin with his family.

Troy Spruce has joined CFR as Director – Cheese Technology. Troy has been in cheese manufacturing since his start with Fonterra in 1987. At Fonterra, he started his career as an operator on the production floor and ended as Global Process Technologist covering dairy manufacturing globally. He has also worked with Hilmar Cheese and DFA in various capacities. As part of CFR's Cheese Processing Division, Troy will participate in the design of new plants, as well as optimization of existing processes. He will also be instrumental in CFR's efforts to bring new cheese manufacturing technologies to market. **Blake Criswell** has accepted the position of VP – Dairy Technology with CFR. His manufacturing and engineer-

Continued on page 8...

Member News & Views *(continued from page 7)*

ing experience include all aspects of milk and whey processing utilizing membrane filtration, separation, ion-exchange, evaporation, crystallization, spray drying, powder handling, milling, packaging and has extensive work experience on large scale green-field and brown-field capital projects. Blake's extensive application experience will prove valuable as he leads CFR's Dryer & Evaporator Division. Blake earned his BS in Animal Science from Louisiana Tech University and also holds a CFS credential through the Institute of Foods Technologists (IFT).

IN MEMORIAM

Two long-time FISA members passed away in December, 2016. FISA expresses our deepest sympathy to the family and friends of **Elroy L. Decker, Jr.** of Miller Machinery & Supply Co. and **Robert F. Nicodemus, Jr.** of H.S. Smiley, Inc.

Mark Your Calendar

JULY 1, 2017

Renew FISA membership

OCTOBER 14-17, 2017

FISA Annual Conference
Nashville, TN

PLEASE NOTE:

Log-in information for accessing the FISA Membership Directory has changed. Contact stella@fisanet.org for log-in information and to update your membership listing.

Distributor News

fisa
Distributors Serving
Sanitary Processing

1207 Sunset Drive
Greensboro, NC 27408