

LAUNCHPAD

Supply Challenges of Disposable PPE & Wipers: Your Margin & Revenue Post Pandemic

4/21 2:30pm-2:45pm EDT

Join Adenna (a Hospeco Brands Group Company) a leading manufacturer of care, cleaning and protection products to the Industrial and Safety marketplace. Our Signature Bundle and our vast array of products are unlike any other manufacturer. As an industry expert we will discuss how the pandemic has affected supply chains, what the future looks like moving forward and how aligning your business with Adenna will help your business excel through these changing times. Come learn how Adenna stands above the rest . . . what sets us apart, can set you apart.

Key Takeaways:

- Adenna's Signature Bundle is the most diverse in the industry. In each of our product categories we provide
 - Quality
 - Breadth of line
 - Innovation
 - Category Expertise
- Customization of service and product such as private label
- Distributor-specific support and total supply chain efficiency drives growth, account penetration and increases profits
- Our people: over 300 years combined experience in the industry; our team's knowledge and first-hand experience is often imitated but cannot be replicated
- Second-to-none Manufacturing, Operations and QA Team
- Adenna's evolution to Hospeco Brands Group . . . how our singular company brand will benefit our distributor partners
- Increase revenue, margin and wallet share while promoting clean safe and productive environments
- The future of disposable products Post-Pandemic

Speaker Bios:

Eva Decespedes

Regional Sales Manager, Adenna LLC



Eva Decespedes is a Regional Sales Manager at Adenna LLC, a Hospeco Brands Group Company. She has held this current position since February 7th, 2014, taking on the role of managing regional and national sales accounts as well as managing rep partner and buying group relationships. With the wealth of knowledge that Eva has obtained over her 35 years in the industry she is essential to Adenna's comprehensive training program. Once Eva stepped into the wiping cloth industry in 1986 she never looked back. Through acquisition of Plezall Wipers in 1996 Eva became a member of Adenna's parent company broadening her expertise across additional categories such as disposable wiping cloths, pre-saturated disinfectant wipes, gloves, PPE, infection control, sorbents, specialty washroom products, cleanroom, facility care and much more. In the cloth rag product category Eva is very well known, respected and highly regarded by her peers. Her caring personality, product and industry expertise along with her passion for her customers make her unlike any other in today's marketplace.

Alex Barnes

Marketing Manager, Adenna LLC



Alex Barnes is the Marketing Manager at Adenna LLC, a Hospeco Brands Group Company. She has been in her current position since December 2015. By starting with Adenna before they were acquired and became a Hospeco Brands Group Company, Alex has a rich knowledge of the disposable glove and infection control industries. Her engagement at the field level includes learning first hand applications of Adenna's products and how they vary between each industry. From this experience she understands the nuances of marketing all of Adenna's product categories into varying segments and channels. Alex sits on the corporate level of the Hospeco Brands Group marketing team while helping lead the merge of all their companies' brands. One of the main focuses is the collective effort of continuity of branding across the different companies all while sustaining the identity and personality of each individual company. Over the past few years Alex's knowledge in a variety of industries has only grown and expanded into disposable wiping cloths, pre-saturated disinfectant wipes, PPE, specialty washroom products, cleanroom, facility care and much more. Alex holds an MBA in Marketing from Concordia University of Irvine.

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