

LAUNCHPAD

Dynabrade: Trusted Advisor to Distribution Helping Optimize End-User Processes

4/21 2:15pm-2:30pm EDT

Dynabrade has earned a reputation for excellence and a position of leadership in the innovative design and manufacturing of unique portable pneumatic abrasive power tools, related accessories, and dust collection. With our total systems solutions offerings, we can meet the specific needs of many industries. Our products are used in a variety of applications on nearly any material that requires surface preparation and finishing. We are easy-to-do business with and supply these products quickly to customers through a network of professional distributors. In this presentation Dynabrade will show you how we help our distributors convert sales by using new business technologies, delivering our value proposition of “WE OPTIMIZE” in real time.

How Dynabrade Will Help:

- 1) Use virtual meeting applications to stream our expertise and assistance interactively, helping your application processes in real-time and providing solutions.
- 2) Answer difficult product-related questions at an end-user account by simply hitting send on your mobile device to engage a Dynabrade certified application expert.
- 3) Utilize our product information management (PIM) system to help deliver critical data, including images, videos, and supporting documents, immediately to you and your end-users.
- 4) Use our educational Clean Air microsite to help you identify the right product for the correct environment.

Speaker Bio:

Ron Veiders

Director of Marketing, Dynabrade



Ron Veiders is a highly experienced Director of Marketing with a rounded background in marketing & sales for both consumer and business-to-business brands alike. With a career spanning over 20 years, he has worked for Rosina Food Products, The Mentholatum Company, and Caplugs (a Protective Industries company) in the Buffalo, NY area. His experience in strategic planning, project and product management, marketing strategies, and data analysis have helped grow sales and increase market share for all the brands he has worked on, like OXY Acne Solutions. Currently, he leads the marketing department at Dynabrade, developing innovative solutions for enhancing competitiveness, increasing brand awareness, and improving trade & consumer communications. He calls Williamsville his home in the Western New York area with his wife Amy. In his free time, he is a Buffalo Sabres season ticket holder for over 20 years, bowls with his family bowling team, and manages a professional a cappella group called "The Lake Effect" which performs seasonally around the region. He is happy to be helping everyone expand their capabilities by presenting today.

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