

# theFIXX

Quarterly News, To Keep You AFIXXed...



## What's New

There are lots of changes ahead for AFIXX in the new quarter. First and foremost, we will begin with a re-vamp of our website, [afixx.com](http://afixx.com). We are integrating into the new INxSQL format, which will allow for a better and more complete customer experience. Product searches, purchase history, and ordering through our E-commerce platform will all be enhanced, as well as our Media Hub where users will be able to keep up with AFIXX and our social media campaigns.

This quarter AFIXX will begin rolling out new product offerings, beginning with our Tec Series Washers by Sherex. We are excited to be partnering with such a great company, and look forward to helping expand the line.

This April also begins the fourth year of business for AFIXX. Thank you to all who have believed in us. We will continue to try to be the innovative, trusted business partner that you have come to rely upon.

VP/General Manager,



## Bob's Bullpen

Just as spring brings a new baseball season, it also is the time of year that Bob reflects upon his 60 plus years in the fastener business. At 89, Bob has seen and done it all, but the one thing that constantly makes him smile is seeing his family continue to be involved in the industry he loves. All three daughters have been running Pacific Warehouse Sales for years, but aren't afraid to ask Dad for advice or his thoughts on a particular customer or situation. Although he doesn't hear or see as well as he used to, his eyes still light up at the sight of sales reports, and his ears perk as he miraculously hears talk of business over the dinner table. He is genuinely excited at the direction of PWS/AFIXX and the industry in general, and although he doesn't always understand new technologies and more modern ways to effectively run businesses, he knows that fasteners are in good hands and will continue to thrive.

- Go Cubs!



This year we have begun revealing our AFIXXers

on Social Media. These caricatures of our AFIXX

team, will be focusing on "bridging the gap"

between generations in the fastener industry.

This will be a funny look at how things were run

in the fastener business in the past versus how

they will be as technology continues to advance.

Watch each month for new AFIXXers.

## Featured Product

AFIXX is pleased to introduce our newest product, the Tec Series Washers from Sherex. We are excited to partner with Sherex to help expand this line, and thrilled to add this to the AFIXX product offerings knowing that TEC washers represent best-in-class performance, availability and value to our customers. TEC Series washers maintain clamp load in high vibration and load applications, protecting fastened joints from vibrational loosening using proven wedge lock technology. TEC washers secure joints using tension, rather than friction, as other traditional methods use.

