



Belt Line

A publication of NIBA-The Belting Association

Town Hall: Reading the Health of the Industry

An examination of belting, post-pandemic and beyond

Want to dive into the latest trends, factors, challenges, and opportunities in our industry? Check out the archive of our Health of the Industry Town Hall from January on the NIBA Learning Library.

Leaders from around the belting world came together to discuss what we saw in 2021, and what the new year may hold.

And we've distilled some of the best answers here for you.

Where do you see our industry over the next six to 12 months?

Javier Cardenas – I will talk from the point of view of a manufacturer, and also from sales. I don't see really big changes from the point of view of the manufacturer in terms of sales figures. And what I get from the customers is that,

despite COVID and all the pandemic, the industry has been moving forward. So I think 2022 is quite positive for people in sales with an easier way to approach customers, things to do with less restrictions, and an

easier way to approach new markets. I know that the technology has been really, really helpful, at least for me and all the people in sales. And you can see that in these two tough years. . .

Labor demand and outsourcing is at its highest pace ever. Is labor outsources beginning to outweigh product sales? Or a true add on?

Steve Maddox – For us, just trying to find people to get out and go service people is an issue. Number one, trying to find people that have the knowledge and know how is

hard. And then trying to find the people that you can get to actually get up and go work. That's another issue. So I think labor outsourcing is going to be a huge thing for us in the near

future. I'm calling on other distributors to help me do things that I would never have done before. I think that's a big key for all of us. I think if we work together a little bit, and maybe help each other with some of these issues, we can grow together and be competitors and still be okay. I think that's going to be a good key for all of us.

What do you feel are the largest obstacles to success in our industry today? And what's the solution? Or is there an easy answer?

Niels van den Boogert – There's never an easy answer. If things were easy, we'd be doing it right. I think organizations like NIBA are a solution. I'm sitting here today and sharing some stories and getting some feedback. I think it starts with that. So, I think that certainly is helpful for me. And I could imagine it's also helpful for others as well. The solution is to try to think about how we could raise the bar, how we could improve our talent. What can we do for employees better now than



Steve Maddox
President, Knoxville
Rubber & Gasket Co



Javier Cardenas
Sales Representative,
FONMAR S.A



Niels van den Boogert
Vice President/
General Manager,
Ammega

ever before? How can we improve our product portfolios to help improve the success of organizations? How do we improve safety to make sure we retain employees, and they feel safe when they come to work? How do we improve retention programs? There are certainly things we can do as people organizations to make sure we're better. And hopefully that gets us through this challenge of talent that we're all suffering through and trying to figure out how we can get products to our customers in a timely manner. But absolutely, I think there are ways to get through this difficult time. ●

NIBA TRAINED

Look Who's NIBA Trained

Brian Haines, Louisville Industrial Supply Co

Kate Horbach, MRO Supply

Buck Splude, Sparks Belting Company

Join these belting companies and get your teams NIBA Trained in:

- ✓ LW Mechanical Belt Splicing
- ✓ LW Endless Belt Splicing
- ✓ HW Failure Recognition
- ✓ HW Belt Selection
- ✓ LW Fabrics and Compounds

www.pathlms.com/niba/courses

Help! My Belt Has Fallen, and It Can't Get Up!

A brief guide for both inside and outside sales with ideas about how to address calls about belt failure.

by Bill Hennig, Territory Sales Manager, Midwest Rubber Products Group at Thermoid

We've all gotten calls from our customers who report a problem with a belt. They may, or may not, have purchased it from your company. Perhaps they are upset or desperate. Sometimes their reaction is related to the downtime for their operation or to the amount of labor involved in changing the belt.

Turnover in the industry over recent years has resulted in many distributors having new people in place. In any circumstance, sincere empathy for your customer and a vested understanding of the situation can go a long way toward developing and maintaining a relationship with that customer. It is important to refrain from placing blame and to ask several relevant questions. This short guide is aimed at the new members of your team.

"These belts just don't last as long as they used to."

Is it perception? Get the facts from your customer. How long did the old belt last? How long has the current belt performed? Is the top cover wearing out sooner? Is the belt stretching? Is there excessive edge wear? Identify exactly what they view as not performing as well as it used to perform.

Is it performance? Determine if there is really a significant change in performance. If so, the most important thing is finding out what changed. If they are buying the same belt style prepared the same way, chances are something changed in the application or how it was installed. Outside sales will typically need to be involved for a site visit to investigate.

"The fasteners and lacing on this belt are failing. The belt is fine."

Inquire about who installed the lace. Was it your shop or the customer?

If your shop installed the lace, obtain pictures. Your shop knows how to lace a belt. It is advisable to get outside sales involved. Chances are something changed in the application.

If the customer or someone else installed the lacing, a little homework and some

pictures will help. Ask for pictures to be emailed. Photos usually tell the story.

On occasion a maintenance mechanic will not have the correct size on hand and use whatever is on the cart. Belt lacing must be the correct size for the belt. This is typically determined by the belt thickness, but other factors come into play as well:

Lace size - Using the incorrect size lace for the belt thickness is common. Oversized lacing will be too loose. Undersized lacing will not penetrate the carcass and will fail to get a complete "grab" on the belt.

Pulley rating - Just like belting, belt lacing has a minimum pulley rating (the diameter of the smallest pulley on the conveyor). If a pulley is too small for the belt lace being used, the belt will usually be failing behind the lace.

Belt tension - Sometimes the belt is over tensioned and the lacing pulls though like a comb. Maybe a stronger style lace is needed for a higher PIW rated belt.

Belt profile - Belting with a thicker cover or profile like a Roughtop, Diamond Top, Ribs, or something similar, will need to have the cover skived (trimmed off with a special tool or grinder) close to the fabric. Be certain when recommending a lace size to go by the carcass thickness and NOT to go by the OAG of a belt with a profile or thicker cover.

Splice failure - There are many modes of mechanical splice failure. Your lacing supplier will have great resources for all this information and troubleshooting, either online or in a catalog.

Often, lacing failures present a good opportunity for on-site training by your company and vendor.

"My belt keeps stretching."

There are several common reasons that might cause this to occur. Identify the belt in question and ask how long the belt has been installed. If you supplied the belt you might want to check the sales history to see if any changes were made to the belt spec

being supplied. The more information you can collect, the better. Common causes for belt stretching are:

The belt is being over tensioned. A conveyor belt only needs to tight enough to not slip on the drive pulley under load in the operating environment. Flat power transmission belts have different tensioning parameters.

The belt is being overloaded. Loading may need to be adjusted or a new belt recommendation may be needed.

The belt is being overheated. There may be excessive heat in the area for the type of belt being used. A new belt type may be needed.

A site visit will probably be required to provide the best solution.

"The belt we just installed will just not track."

Gain as much information as possible and ask for clarification to accurately assess what is happening. There are many things that can cause tracking problems. Frequently, the customer will want to blame the belt. Often, the real problem is with the conveyor, a conveyor component, or how the conveyor is being loaded.

Is the belt not tracking the whole conveyor length to one side of the conveyor?

Typically, inconsistent tracking is caused by the load not being centered on the belt. This can be more critical in bulk handling conveyors than in unit handling conveyors, but can cause problems in both. A site visit would usually be needed to identify the causes.

Is it wandering all over or just in one section of the conveyor?

It is likely that there is a problem with the conveyor itself. The conveyor could have broken or frozen rollers or idlers, or a material buildup in the slider bed could be the issue. A site visit is needed.

Is there only one part of the belt that is miss tracking to one side?

This likely due a problem with the splice. If it's a mechanical splice the belt end might

not be cut square. If it is an endless splice, something is out of line or is not square. A picture may help identify the issue.

"This belt is delaminating, especially along the edges. Is the belt defective?"

There are a couple of likely causes for this. Ask questions about the belt spec and the size of the pulleys of the conveyor.

Pulley size - The conveyor pulleys could be below the recommended minimum size for the belt being used.

Belt tracking - The belt is miss-tracking and rubbing up against some framework or part of the conveyor.

A site visit will probably be needed.

"Our belt splice is coming apart."

Endless belt splice failure is another problem that comes up on occasion. There are too many variables depending on belt type and splice type to address in this column.

Remember, every problem your customers have is an opportunity for you to shine. Ask questions to help your team resolve these problems and empathize with your customers. You and your company will be the first call they make when they need a replacement belt and a system solution. ●

SHARE YOUR TECHNICAL KNOWLEDGE

Submit your technical articles to staff@niba.org.

President's Message



Rich Holderman
NIBA President

Greetings NIBA members,

Earlier this Spring, we hosted a moderated panel discussion with a mix of NIBA members to gain their perspectives on the health of the belting industry in 2022. There is a write up of that Town Hall in this edition of *Belt Line*, but one common theme that struck me is that belting companies are adapting to this ever-changing environment. Many of us are working through common challenges around HR, supply chain and technological improvements, but we

are persevering in our own ways. I want to thank Niels van den Boogert (Ammega), Steve Maddux (Knoxville Rubber & Gasket), and Javier Cardenas (FONMAR S.A) for their participation. Events like this capture the true essence of NIBA as we network and share ideas to help each other.

NIBA hosted it's annual spring Board and Committee meetings in San Antonio, Texas last month and we could not be more pleased with the venue for NIBA 2022. The JW Marriott San Antonio Hill Country Resort has all the amenities, including a large pool area and a championship golf course. Registration opened for NIBA 2022 on April 15. Reminder: Exhibitors are encouraged to register early because our current policy is to use date of purchase as the method to slot expo booths within the hall. The sooner your pay, the closer to the front you will be!

Please encourage employees of your companies to find ways to get more involved with NIBA. We are expanding our technical education everyday with new online certificate courses (Conveyor Safety Training, Lightweight Conveyor Design and Tracking, and HW Mechanical Fasteners) and two in-person seminars this spring (3T and LW Basics). We are also always looking for new volunteers to assist with Committee work. Please feel free to contact the NIBA team for step-by-step instructions on how to maximize your company membership and the benefits your employees receive.

See you in San Antonio!
Rich Holderman, NIBA President 2021-22

Give your staff the knowledge they need to grow their careers
— and impact your bottom line.

Access belting's best collection of on-demand resources today - exclusively for NIBA members.

148 on-demand resources:

72 technical articles
29 technical notes
19 presentations

19 webinars
6 certificate courses
3 handbooks

Gain access at www.niba.org/learning-library

NIBA Member Spotlight

Mark Jadwin at MIR



Mark Jadwin
Director of Training and Business Development, MIR, Inc.

Basics

To start, please introduce yourself.
Mark Jadwin, Director of Training and Business Development, MIR.

Tell us a little bit about your company.
MIR is a fabricating-distributor of light weight conveyor belting and accessories. We have 26 locations with 24/7 service capabilities throughout the country. We were founded in 1980 and continue to grow with new locations openings even yet in today’s market and cultural times.

Tell us about your role at your company. What do you do on a day-to-day basis?
I have been with MIR for 35 years and continue with some of my founding core behaviors like selling. However, I now develop new and transitional sales individuals through training and field business development.

History

What was your first industry job and how did it lead you to where you are today?
I began in the belting business in 1977 with Beltservice Corp. My first seven years or so were in the production side of the business. From slitting to urethane molding – mostly grinding – to lacing and splicing. I pretty much did all I could to maintain a diverse career and said yes to many opportunities put before me. I then joined the MIR team and focused on sales and my career in our industry rocketed from there. MIR provided the springboard and support to a very successful career selling value over price and product. 35 years later I share the passion and cultural techniques with an up-and-coming generation of talent, through training and business development.

What is the one piece of advice you wish someone had given you before you started in the belting industry?
Spend more time with the senior people in our industry. Their experience and council is priceless and will avoid you having to go through some of those adventures on your own.

NIBA

How did you hear about NIBA?
MIR has been a member for all my career and the exposure and opportunities came from them wanting to be an active participant.

How has NIBA impacted you, both personally and professionally?
I feel life is about relationships memories and experiences and NIBA has provided quality and exciting participation in all.



In your opinion, what sets NIBA apart from other associations?
NIBA provides a unique experience where industrial and marketing differences and diversity is the focus. Thus, providing a complete industry opportunity and experience.

If NIBA is the only association you belong to, why?
Simply said, the world of lightweight conveyor belting, and industrial automation has been my career for the last 45 years and NIBA is the top organization to be a member of. So, that is where my time is spent.

Why should someone attend the NIBA Annual Convention?
Attendance at the NIBA Annual Convention is a don’t-miss-it opportunity and a fun interactive experience for all individuals in the industrial automation and belting business. If you’re in belting, you should be in NIBA and attend the Convention.

Tell us about your favorite moment from a past NIBA Annual Convention.
Having attended for so many years, it would be difficult to single out one interactive business moment. The Convention provides additional experiences to create bonding memories with your spouse and those of other attendees. A favorite memory for me, was the year my bride won the longest drive competition in golf. She reminds me, on occasion, that she is the “Longest Drive Champion, don’t ya know.” Priceless!

Industry

What is the belting industry’s biggest challenge?
Keeping up with the pace of development and evolution. The abstract and dynamic nature of our business keeps the challenges and opportunities in constant need of creativity and solutions.

How can NIBA help to resolve it?
Maintain the high road of excellence by expanding its membership to additional companies that bring new and fresh contributions to its members. As the generations evolve, keep focus on the needs and desires of the membership’s visions and focus on creating new opportunities to grow and develop our industry.

Why should someone build their career in the belting industry?
The belting industry provides a career that is creative, innovative in solutions opportunities, relationship built, and rewarding in many ways. Heck, it’s even fun! ●

I Have Survived to My 1st Birthday...

by Dell Gutknecht, General Manager, Reichel-Korfmann CO

Thanks to my young grandson, Lucas, wanting to play trucks on the floor, I had the motivation to get my bum knee fixed. “This is going to be easy,” or so I thought. Simple arthroscopic surgery on Dec. 7, 2020 and I would be as good as new in no time. Nov. 25, 2020, I was off to the doctor for blood work the orthopedic doc was requiring before surgery.



Nov. 27 was the Friday after Thanksgiving. I was heading back to the shack for my second weekend of deer season. My primary care doctor called me when I was less than 10 miles from my little piece of heaven to tell me my blood work was abnormal. I needed to see another doctor. I set that appointment for Nov. 30. When I arrived for the appointment, I was sure there was a mistake. I was in the Cancer Care department. I was scheduled for a bone marrow biopsy Dec. 2. Dec. 4 at 2 p.m. I got a call from St. Luke’s hospital that they had my room ready and could I be there at 4? I said “no, but I could probably be there at 5.” I left the office in a hurry to go home and pack. I got checked in, but my wife had to “kick me at the curb.” COVID protocols were not allowing anybody but patients in the hospital. A very lonely reality was starting to set in. Due to my late arrival, I was not going to see a doctor that evening. Nurses are not allowed to discuss diagnosis or treatment plans, but I was assured the doctor would be in to see me Saturday morning.



I spent a lonely Friday night wondering what was going on, “Am I going to survive this or was this my death sentence?” It was me and what were to be my new best friends: an IV pole, with various bags of fluid. Finally, 11 a.m. Saturday morning I found out I had Acute Lymphoblastic Leukemia. Chemo starts now. I would spend a week per month inpatient for chemo infusions along with an extensive list of oral medications. The treatment plan was to do a stem cell transplant after my immune system and current cells were eliminated to accept the donor cells.

April 13, 2021, was transplant day. The transplant consisted of two IV bags of new stem cells from a donor in Europe. That was the easy part. The side effects of all the anti-rejection drugs hit with a vengeance, about five days later. I just really wanted out of the hospital. My extended stay was getting really old. Finally, in early May, I was headed home. Follow up clinic visits were seven days a week, then five, and three and finally to once a week. That is where I still am. I am still searching for the 60 pounds I lost but would be happy for half of that. My goal is to regain strength by the end of summer and maybe play a round or two of golf.

This journey would not have been possible without a great team behind me. The Reichel-Korfmann CO team really stepped up and got things done without much input from me. The guys in the shop have kept things humming right along and instituted some needed streamlining to make things better. Melissa found some new independence, without me always over her shoulder.



My son, Andy, had to learn how to run a business in a much-accelerated timeline compared to our original plan. He has learned it’s just not 40 hours five days a week. There is no way RK would be as strong as we are without him steering the ship.

The real hero in this is my wife, Sandy. I would not be writing this without her overseeing so many aspects of the last 16 months. She has experienced all the highs and gotten me through all the lows, of which there were many.

We celebrated our 39-year anniversary earlier this year. I think she looks just as good in her wedding dress as the day we got married.



So, on my first birthday, I want to say thanks by sharing this story with everyone. I will offer a couple of words of advice for everyone:

“Treasure every moment you can. Spend it with friends and family as you never know what tomorrow will bring. Here’s to hoping every tomorrow is better than today.” ●

MEMBER-TO-MEMBER NEWS

News submitted by and for NIBA members

ACQUISITIONS

MATO Corporation USA announced the acquisition of Conveyor Accessories Incorporated. The acquisition carries strategic importance to improve market opportunities worldwide.

Chiorino SpA announced the acquisition of Safari Belting Systems, Inc. (Safari), a specialized American manufacturer of plastic modular belts and one of the primary belting providers to the largest food processors.

PERSONNEL

Motion Industries, Inc. announced the promotion of Jon Tart to Vice President of the Company's Southeast Group. Tart was promoted from his position of Baltimore Division Vice President.

Van Gorp welcomed Matt Smith as their new Senior Product Engineer.

ASGCO® welcomed Jim Manning as their new Mountain State Territory Manager.

Jim has 13 years of experience in the underground and above ground mining and aggregate industries, improving efficiencies and production, while maintaining the highest degree of safety.

PRODUCTS

Motion Industries, Inc. announced the formation of its automation business brand: Motion Automation Intelligence (MotionAi). Comprising its highly specialized value-add engineering divisions — including AMMC, Axis, Braas, F&L, Integro, Kaman Automation and Numatic Engineering — MotionAI is a hi-tech automation solutions provider for industrial automation and emerging automation technologies with locations across the United States.

Opitbelt's U.S. Polyurethane Division can now manufacture PIN-JOIN in T10 and AT10 profiles in widths of 25mm, 32mm and 50mm. They also can be manufactured with a wide range of rubber, Polyurethane and PVC backings.

Habasit announced the release of several new products. The HabasitLINK M0870 HighGrip 0.3" is a plastic modular belt that offers reliable positioning and a high grip for tight transfer applications. WHI is a superior material for their polyoxymeth. The Cleandrive Saniclip Plug System is a premium food-safe product line that supports a wide range of applications and offers a selection of joining methods to choose from.

Beltservice Corporation announced the LRB-50, a new belt for modern logistics solutions. LRB-50 is 45mm wide and constructed with high strength aramid cords encased in orange urethane to control elongation. Beltservice offers a robust line of products like their straight warp belts and soft separator belts.

PARTNERSHIPS

THOR GLOBAL (THOR) announced the appointment of Davis Industrial (Conveyors247) as a new strategic partner. ●



The Numbers

Distributor Fabricators	138
Manufacturers	102
Affiliates	12
Total	252

New Members

Distribuidora Industrial Atlantico C.A.
Mafdel
M&P Industries
POBCO, Inc.
Esband USA, Inc. (Max Schlatter GmbH & Co.)
BDH Belts
Binkelman Corporation

NIBA Scholarship Contributors

Gem Levels
(cumulative contributions)

Diamond
(Contributions of \$7,500 or more)
AccuPad Inc
Advanced Flexible Composites Inc (AFC)
AFM Industries
American Biltrite
Belt Power LLC
Beltservice Corporation
Chiorino America, Inc.
Continental
Derco BV
ERIKS North America, Inc.
Flexco
Green Rubber - Kennedy Ag
Habasit America
Industrial Supply Solutions Inc
Nashville Rubber & Gasket Co. Inc
Nitta Corporation of America
Passaic Rubber Company
Reichel-Korfmann Co Inc.
Shaw Almex Industries
Sparks Belting Company

Emerald
(Contributions of \$5,000 - \$7,499)
All-State Belting LLC
Ammeraal - an Ammega Company
Behabelt USA
Blair Rubber Company
Conveyor Accessories Inc
Fenner Dunlop Conveyor Belting
Forbo Siegling LLC

Friesens Inc-Conveying Solutions
Quality Belt Maintenance (QBM), Inc.
REMA TIP TOP - NA
Shanghai YongLi Belting Co Ltd
Universal Belting Resource

Ruby
(Contributions of \$2,500 - \$4,999)
Accurate Industrial Inc.
AirBoss Rubber Solutions
ASGCO - Complete Conveyor Solutions
Bullitt County Belting & Supply
Canadian Bearings Ltd
Conveyor Belt Service Inc.
Dunham Rubber & Belting Corporation
F.N. Sheppard & Co
Forbo Movement Systems
Transtex Belting
Great Lakes Belting & Supply Corp
Knoxville Rubber & Gasket Co
Midwest Rubber Service & Supply Co
Power & Rubber Supply
RGA - Rubber & Gasket Co of America
Rubber & Accessories Inc
Sampla Belting
Thaman Rubber Company
Uniband USA
Vaughn Belting Company Inc
VIS USA LLC
Voss Belting & Specialty Company
William Goodyear Company

President's Club
(cumulative contributions \$1,500 and over)
Baldwin Supply Company
Chemprene Inc
Conviber Co Inc
Fenner Drives Inc
Gates Mectrol Corp
Industrial Rubber Specialties Inc
JA Emilius Sons Inc
Maxi-Lift Inc
McLeod Belting Co Inc
Megadyne - an Ammega Company
MIR
Motion Industries Inc
Mulhern Belting Inc
Norwesco Industries (1983) Ltd
Novex Inc
PANG Industrial
R/W Connection Inc
Ram Belting Company Inc
RAM Enterprise Inc
San Antonio Belting & Pulley Co Inc
Southwest Rubber and Supply Co Inc
US Rubber Corporation

Annual Go for the Gold!
The following companies have made contributions to the NIBA Scholarship Fund in 2021

Gold Sponsors
(Contributions of \$800 or more in 2021)
Industrial Supply Solutions Inc
Reichel-Korfmann Co Inc.
Passaic Rubber Company

Silver Sponsors
(Contributions of \$400-\$799 in 2021)
Knoxville Rubber & Gasket Co
Power & Rubber Supply
Belterra Corporation
Behabelt USA

Bronze Sponsors
(Contributions of up to \$399 in 2021)
MIR
Belting Industries Group
P R C Industrial Supply



**Refer a New Member.
Get Rewarded.**

You know the value of a NIBA membership. Why not share it?

When you refer a company to become a NIBA member, both you and the new member company will get **\$100 off the next NIBA convention.**

Learn how at www.niba.org/referral.

Save the Date



SAN ANTONIO, TEXAS SEPTEMBER 27-30

The Annual Convention of NIBA - The Belting Association

DON'T SEE YOUR COMPANY HERE?
Contribute to the NIBA Scholarship Fund at niba.org/scholarships/contributions/



NIBA-The Belting Association
1818 Parmenter St, Ste 300
Middleton, WI 53562

CONVENTION SPONSORSHIP OPPORTUNITIES



Time to claim yours!

Benefits may include:*

- Recognition on signage, the website and in the mobile app
- Social media tag
- A push notification in the convention mobile app
- Webinar sponsorship
- Hospitality Suite Hub discount
- Private business suite
- Option to add literature to the "Virtual Registration Bag"
- Up to four convention registrations

And more!

* Dependent on sponsor level

Contact Amanda Stimart at
astimart@niba.org or 571-366-5588
to reserve your sponsor opportunity!

*A variety of sponsorship
opportunities are available
exclusively to NIBA members.*



Wi-Fi
Wednesday Bloody Mary Bar
Stainless Steel Tumbler
Notebook
Charging Station
Headshot Lounge
Lanyards
Golf Outing Kickoff & Bloody
Mary Bar
Expo Directional Floor Signs
Keynote Presentation
Opening Dinner Event
Networking Meet-Ups
Daily Breakfast
Thursday Lunch
Golf Hole Contests
Golf Outing Breakfast
Thursday Coffee Break
Closing Event
Beverage Cart Signage