



AMERICAN PIPING PRODUCTS GETS OIL REFINERY UP AND RUNNING DURING EMERGENCY

Oil refineries are an integral part of the economy. They fuel our world and fundamentally impact our lives from the cars we drive to the homes we heat. When they're out of commission, people lose jobs and gas prices spike.



ALL HANDS ON DECK

The fire had only burned for three hours before firefighters put it out, but the damage was already done. The oil refinery was out of commission, and the price of gasoline in the area shot up 10 cents per gallon overnight. It was all hands on deck.

“Whenever there’s an emergency situation at a refinery or power plant, the rule of thumb is these guys are losing \$100,000 an hour.”

- Joel Cairo, Senior Sales Member of American Piping Products Oil & Energy Division

Fortunately, no lives were lost, and after examining the area, EPA officials declared the air surrounding the refinery safe to breathe. But jobs were still on the line, and livelihoods were still at stake.



AMERICAN PIPING PRODUCTS GETS THE CALL

The fire hit the refinery at night on October 24th, 2013. By the time the sun came up on October 25th, we were on the job.

“They were in contact with us immediately for the supply of pipe, fittings, flanges, and valves to get the refinery back up and running as quickly as possible,” Cairo said.

We supplied almost \$500,000 worth of high-quality, seamless chrome moly pipe, fittings, and flanges, with more than half going to a pipe fabricator and the rest going directly to the refinery.

The refinery is back online and saving \$100,000 an hour, while consumers are seeing the price-drop at the gas pump. We’re proud of our sales team and our whole company’s emergency response.

But the story doesn’t end there...



HERE'S HOW WE DID IT

Yes, American Piping Products filled an order for pipe, fittings and flanges. But the real story is how we mobilized an entire international supply chain on a moment's notice and continuously filled orders for 24 days to restore the refinery.

The story behind the refinery job is the story of top-to-bottom execution and strategic planning. Every link in our company chain works together.

Our frontline sales staff takes care of our customers and responds during emergency situations. But that response is only possible because of our inventory, warehouse personnel, industry relationships, and distribution partnerships.



➔ Sales team response

When they reached out to us, the refinery needed parts yesterday. Because of American Piping Products' full-scale setup, our sales team was ready.

"After 5pm central time, calls for sales roll over to my phone," said Kevin Koehler, Vice President of American Piping Products.

"I'm set up at home and wherever I go with our whole steel center. We have our whole inventory available. I have all the Houston and Chicago contacts for warehouse personnel. We can open up immediately." - Kevin Koehler

At American Piping Products, our whole company is up and running on a moment's notice, any time of day. We have both our first and second shifts set up with all the equipment, communications and inventory they need to roll.

➔ Following through

Once we got the call, we quickly created a plan to get pipe, tubes, fittings and flanges out to the refinery. Then, we followed through to make sure every order and every piece of pipe got there quickly.

"We as a team worked 24 straight days supplying critical pipe and piping components for this fire," Cairo said.

And we handled the logistics too.

"We had logistics people making calls at midnight on Saturday nights lining up carriers, and our yard was basically open from 6:30 in the morning till midnight for two weeks," Koehler said. "We were receiving material, shipping it back out, cutting material, and doing docs. We handled it all."

American Piping Products operates differently than your garden-variety distributor. We don't pass around the after-hours pager and wait until Monday to return weekend calls. We're available 24-7.





→ Filling the order with partnerships

We have long-term relationships with manufacturers and other vendors in the piping industry. When the refinery ordered piping products that we didn't have in stock, we still supplied those products in a timely manner.

“I have the after-hours numbers where I can call other companies and get them up and running also. So we have a nice infrastructure setup.” - Kevin Koehler

In addition to supplying the refinery with pipe directly out of our Houston warehouse, we continuously sourced pipe from across the globe, and our supply partnerships allowed us to take care of the refinery.

→ Using our inventory

Responding to an emergency situation like this is impossible without an extensive inventory. With more than 50,000 tons of material ready for immediate shipment, American Piping Products is the biggest stocking distributor of seamless pipe in the United States.

Our yards in Houston and Chicago give us the ability to ship materials across the country and the world. The strategic combination of location, inventory and vendor partnerships puts us in position to respond to emergencies like this refinery fire.

→ Same-day, cut-to-length pipe

Part of quickly delivering materials to the refinery was having the machinery to customize pipe in-house.

“For all the materials shipped to the refinery, American Piping Products provided same-day, cut-to-length pipe. We accommodated both the specifics of each individual order and the shipping standards required by our air-freight and trucking partners,” Koehler said.

During the past few years, we have acquired several state-of-the-art pipe cutting machines and can now perform a wide range of value-added services. That means we can cut pipe to spec to quickly supply fabricators and end users.



FLEXIBLE, SCALABLE AND READY

When we say we have something in stock, we don't mean we can have it in three days or a week. We mean we can mobilize our network, pull our inventory, get things manufactured and ship out large orders same-day. And we know how important that is to you.

“We understand that our partners need quality products quickly and to spec. Their businesses depend on it. We have worked hard to prepare ourselves for emergencies like this refinery fire. I'm proud of the quick response from our whole team.”

- Al Rheinnecker, CEO American Piping Products

We're ready for any job. We have the inventory. We have the distribution partnerships. We have the pipe customization services. And we have the best customer service in the business.

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