

## Tooting Our Own Horn - E.T. Horn, That Is!

In June, EP&I presented E.T. Horn, leading distributor of specialty chemicals, with its first annual North American EP&I Distributor Performance Award.

E.T. Horn won the award based on its stellar performance in 2004. The distributor emerged as the best of the best in overall margin contribution, breadth of product mix and percentage of sales via warehouse versus third party. E.T. Horn was also among the top performers in the categories of total number of accounts served and growth of warehouse sales.

Dow hosted a dinner cruise for E.T. Horn in early July to honor its top performance. Attending the event on behalf of EP&I was: Chuck Buschert, sales director for EP&I in North America; Gary Johnson, customer service representative; Marie Lapinski, marketing manager for EP&I in North America; and Jane Offenbecker, EP&I account manager aligned to E.T. Horn.

"Gene Alley, E.T. Horn's CEO, was visibly choked up when we presented him with the award," Offenbecker



E.T. Horn CEO Gene Alley proudly holds the award for top EP&I distributor in North America, flanked by many beaming members of his team.

shared. "And you could see that the whole E.T. Horn team was honored. It really reinforced to me that they are a team in which each employee feels that she or he is doing something important... and it shows not only in the measurable impact they have on our business results, but also in the great attitude that they bring to our relationship."

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“We are impressed by E.T. Horn’s all-around excellence,” said Patrick Ho, business vice president, EP&I. “E.T. Horn has done an outstanding job of penetrating specialty markets in their region and effectively meeting customer expectations for superior service. They have consistently demonstrated effort to support our business relationship and we are proud to have them as part of our distribution network in North America.”



EP&I Account Manager Jane Offenbecker (right) is shown here with one of her colleagues from E.T. Horn.

“We are extremely proud of our affiliation with Dow’s EP&I business and to be recognized by them for our performance,” said Jim Calkin, vice president of marketing for E.T. Horn. “We look forward to building upon this recognition and further strengthening our partnership with Dow for the benefit of customers.”

Building relationships with all of EP&I’s channel partners in North America is a big part of the award program, explained Lapinski. “Though we recognize a top performer for the year, we’re using this program to set and clarify expectations among all of our channel partners,” she said. “We’re thrilled with the winning organization, of course, but it’s really about nurturing all of our distributor relationships and driving the business results we need.”

The award program continues in 2005 with all EP&I distributors in North America being evaluated against various quantitative measures. Dow account managers work with distributors to review their performance against those measures and address issues throughout the year. ●

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