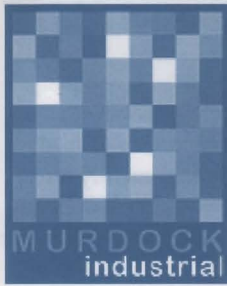


WELCOME NEW MEMBER



Murdock Industrial, Inc.

The M.F. Murdock Company was founded in 1904 as the first distributor for The B.F. Goodrich Company and the company provided industrial product and service support. During the time when the Aeroquip brand name was originally owned by Tri-Nova, M.F. Murdock was the second-ever Aeroquip distributor set up in the United States.

In 1999, Murdock Industrial was formed from an asset purchase of The M.F. Murdock Company and the torch was passed to a new venture called Murdock Industrial. The fresh direction and new leadership that came with its formation has been the fundamental driving force in making Murdock Industrial the company it is today.

Murdock Industrial is a multifaceted company which serves the hydraulics, industrial hose, sheet rubber, gaskets, conveyor belting, lace, and power transmission markets. The company's focus is on value-added services designed to facilitate repeat business, such as light manufacturing and proprietary services. "Our favorite hose manufacturers that we represent include Saint-Gobain, Bandit, HBD Thermoid, Eaton (Aeroquip & Multichannel), Flexaust, Dixon, and Foster, "states Tony Price, president " we strongly believe in brand name products."

Murdock Industrial focuses on technology and image. They are constantly creating new tools for end-users and clients to use, such as their websites www.HoseMachine.com, www.HoseDog.com, www.HoseKit.com, www.MurdockTraining.com, and www.TheCatalogRoom.com to name a few. All of their programming is done in-house so that the websites are created by programmers knowledgeable in the fields that the company services.

Tony Price started as a shipper at The M.F. Murdock Company in 1984 while still in high school and went on to work in every division of the company. "I spent my second year of employment in the hose department, and my experience with the ease of Aeroquip's TTC fittings led to deep interest in hydraulics as well as the industry in general. I left to attend Otterbein University, and after graduating I opened a design firm in Philadelphia," he explains. "A few years later, I was afforded the opportunity to come back to The M.F. Murdock Company and have since dedicated my life to working in the industrial field."

When asked "What do you feel differentiates your company from your competitors?" He replies, "I feel we have a stronger knowledge base than most large distributors, and this deep familiarity with the products allows us to offer better recommendations for difficult applications. We also have started weekly and monthly "Lunch & Learn" programs that train our employees and client base on product awareness and assembly procedures, providing them both with tools in making the best product and purchase decisions."

"I want to make a difference in the direction that the distribution and manufacturing of hose and hose support products are going," he continues. "Our industry will continue to grow and change, and it is my goal to be on the forefront of the evolution of our field. With advances including the discovery and production of graphene, use of computer-monitored hose, RFID technology, expanding online solutions, thermoplastic's penetration into the market, and new safety products being offered, my goal is to take these innovations and bring them to the market, becoming a company that creates awareness and gives solutions for safety, maintenance, and performance as they relate to the fluid transfer market."

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