

Dover Tubular Alloys: the master distributor where

As a master distributor of stainless steel tubular products, Dover Tubular Alloys, Inc. sells exclusively to metal service centers, distributors, and other metal wholesalers. It proudly houses one of the largest inventories of seamless mechanical tubing (hollow bar) and general servicing tubing available throughout the United States. It also maintains an extensive inventory of seamless stainless steel pipe in a variety of grades. Dover Tubular's products are used throughout a multitude of end-use markets including: oil & gas, power generation, chemical, aerospace, defense, and medical.

With locations in Dover, New Jersey and Houston, Texas, the company maintains a diverse selection of 2,000+ tubing products procured from the world's leading Domestic, DFARS (Defense Federal Acquisition Regulation Supplement), AML, and Import mills. Both Dover Tubular facilities also have state-of-the-art cutting capabilities enabling the company to offer its customers quick-release cut-to-length pieces of tube and pipe. Just as impressively, almost all orders ship within 24 hours, which helps the company demonstrate and fulfill its commitment to providing superior customer service.

Stainless Steel World Americas had the pleasure of speaking with Mr. Justin Rattner, Dover Tubular Alloys' General Manager, about how over the company's 35 years of operations, it has always focused on customer service and creating value for its clients through its unique product offerings and services.

By Candace Allison

A company reinventing itself

Rattner began our interview by explaining that Dover Tubular Alloys is a third generation family-owned company that specializes in stainless steel tube and pipe. The company is a master distributor in the truest sense of the words selling exclusively to metal service centers, distributors, and other wholesalers. "We basically act as secondary inventory for both the large multi-branch distributors and small single location operations alike."

He indicated that historically, the company has served a niche role in market by providing spot inventory of stainless hollow bar and tubing. "In the past, we have essentially been a buyout house for the inside sales teams of metal service centers and distributors that needed stock length tubing or cut to length hollow bar." However, he explains that the company which is celebrat-

ing its 35th anniversary has really begun to change. "Right now we're in the process of reinventing ourselves and redefining our role within the market," Rattner stated. However, despite all the recent changes, one thing has remained the same: Dover Tubular's mission begins with having the right product at the right price and delivering the highest level of customer service.

High-quality products

Seamless mechanical tubing/hollow bar

Dover Tubular's primary product line is seamless mechanical tubing or hollow bar. Hollow bar is often used as a cost-savings alternative to round bar for applications that require an Inner Diameter (ID). The company inventories hollow bar in a wide array of Outer Diameters (OD's) and Wall Thicknesses in grades 304/L and 316/L. Dover Tubular's stocking program goes above and



beyond the conventional A, B, and C inventory items and offers OD's as large as 16" with walls as thick as 2.00". The company maintains one of the most diverse inventories of hollow bar within the country and offers quick-turn and production cutting on all sizes.

Seamless & welded general service tubing

Another very popular product line is the company's offering of welded and seamless general service tubing often referred to as instrumentation, heat exchanger, condenser, or boiler tubing. Dover Tubular inventories a myriad of sizes, which are available in domestic, import, AML (Approved Manufacturers' List), and DFARS compliant variations. Certain instrumentation and heat exchanger tubing sizes are even available in hard-to-find grades such as Duplex 2205 and 310S/H. There are only two or three other distributors in the United States offering these grades of tubing. Most other master distributors can't compete with Dover in terms of size range and variety of products. By stocking these more difficult-to-find alloys and offering 'in between' wall sizes, Dover Tubular is able to provide clients with more value by being a 'one-stop shop' for all of their tubing needs.

Seamless pipe

It isn't just tubing solutions that offer clients value. Dover Tubular also has a large selection of pipe ranging from the standard grades of 304/L and 316/L to the more rare 310S/H and Duplex 2205. Rattner also detailed that since pipe is such a commodity, Dover Tubular differentiates itself by specializing in the heavier schedules such as 120, 160, and XXH and by offering quick-turn cut-to-length pieces of all pipe sizes. Currently seamless pipes are available up to 16" NPS and later this year 18" NPS will also be an option. But for Dover Tubular having the right product mix is just the beginning as the company is also adding value through its services.

“As a master distributor, you're playing a team sport with your customers. Our customers can't secure an order if we're not giving them a competitive enough offer. And we want to support our teammates in any way possible.”

— Justin Rattner

Moving beyond just inventory

"Over the last few years, our role in the market has really begun to transform. As we've repriced our business to become more competitive and begun to offer procurement solutions beyond just standard inventory, we've seen a dramatic increase in activity from corporate inventory buyers and more success supporting our customers in project work," explained Rattner. "As I mentioned earlier, previously the market perceived us as just a one trick pony – a buyout house that could only quote in stock products. But now we're offering so much more than that like production cutting, mill direct sourcing, and customer supply programs," Rattner indicated.

Rattner provided an example of a customer who earlier this year approached Dover Tubular to see if they could provide a better solution for providing cut-to-length finished polished parts. At the time, the customer was purchasing material overseas, having it sent out for cutting and polishing stateside, and then packaging it and holding a full year's worth of inventory on their warehouse floor.

"We were able to come in and help our customer by cutting down the complexity and the cost of this process dramatically. We arranged to have the material produced, polished, cut, inspected, and packaged overseas. It was then delivered directly to our warehouse where we absorbed the inventory risk and released the product monthly to our customer. Not only was the overall process much simpler, it saved our customer over 35% in the process all while helping them also free up cash that would have otherwise been tied up in inventory."

This is a good example of some of the new ways Dover Tubular is creating value for its customers that it would not have attempted in the past. "We're moving beyond just quoting in stock inventory by offering procurement solutions and mill-direct sourcing that our customers require to land projects and create more value for their own customers," indicated Rattner.

Recent additions & investments

Instead of just listening to their customers' wants and needs they've been translating it into action. "We're taking calculated risks and aggressively adding new sizes and product grades in response to the feedback from our customers. And – I think our customers



everything starts and ends with the customer

“We’re taking calculated risks and aggressively adding new sizes and product grades in response to the feedback from our customers. And – I think our customers are really starting to notice the difference...”

– Justin Rattner

are really starting to notice the difference and they feel that we are moving in the right direction to better fulfill their needs.” Dover estimates that they’ve introduced over 125 new products last year alone. “... and the big news around here is that we’re about to venture outside of stainless for the first time in our company’s history. Later this year we’ll begin selling Aluminum Tubing in 6061-T6,” which Rattner indicated was launched based on a combination of data analytics and input from his top customers.

Another important factor to the company’s success as a master distributor is its emphasis on continual improvement through capital investments. For example, in the fourth quarter of 2016, the company began using STRATIX, a state-of-the-art ERP (Enterprise Resource Planning) platform created by Invera. This technology has enabled Dover Tubular to shift some of its resources away from day-to-day tasks by automating certain business processes and helping the company become more competitive on the purchasing and sales

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– Justin Rattner

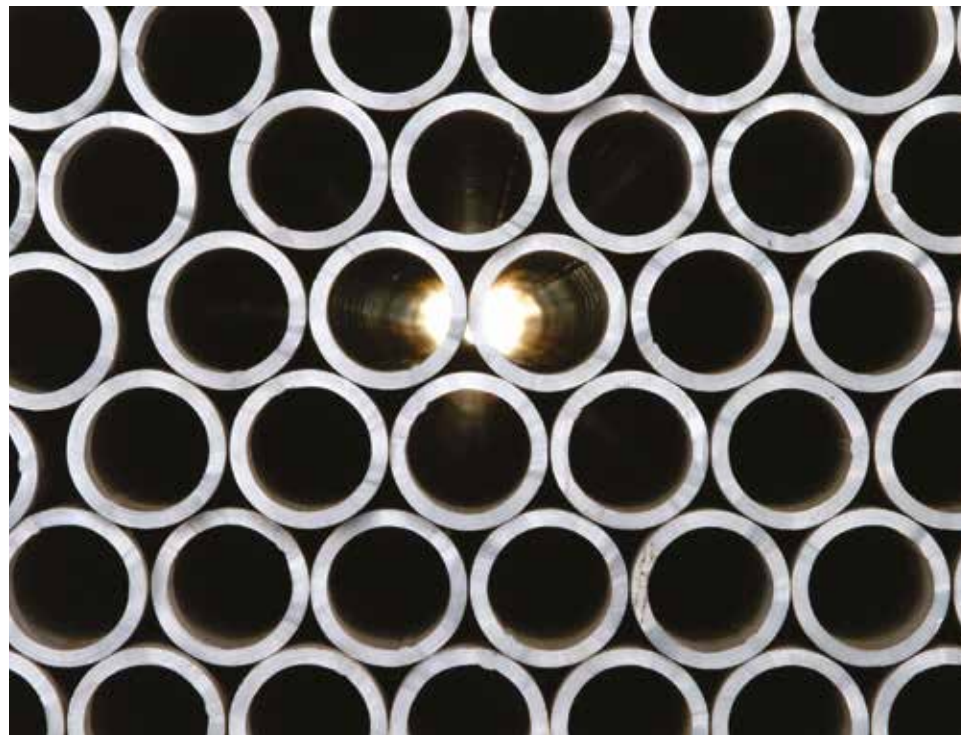
side through better sales analysis tools and improved forecasting modules.

On the equipment side, a new saw was recently purchased that can cut up to 18” outer diameter (OD), which later this year will greatly expand cutting capabilities in both facilities. Both of these significant investments have assisted Dover Tubular in becoming a more competitive supplier.

Unparalleled customer service

Dover Tubular is also able to support its customers by providing a level of service unparalleled within the industry. They are a ‘lightning fast’ supplier that has the ability to provide products within hours instead of days. Clients located in the Gulf Coast region really appreciate this, as often they will place orders that require pick up within hours or even minutes. Dover Tubular is able to accommodate these time sensitive requests because its basic business model was built from the ground up to be as efficient as possible. “We have a really great team here,” Rattner indicated. “We are able to quote fast, cut fast, package fast, and get you from A to B efficiently and accurately because we work together as a team all the way from procurement to final delivery.”

When asked what sets Dover Tubular apart from its competitors, Rattner was quick to respond, “It comes down to three words in my mind: inventory, expertise, and efficiency. It all starts with having the right inventory in stock, using our expertise to offer the right products and solutions, and then being efficient and nimble enough to deliver on the promises we make our customers. We do things the old-fashioned way here and we do whatever we can to make our customers shine in the process. In my opinion, any master distributor can be the lowest number on a buyer’s spreadsheet, but when things go wrong do you have the faith that your supplier will stand behind you? When a due date is missed do they work with you to help resolve the issue? When you have a claim do they stand behind you and resolve it quickly? Some do but not everybody. For us like I said, we do business the old fashion way - we care about our customers and we prioritize the long-term business rela-



tionship with them over this transaction, this quarter, or even this year, and that allows us to make decisions that may not be in our best short-term interest but are in the best interest of the long-term relationship with that customer.”

He continued to state how essential it is to understand and listen to what the customers’ needs are. It isn’t just about quick quotes and supplying stock, it is about collaborating with your customers and going above and beyond to assist them with their needs.

Looking ahead to 2018 and beyond, Dover Tubular will be putting even more new products on its shelves and offering even more new services. The plan is to continue evolving beyond a buyout house

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to become a more complete solutions provider. Rattner concluded our interview by aptly stating, “Our overall goal is to be more competitive and to become a more complete supplier for our customers. We’re trying to accomplish that by stocking the right products and by growing in a manner that allows us to continue to be as efficient as we’ve always been.”

Production range:

Seamless mechanical tubing / hollow bar
OD: 1/2” to 16” Walls: 0.188” to 2.00”
Grades: 304/L, 316/L
Cutting: All Sizes

Seamless & welded general service tubing
OD: 1/16” to 12” Walls: 0.010” to 0.156”
Grades: 304/L, 316/L, 310S/H, Duplex 2205
Cutting: All Sizes

Seamless pipe
NPS: 1/4” to 16” Schedules: 40S to XXH
Grades: 304/L, 316/L, 310S/H, Duplex 2205
Cutting: All Sizes

Aluminum seamless drawn tube
OD: 1/4” to 4” Walls: 0.028” to 0.250”
Grades: 6061-T6
Cutting: All Sizes



▶ Dover Tubular Alloys at a glance

Company name:	Dover Tubular Alloys, Inc.
Locations:	New Jersey–Headquarters: 50,000-square-feet 200 West Clinton Street, Dover, NJ 07801 Texas: 30,000-square-feet 6500 Bingle Road, Houston, TX 77092
Year established:	1983
Products:	Stainless mechanical tubing, hollow bar, instrumentation tube, condenser tube, heat-exchanger tube, boiler tube, aluminum tubing.
Industries:	Petrochemical, railcar, automotive, structural, military, shipbuilding, etc.
Industries:	Oil & gas, chemical & petrochemical, paper & pulp, water & wastewater, desalination, power generation, etc.
Website:	www.dovertubular.com