

# **ATLAS**

**DISTRIBUTION**



Vol. 2

**NEWSLETTER**

## From Our CEO

Team Atlas,

I would like to start by thanking you all for your countless contributions and for helping Atlas to reach new heights. Our business is growing rapidly, and as a result of your hard work and dedication we continue our pathway back to significant growth while breaking several records along the way. Our growth is not necessarily based on the performance of our end markets themselves, but rather our ability to acquire new customers while taking additional market share through our existing distribution clientele. As a sales team, we are able to sell confidently based on the quality of our manufacturing partners, our QA/QC capabilities, and your ability to ship "on time and accurate." Although the end market demand trends are showing signs of decline, I am confident we will continue to grow this year based on our fast and accurate service coupled with our unique value proposition to the industrial distribution community.

In the last newsletter I talked about the keys to success—our **Atlas Culture**, the growing size and talents amongst the **Atlas Team**, the unique capabilities of our **Atlas Operations** backed by the continued investments we have made into the **Atlas Quality** proposition. For this update, I would like to echo all of those same sentiments as we have active projects ongoing across all of these key areas of our business. I also will make sure to lead our teams down the path of achieving **Growth & Balance** in all that we do while making sure the **Atlas Advantage** is further recognized and realized by our clients.

Over the past several months I, along with our sales leaders, have been more active in the marketplace while attending various trade shows and industry conferences. As I travel and attend these events, I am constantly reminded of our most important blessing—**to have all of you and the Atlas Culture**. I am constantly hearing stories from industry peers, clients, and competitors about the challenges they all face with recruiting, training, and **retaining** high-caliber employees. Our business has and continues to face many challenges which are largely market driven, but I am proud to report we do not share this **personnel challenge** and I thank you and our business leaders for this. Due to our stable foundation and proven ability to develop and retain talent, we are able to focus on growth and business expansion; all of which equals more opportunity for all of you to develop personally and professionally. Another crucial point is that from these shows, I continue to receive positive feedback and affirmation (and encouragement) regarding the level of acceptance we have received from the distribution marketplace. Atlas has a good reputation for bringing high quality products to the market while designing interesting and creative supply chain solutions for our clients. In short, the market has accepted us and is starting to share our vision for the future of bespoke supply chain solutions.

As we continue our journey together, we will continue to invest in those areas which drive value to our distribution

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customers. We will continue to drive awareness of our various **3PL programs**, both at origin and destination and we will actively market these programs to grow these service offerings. We will also continue to focus on **end-market diversification**. It is a big world out there and we will continue to actively engage those business opportunities which, as the mission Frank so eloquently coined helps Atlas and our manufacturing partners to **"Sell the World-Together."**

In closing, I again thank all of you for your service and for looking out for each other. We are fortunate to have each other, our amazing distributor clients and the best manufacturing partners in the world supporting us.

Let's continue to make 2024 the Best Year Ever!!

Sincerely,



Scott Camp  
Founder & CEO





# From Our President

“Our strength lies not in the power of our responsibilities nor positions, but in the courage of our collective hearts.”

## The Heart of Leadership at Atlas : Put People First

By Scott Liu, President

As we continue our journey toward a culture of trust, empowerment, and collaboration, I would like us to reflect on a principle that is fundamental to our success: the idea that true leaders prioritize the well-being of their teams above all else. This concept, often summarized by us to say “**Put People First**” is more than just a mantra, as it is the backbone of how we operate and lead within our organization.

Leadership, in its most effective form, is not always about taking charge of the people and activities under our title nor our scope of responsibility, but to humble oneself and take care of those we have the privilege to care for in our post. This approach, which can be thought of as **servant leadership**, compels us to put the needs of our teams before our own. By doing so, we create a safe and supportive environment, where everyone can feel confident and secure to express their ideas and take risks. This is crucial as when people feel protected within the organization, they are more likely to perform at their best and innovate without the fear of failure.

Trust that derives from this type of leadership is another critical component of our core value. It is built through consistent actions that show our team members they can rely on each other, not just for the leaders to lead them, but to listen to them. This mutual trust fosters a deep sense of community and loyalty, which is invaluable in achieving our collective goals.

Our commitment to nurturing this kind of leadership culture is not just about improving productivity, but it is about ensuring that each one of us feels valued and understood. We all share a common goal: **striving the best for Atlas and our common good**. This shared commitment strengthens our resolve and drives us to achieve

excellence in everything we do. As when we face difficulties and challenges within the company, we know that others may also experience the same, but our outcome can be different from others, credit to this mindset we carry. We know that we cannot always control what happens to us, but we can always decide the attitude and action we take towards it.

Thus, in building a culture where the welfare of the team is the priority, we empower every individual to contribute their best daily. This does not only benefit our projects and goals but enriches our work lives, making Atlas not just a place to work, but a home away from home to grow and thrive. With this, we also believe in celebrating not just the professional achievements but also the personal milestones of our team members. It is truly remarkable to see our colleagues grow not only in their careers but also in their personal lives such as getting married, settling down, and welcoming new family members. This is the essence of life, and at Atlas, we are committed in providing a supportive environment that encourages this holistic development. As we pray to God for continued success, we also pray that Atlas remains a place where team members can truly prosper both personally and professionally.

Now, as we advance, let us continue to lead by example, support each other, and build a community that exemplifies the best of what we can achieve together. Remember, our culture is the cornerstone of all we aspire to achieve. Each day, we chart our course forward and our strength lies not in the power of our responsibilities nor positions, but in the courage of our collective hearts. Together, we are not just building a company, we are forging a legacy of leadership that Puts People First.

Kind regards,



Scott Liu  
President



# Business Overview

## Growing Our Capabilities at Sullivan Missouri Distribution Facility

Update from our Sullivan, USA Operations Team,  
Tim Albrecht, VP of Operations

The first part of 2024 has flown by quickly at our Sullivan, Missouri Distribution facility. In June we will begin to occupy an additional 20,000 Sq. Ft. of warehouse space in our existing building, which expands our fulfillment center to just over 70,000 Sq.Ft. In preparation for that expansion, we are in the process of adding equipment, racking, lighting, and other needed resources so we can continue to offer even more creative solutions to our distributor clients. The additional space will allow us to segment our 3PL/3PF and STOCK AND RELEASE operations into a new area, as well as re-imagine our current space to offer more products and solutions than ever before. Our investments translate into even more ways we can offer the "Atlas Advantage" to the growing list of customers who utilize our Sullivan Missouri Distribution facility.



- ▼ Our Sullivan Missouri Distribution facility is expanding to over 70,000 SQ.FT of total warehouse space, allowing us to offer more solutions to distributors and enhance our Atlas Advantage for customers.

## Introducing SmartCert Expansion: Access More Documents with Ease!

We have expanded our SmartCert initiative to capture and share the documents from shipments originating from our Sullivan Missouri Distribution facility. This means we are building a library of even more documents than ever before for our customers to access. You will notice a QR code on your packing lists that will link to all relevant documents pertaining to your orders. If you haven't already, reach out to your sales rep to learn how to take advantage of this convenient free service we offer.

Atlas has invested in a document sharing tool called SmartCert that enables our customers to store, access, and share our product certs and related shipping documents in a safe & effective environment. Rather than filling up your inbox with emails and attachments, upon each new shipment you will receive a single email notification that documents have been posted to the SmartCert platform and are available to all pertinent and designated people within your organization. We will continue to invoice you in the same manner you are accustomed to, but all other related documents such as Packing Lists, Bills of Lading, Inspection Reports and Material Certs will be deployed via the SmartCert platform. After an initial set up, your team members will enjoy immediate access to these related documents. Additionally, your packing lists will include a QR code that links to your SmartCert content.

SmartCert means:

- eliminating missing paperwork and manual scanning processes
- searchable, centralized storage of certs
- 24/7 access to certs for you and your team
- sending certs and documents to your customers with the click of a button



Atlas Fulfillment Center in Gangshan, Kaohsiung

## Balancing Supply, Demand, and Warehouse Capacity

Update from Director of Supply Chain, Becca Garcia

Supply chain teams face the challenging task of balancing supply and demand with warehouse capacity, relying on historical data and customer forecasts to project future demand. This balancing act also requires consideration of various factors, including market volatility, supplier lead times, and warehouse capabilities.

The Atlas team utilizes historical sales data and customer forecasts to forecast future demand. They analyze sales trends and customer commitments to project average monthly usage, which forms the basis for determining stocking levels. To ensure adequate stock levels, supplier lead times are also factored in. All gathered information is then calculated to determine the time it takes from placing an order to receiving the goods.

Balancing supply and demand also incorporates assessing warehouse capacity and manpower. Cross-department discussions must take place to ensure that warehouses have the space and resources to store and handle projected volumes effectively.

Balancing supply and demand is an ongoing process that requires regular monitoring and adjustment. Atlas is continually assessing market conditions, customer demands, and warehouse capabilities to maintain the

balance. The appropriate adjustments are made to stocking levels to avoid stockouts or overstocking.

Ultimately, the goal of balancing supply and demand with warehouse capacity is to create value propositions for all Atlas customers. By ensuring product availability while minimizing excess inventory. All Atlas teams contribute to customer satisfaction and operational efficiency.

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**Ultimately, the goal of balancing supply and demand with warehouse capacity is to create value propositions for all Atlas customers.**



# Business Overview

## Atlas Drives Collaboration and Partnerships in Q1 2024

Update from our Sales Department, Parker Jensen

The start of 2024 was an exciting one. **COLLABORATION** with our best clients has resulted in a number of key projects to be realized, making a difference to our customers, the Atlas team and our supply partners. Such comprehensive implementations require fluid communication with our customers, various Atlas resources such as engineering, lab team, purchasing and of course or manufacturing partners.

Earlier this year our sales team traveled to China, supporting our origin team's effort to propel those projects forward with our most strategic and emerging manufacturers. Along the way, we all have improved processes, resources and communication.

Throughout Q1 we continued our outreach, visiting several of our customers. We still believe in the power of a handshake and in-person meetings. We covered 9 US States, visited the great country of Mexico, and more to come the rest of the year. We built stronger partnerships and made more meaningful relationships. We sell commodities. So our partnerships with our supply base, and relationships with our customers are everything.

We have committed further to our partnerships with various industry organizations. Scott and Parker attended the Southwestern Fastener Conference which was their 50th anniversary. Scott placed 2nd in the golf outing with a group of valued customers. Scott also attended the Southeastern fastener conference in Charlotte, North Carolina.

We will be attending the Fastener Fair in Cleveland in May and are excited to exhibit at the Taiwan Fastener show Booth N2635 early June. Please reach out if you are attending, we would love to meet with you. It is our second time exhibiting at an international fastener show. We are excited to show the world the **#ATLASADVANTAGE**.



▼ Our US sales team journeyed to China to assist our Shanghai team in advancing projects with our manufacturing partners. From left, Parker Jensen, Elaine Wang, Jessica Li and Frank Meyer.



# Business Overview

## Enhancing Warehouse Safety and Comfort for 2024

By Ben Huang, Vice General Manager

In preparation for the orders and visits from our clients in 2024, we have optimized the warehouse environment and equipment. This ensures that team members can work in a more comfortable environment while prioritizing their safety.

We have improved the lighting fixtures to address safety concerns related to vehicle movements and reduce risks for members working in the warehouse. As summer approaches, we have installed additional fan equipment to enhance ventilation within the warehouse area.

Furthermore, we have upgraded the security monitor equipment and implemented uninterruptible power supply systems (UPS) to mitigate safety concerns during natural disasters. Additionally, we have beautified our main gate and container loading ramp to welcome all our esteemed guests.

We eagerly anticipate receiving your orders and delivering goods to you safely, ensuring high-quality standards.

## Efficient Purchasing: Keeping Orders on Track and Enhancing Customer Service

By Una Tsai, Purchasing Manager

The purchasing team is dedicated to expediting each open purchase order (PO) line on a regular basis. We proceed to follow up on the item status 45 days before the supplier's promised delivery date. This helps our sales team keep customers up to date and prepare in advance.

We place orders to cover the sales order within one working day after the customer's confirmation. Currently, we're conducting internal cross-training to enable our members to provide more comprehensive services to customers.

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**Preparing our warehouse for client orders and visits in 2024: safety, comfort, and efficiency upgraded.**





Atlas A2LA Accredited Laboratory



## Expanding Manpower and Quality Control: Our Commitment to Excellence

### Advancing Quality Control: Accreditation, Training, and Commitment to Excellence

By Alex Chen, Laboratory Manager

After successfully completing the A2LA accreditation assessment in January this year, we have once again expanded our team to enhance our product quality control and inspection capabilities. We run the ISO 17025 quality management system in practice, regularly calibrate our gauges and instruments, and follow the scheduled plan to complete proficiency testing for both internal personnel and external laboratories in the first quarter.

To enhance the professional competence of our staff, we have sent them to participate in numerous quality management or inspection-related training courses. We continue to improve our quality management abilities with a spirit of constant striving for perfection, aiming to provide customers with reliable and high-quality services.

### Strengthening Supply Chain Security: ISO 28000 and C-TPAT Certifications

By Hazel Jiang, Internal Operations Manager

To enhance our supply chain security management system, after achieving ISO 28000 certification, our team dedicated efforts to obtain C-TPAT certification. We established a supply chain security committee group to integrate the security management requirements of ISO 28000 and C-TPAT, bringing together colleagues from various roles across departments to collaborate. Through this teamwork, we aim to strengthen the company's supply chain security management system. With ISO 28000 and C-TPAT certifications, we will provide customers with more professional and comprehensive supply chain services.



Atlas Taiwan received its  
ISO 28000:2022 certification



# Business Overview

## Shanghai Atlas Sees Surge in Orders: Embracing Challenges with Determination

By Vic Hsu, Shanghai Warehouse Manager

Shanghai Atlas sees a significant increase in orders this year. Whether it's sourcing new materials, arranging production lines, scheduling shipments, managing personnel, or inventory, the workload for these tasks has increased accordingly, leading to more time spent on handling them. We must make the best arrangements and plans within the limited time to so that each project can be shipped smoothly.

Having just taken on the role of warehouse manager in Shanghai a few months ago, I am still in a learning phase, whether it's dealing with the various matters within the warehouse or facing challenges at the management level. Despite encountering many difficulties and setbacks in these short months, it hasn't dampened my motivation to learn and improve. Opportunities in life often hover around us, and as long as I can see and seize them, no matter how tired or tough it gets, those are my opportunities.

I believe that no matter what choices we make, taking a step forward brings us closer to our goals. On the journey towards our goals, there are many forks on the road, and being able to discern which path to take will be the time

when we differentiate ourselves from others. Even walking on a tightrope isn't surprising, because that's life's test. I hope everyone can find their own path. Right now, we're sitting on Atlas's high-speed train, looking forward to creating a better future together!

## Investing in Expertise for Superior Service

By Elsa Kuo, Quotations Specialist

Atlas is a people-oriented and professional company, and we place importance on the growth of our employees. The Sourcing and Quotations team acts as a bridge between our valued customers and reliable suppliers. We regularly invest in our team members through Fastener-related training programs to enhance our industrial expertise and put maximum learning outcomes into practice.

The Metal Industries Research and Development Centre provides abundant cross-field total solutions for the industry, covering a spectrum of inspection devices, analysis of defective products, and the construction of manufacturing processes, among others.

We integrate theory with practice to identify the uncertainties behind each inquiry and organize solution-minded strategies. Through continuous enhancement, Atlas is dedicated to serving as the strongest supporter of our business partners.



Atlas Fulfillment Center in Shanghai, China



# Team Spotlight

## Atlas Taiwan Celebrates 9th Anniversary with Success and Joy

By Iris Hsu, Marketing Manager

Atlas Taiwan celebrated its 9th anniversary at a newly opened hot pot restaurant in Gangshan, Kaohsiung on 12th April 2024. This event was marked with joy and success as the business has grown in terms of revenue and number of distribution clients and of course, our employees.

The atmosphere was festive as the Taiwan team gathered to celebrate nearly a decade of achievements and growth. One of the highlights of the event was a raffle organized by the leadership group, adding an extra layer of excitement to the celebration. Nine lucky team members received the prizes.

"Bringing everyone together, having a meal together was a great way to celebrate our accomplishments and bond as a team," said Ben Huang, the Vice General Manager of Atlas Taiwan.

With laughter, good food and a sense of accomplishment, the 9th-anniversary celebration of Atlas Taiwan will be remembered as a truly special occasion.



## Happy Birthday

### February

2/12 Alex Chen  
2/13 Yulin Kuo  
2/12 Ben Huang

### March

3/7 Raxxen Kuo  
3/7 Chloe Huang  
3/15 Una Tsai  
3/18 Iris Hsu

### April

4/6 Parker Jensen  
4/15 Edmund Su  
4/20 Vic Hsu  
4/25 Ben Albrecht  
4/26 Ping Wang

### May

5/1 Naomi Chang  
5/9 Ludy Lu  
5/14 Jessica Li  
5/21 Cara Huang  
5/27 Rick Betsinger  
5/30 Ted Shi



## Congratulations on Your Work Anniversary

3/1 Louise Zhou's 7th Year  
3/1 Sunny Sun's 7th Year  
3/6 April Yang's 5th Year  
4/10 Liwen Chen's 1st Year  
5/1 Frank Meyer's 5th Year  
5/11 Alex Chen's 3rd Year  
5/17 Chloe Huang's 3rd Year

\*We celebrate our employees' anniversaries at the 1st, 3rd, 5th, 7th, and 10th milestones.





# Good for Sharing



## Graduate

▼ Scott Liu received his MBA degree from the University of Illinois at his commencement ceremony on 10th May 2024.



## Propose

▼ In a moment of pure romance, Parker Jensen's tender proposal captured the essence of love and commitment, marking the beginning of their journey together.



## Get Married

▼ Yuting Kuo and his wife, Leann, went on their honeymoon trip to Spain in April, having a good time in Barcelona, Madrid and Seville.

Voilà

## Newborn Baby Girls

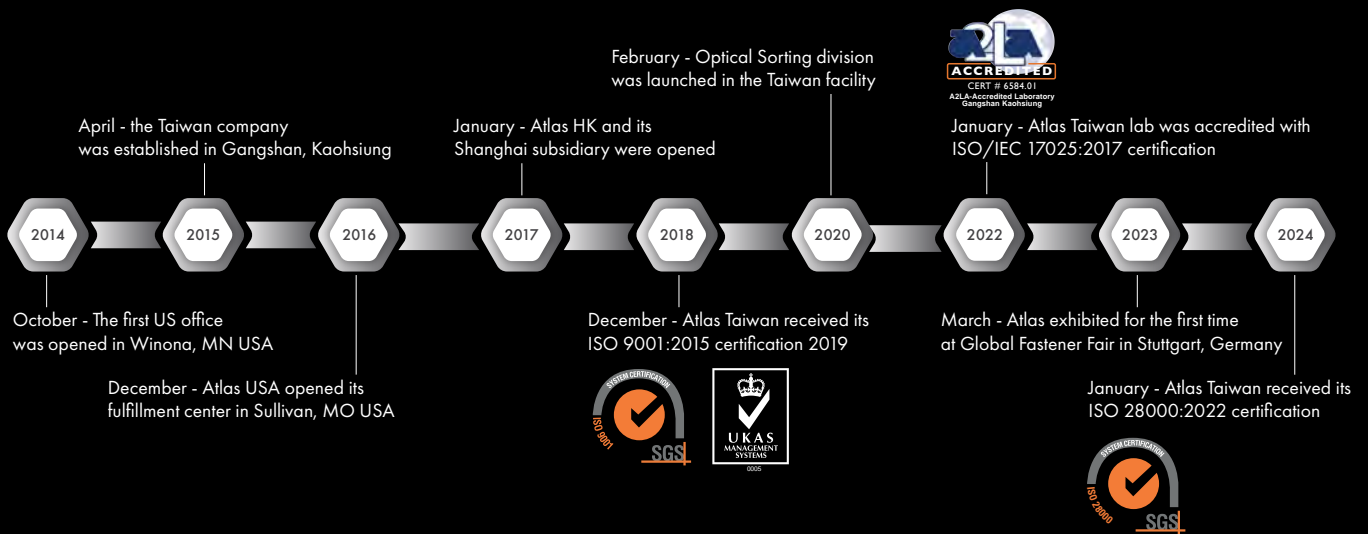


Alan Wu's baby girl



Scott Liu's baby girl

# Atlas History



## Our Core Values

Integrity  
 Honesty  
 Customer Focused  
 Innovative  
 Sense of Urgency  
 Solution Minded  
 Accountability

## Our Locations



## Contact Us

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