

**Dover Tubular Alloys:**

## Mastering its universe through vast inventory

By stocking and distributing a myriad amount of tubes and pipes, the firm ensures itself a number of advantages in buying and selling its products.

BY CHARLES BERRY

Unlike most metal middlemen, who sometimes sell to other distributors but concentrate on end users, Dover Tubular Alloys, Dover, N.J., markets stainless steel tubes and pipes, and a limited amount of nickel alloy tubular products, strictly to distributors. Everything at the company, from its purchasing strategy to its marketing approach, has been adapted to guarantee its success as a master distributor.

A case in point: "The order would run about \$2,500," Dover Tubular sales manager Ed Simko was saying over the phone to a first-time customer. "We could get the material out this afternoon by common carrier and drop-ship it for arrival at your customer's before the scheduled shutdown."

"Out today!" responded the man on the other end of the line, who was requesting a quote on a certain quantity of stainless product he wanted rushed to an original equipment manufacturer in the Midwest. "That's great. Make the shipment. I'll notify my customer."

"All right," said Simko. "Just let me check the order again. . . ."

Having joined Dover Tubular in 1987, Simko is used to hearing surprise in the voice of many new customers. Unlike most other steel distributors, Dover Tubular does not require a credit check on a customer until his account balance tops \$3,000. This prac-

tice may seem tantamount to opening the warehouse doors and letting people drive in and carry off truckloads of pipes and tubes, but company owner George Rattner asserts that unpaid bills are few and far between. Besides, such losses are covered by "a third party," he says, adding that the money spent for this coverage is

dwarfed by the \$500,000 to \$750,000 in new business the liberal credit policy generates each year.

Rattner and his son Joe, general manager of the company, decided to institute their credit policy in 1986 so that they could respond more quickly to the needs of their customers. "Someone comes in the door with a small order, and by the time you've gone through your normal credit procedures, you've often lost them," says George Rattner. "But we're now able to take the order. Our credit system not only enables us to sell marginal accounts but frees our best people for more productive work. They're not buried checking credit on small orders." The past few years have been good for stainless, and the credit policy, Rattner says, has been "sterling." Nevertheless, he prefers to withhold judgment on its overall effectiveness until it has been tested in bad times.



Joe Rattner and George Rattner credit an extensive inventory with helping them hollow out their niche in the market.

# 3 Generations that have never stopped working.

For over 40 years and 3 generations Dover Tubular has forged deep roots and a strong reputation as a partner you can trust. Now, with an eye toward the future, we're ready to unveil the next phase. To both honor our history and convey our optimism for what's ahead, we're putting together something truly special. **Big things are coming...stay tuned for more on Dover's transformation!**

## Employee Spotlight: Leo Henriquez



Leo is an invaluable member of our Houston Operations team. Learn more about him below.

**What is your favorite part about working here?**

Has to be my brothers in arms here. They are all so different yet we all get along like we grew up together.

**What is one accomplishment you are most proud of?**

In life, it has to be my two daughters. They are THE REASON. If we're talking about working at DTA I would have to say, cutting 78 cantilever arms in two different

spots and prepping them to be welded with the grinder. It took weeks to do but I got it done.

**What is something on your bucket list?**

To build a 69 Chevelle SS with a big block 454. The Chevelle has been my favorite muscle car since I was 11 years old. I remember seeing one with my stepfather back then and falling in love with that choppy idle.

[Click here to read the full interview on LinkedIn.](#)



## Houston Office Expansion

We're bursting at the seams, and not just with inventory! Our Houston sales office is currently undergoing a much needed expansion. Stay tuned for more on the renovations!

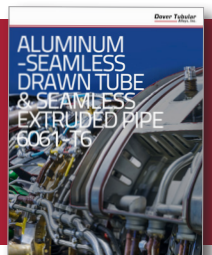


## Dover Tubular Expands to the Chicago Market

We are excited to announce the addition of a Business Development representative in the Chicago market! With boots on the ground we hope to better serve our wonderful Midwest customers.



Did you know Dover stocks a full line of drawn seamless aluminum in grade 6061-T6? Visit our website to learn more or click here for our linecard.



[Register for Dover Tubular's New Customer Service Portal HERE](#)