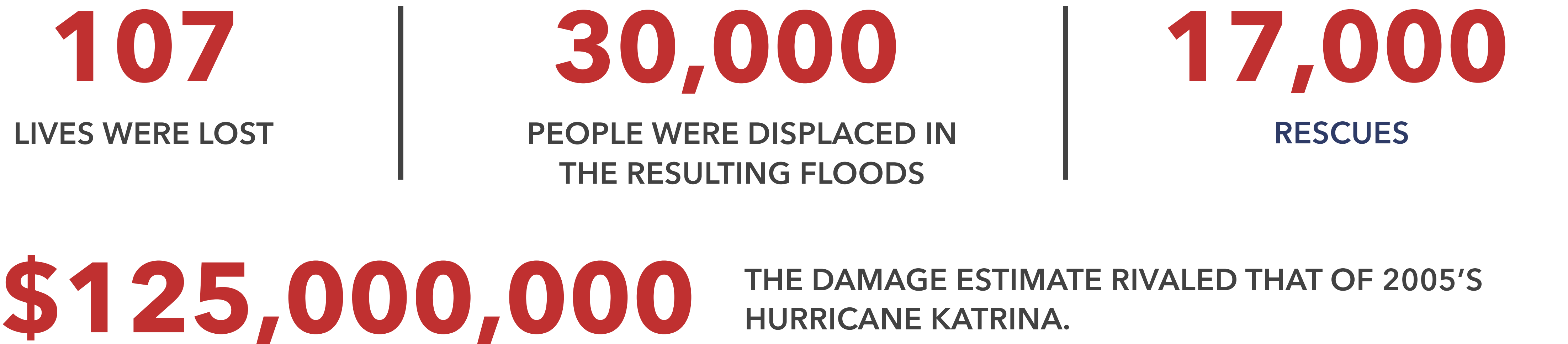# STAR PIPE PRODUCTS, HOUSTON, TX

Regroup

STAR PIPE PRODUCTS IS A IS A GLOBAL MANUFACTURER AND SUPPLIER FOR A LARGE ARRAY OF IRON PRODUCTS, INCLUDING PIPE FITTINGS, JOINT RESTRAINTS AND CONSTRUCTION CASTINGS.

With 14 regional distribution centers, and more than 1,200 employees, it requires a communications strategy that can reach work sites within seconds all over North America in case of an emergency. With so many centers, as well as more than 75,000 bin locations, the 38-year-old company also requires a streamlined way to get day-to-day notifications out to employees with ease.

A RAPID RESPONSE TO HURRICANE HARVEY

Roaring through the Carribbean, Latin America and the United States, Hurricane Harvey in 2017 ended a record 12-year span during which no major hurricanes made landfall in the United States. (The previous major hurricane had been Wilma, in 2005.) The category 4 hurricane was particularly devastating, as it lingered over Texas for a long time.

107
LIVES WERE LOST

30,000
PEOPLE WERE DISPLACED IN THE RESULTING FLOODS

17,000
RESCUES

$125,000,000 THE DAMAGE ESTIMATE RIVALED THAT OF 2005'S HURRICANE KATRINA.

With headquarters in Texas, Star Pipe had been using emails and phone trees to contact workers.

BY SWITCHING TO REGROUP, THE COMPANY WAS ABLE TO REACH EVERYONE ON ANY DEVICE IN THE PATH OF THE HURRICANE – INCLUDING THOSE WHO FACED RISKS FROM FLOODING – WITHIN MOMENTS OF REALIZING HUMAN LIVES WERE AT RISK. REGROUP ENABLED STAR PIPE TO SEND SMS/TEXT, VOICE ALERTS, AND EMAILS FROM ONE SIMPLE, FAST INTERFACE.

> "We were closed for several days after Hurricane Harvey made landfall. Once it started drying up, we opened on a voluntary basis until everyone could get out and we could return to normal operations. With Regroup, we were able to send out daily updates to our employees via SMS/text, email and robo voice alerts. Regroup's system worked great and did exactly what it was supposed to!"
>
> **Jeff Greer**, IT Manager for Star Pipe Products.

ONGOING TRAINING, STREAMLINED COMMUNICATIONS

Star Pipe primarily uses Regroup Mass Notification for emergency weather notifications and office closures for various reasons. It also finds the ongoing support from Regroup's Client Success Team has illuminated other best practices for its communications, including templates.

STAR PIPE ATTENDED VIRTUAL TRAINING ON HOW IT CAN USE REGROUP'S EASY TEMPLATES TO CREATE COMMON COMMUNICATIONS THAT CAN BE SENT OUT WITH NO DOWNTIME ON THE PART OF THE ADMINISTRATORS OF THE PLATFORM.

Templates are a great way for complex organizations, with several locations and a large employee base to have a system of sending out notifications without the need to create them from scratch.

HERE ARE SIX EXAMPLES OF TEMPLATES MANUFACTURERS AND OTHER ORGANIZATIONS USE FOR SIMPLIFYING HOW THEY COMMUNICATE TO ALL OF THEIR STAKEHOLDERS:

- ✓ Active shooter or dangerous situations
- ✓ Evacuation for extreme weather or industrial accident events
- ✓ Shelter-in-place alerts
- ✓ Dangerous situations, from icy road commutes to systems failures
- ✓ Be on the lookout alerts
- ✓ Delegation strategies, to ensure communication is consistent

> "Regroup is simple to set up and maintain, and it works without fail. We have used Regroup to notify employees of office closures due to weather (including during Hurricane Harvey), and it has worked for us marvelously. When we need to get a hold of them, they are available very quickly, but we rarely need to reach out. We have been extremely pleased with our relationship with Regroup,"
>
> **Jeff Greer**, IT Manager for Star Pipe Products.

HOW MANUFACTURERS ARE EMPOWERED THROUGH REGROUP

Emergencies

- Notify everyone on a site if equipment is down or the power is out

- Alert everyone of approaching severe weather storms, including hurricanes

- Send all-clear notifications to resume work faster

- Use Regroup to practice safety drills or for emergency evacuations

Routine Notifications

- Send reminders about safety walks, meetings, and more

- Enable workers to anonymously report safety concerns or unsafe coworkers, including those who are suspected of being inebriated

- Keep teams informed about inventory stocks and delays

- Send regular safety reminders and updates to specific locations

LEARN MORE

Our platform is flexible, efficient and reliable, for every device and application. We offer training, easy onboarding and 24/7 support. Our system offers unlimited admins and unlimited groups, which makes Regroup an ideal partner for organizations and institutions large and small.

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