

Unlocking Practical AI

for the Textile Care Industry

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Research

Your Industry

CHIPS

Demo

Easy Wins

Governance

Agents

Roadmap

Let me describe your Tuesday.

Half your team has never touched a computer during the workday.

Your ERP vendor's account rep just changed — again — for the third time this year.

There are features in your software nobody has ever told you about.

You spent more time fighting fires last week than working on the business.

Every AI case study you've seen was from Amazon or Goldman Sachs.

I talked to your people. I know.

WHO IS THIS PERSON

I did my homework.



Member Interviews

Distributors, manufacturers & operators across your supply chain. Real conversations, not assumptions. I asked them what their Tuesday actually looks like.



426-Leader Research Study

NAW-led original research of senior distribution leaders — owners, VPs, CEOs. The people writing the checks, not consultants guessing from the outside.



3+ Years Building with AI

I don't just talk about AI — I build with it. Tools, apps, workflows at NAW. My husband has complicated feelings about this. I'm an optimist through and through.

You're already an AI user.



Siri & Alexa



Netflix & Spotify



Email autocomplete



GPS routing

What's new: you type plain English, get something useful back. In 30 seconds. No code. No engineer. No special training.

Your knowledge is the fuel. AI is the engine.

*"I've been running this business
for 35 years.
I don't need a computer to tell me
how."*

You're not wrong. Your instincts are worth more than any AI tool.
AI is just a really good assistant for someone with your level of expertise.

Your knowledge is the fuel. AI is the engine.

87%

of distribution leaders are actively pursuing AI right now.

Exploring. Piloting. Deployed.

That's the industry you're in.

But here's the number that actually matters.

87%

actively pursuing AI

*The number that makes
you sit up straight.*

65-77%

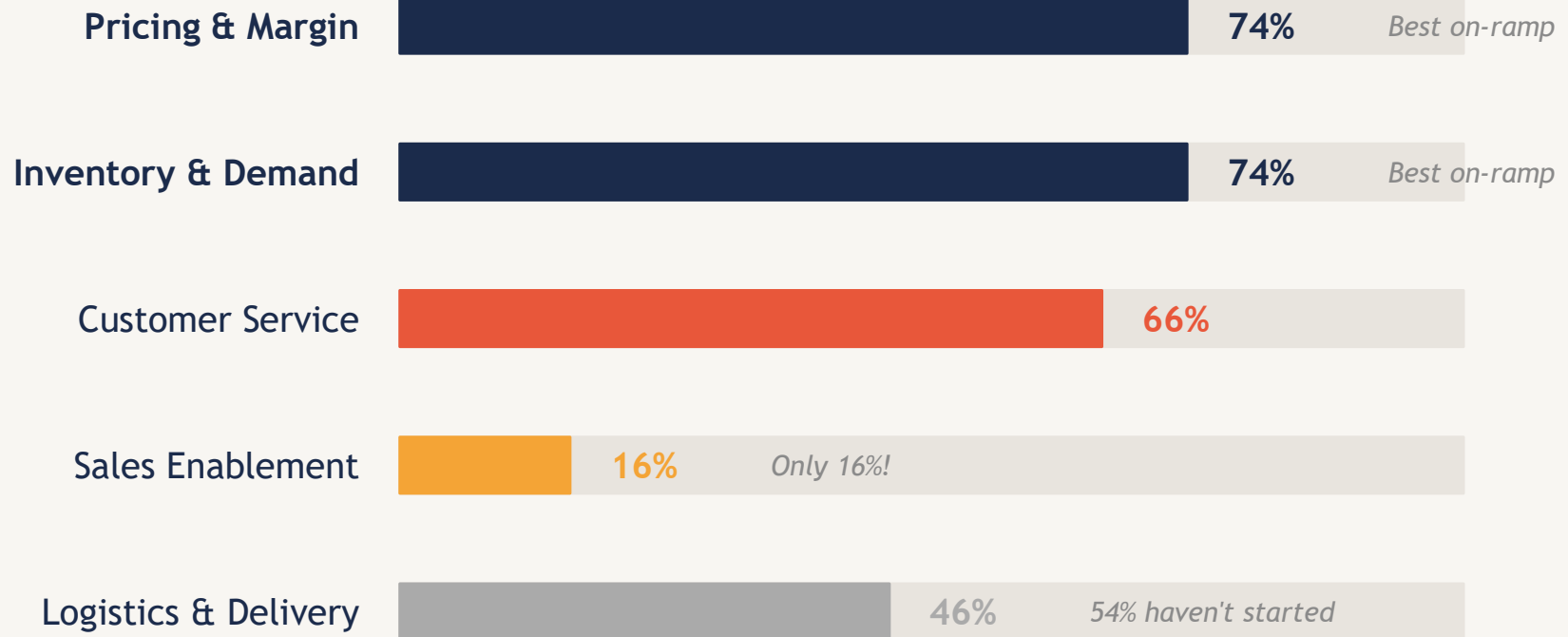
haven't seen margin improvement yet

**We. Are. All. Early.
The window is open.**

*You're in that meeting right now. I want you to leave
it.*

ADOPTION BY AREA

Where the Industry Is Moving



Source: NAW/MDM Research, 426 Senior Distribution Leaders | % Actively Pursuing AI

Use this as a map, not a leaderboard.

Best on-ramps: Pricing & Inventory — most vendor support, clearest ROI story.

First-mover upside: Sales & Logistics — nobody has written the playbook yet.

The separator: Companies seeing returns treated their first pilot as a beginning, not a destination.

Your Industry, Specifically.

What I actually heard when I called your people.

*Every point in this section came from a real conversation
with a distributor, manufacturer, or operator in your industry.*

Four Things Nobody Tells the AI Speakers

1 Paper is rational.

When vendors don't barcode products, hand-counting is faster. "We could flip barcoding on tomorrow if it made sense." That's not backwards — that's a smart business decision.

2 Technology is "the outside roll-in."

The person in charge of technology is also running sales, HR, and answering the phone. AI has to work with that reality, not against it.

3 Your ERP has secrets.

AI and forecasting features added in overnight updates. Nobody told you. The account rep who would have explained it changed territories four months ago.

4 Your workforce is three different companies.

Office. Road. Floor. What works for your sales rep is useless for your driver. The AI opportunity looks completely different for each group.

“

*I don't want to have to ask for it every time.
I just want it to do the things.
Automatically. Every day.*

— A Textile Care Operator

That's not a wish. That's a roadmap. We're going to get there.

CHIPS

Your expertise is the point.

C

Challenge

H

Harness

I

Innovate

P

Practice

S

Share

THE CHIPS FRAMEWORK

Most people skip straight to Innovate. That's why it doesn't stick.

C

Challenge

Where are you losing time? What decisions need better data? Name it before you touch a tool. For you: the firefighting. The Sunday night catch-up. The reports nobody reads.

H

Harness

Check what you're already paying for — ERP features, Copilot, your own data. Don't buy before you look. Your goldmine may already be in the garage.

I

Innovate

Now AI enters as a partner. Your 30 years of industry knowledge is the context that makes AI actually useful. Bring it. That's what separates a good output from a generic one.

P

Practice

Your first five prompts will be mediocre. Your fiftieth will be good. Give it 30 days and 20 honest attempts before you decide. The only way through is through.

S

Share

One win, shown to one person. That's how culture changes in a family business. Not memos. Stories. The S is the step most people skip and the most important one.

Live Demo

Let me show you how this actually works.

Try this prompt live →

"Please summarize this in plain language and flag anything I should pay close attention to before signing."

Paste any contract paragraph. Hit enter. Watch what happens. 30 seconds.

6 Easy Wins.

Grounded in what your members told me.

Each one comes with a prompt you can steal today.

1

2

3

4

5

6

1



The \$400/hr Lawyer Use Case

For: Everyone

**Turn any legal doc into plain English
in 30 seconds.**

Steal this prompt →

"Summarize this in plain language and flag anything I should pay close attention to before signing."

From the interviews:

A distributor who had never tried AI pasted in some bylaws for the first time. His word: "floored." He hasn't reviewed a contract without it since.

2



**I Type Like
I Talk**

For: Everyone

**Polish your draft. Keep your voice.
Two minutes.**

Steal this prompt →

"Clean this up for a professional audience. Keep my voice but make it more concise."

From the interviews:

A sales manager whose first language is not English uses AI for every customer email. His customers can't tell. His relationship scores are excellent. Feature, not bug.

3



No More Sunday Night Catch-Up

For: Anyone with road reps

Voice notes in the parking lot. CRM entry done before you drive away.

Steal this prompt →

"Organize these as a customer visit summary with a follow-up action list."

From the interviews:

Download ChatGPT. Tap the mic. Talk before you leave the parking lot. When I described this, one member's exact response was: "Oh, wow. That would be cool." Seven minutes to set up.

4



**You're Probably
Already Paying
for This**

For: Everyone on an ERP

Search your ERP for AI features. You might be sitting on a goldmine.

Steal this prompt →

"What AI or automation features are in my current plan that I am not using?" — Ask your rep.

From the interviews:

A manufacturer described AI demand forecasting as a future goal. That capability may already be active in his NetSuite subscription. Check before you buy.

5



**Your Data Has
Been Trying
to Tell You
Something**

For: Manufacturers, distributors,
operators

**Two years of sales data. One upload.
Monday morning insights.**

Steal this prompt →

"What trends do you see? Any outliers? What might I expect in the next 90 days?"

From the interviews:

*Which customers have quietly been ordering less for six months?
Which product line is declining before the rep has noticed? Your
data knows. You just haven't had time to ask it.*

6



The Marketing Lift

For: Manufacturers, distributors,
operators

**Product briefs. Trade show visuals.
Google review responses. All faster.**

Steal this prompt →

"Write a professional response to this Google review in a warm, appreciative tone."

From the interviews:

One distributor generated a 10-foot trade show canvas — AI-created bathroom scene with their dispensers placed in it — in an afternoon. No photographer. No agency. No budget.

Take out your phone.

Right now. For real.

1. Download ChatGPT (free — App Store or Google Play) — 45 seconds
2. Find the microphone icon in the text box
3. Tap it. Describe your last customer meeting. 30 seconds.
4. Type: "Organize these as a visit summary with follow-up actions"
5. Read what comes back

Governance & Strategy

The section most AI speakers skip entirely.

Build it before an incident builds it for you.

Three Questions. Thirty Minutes. Done.

Q1

What tools are we okay with people using?

ChatGPT? Copilot? Both? Neither until further notice? Pick a lane and communicate it.

Q2

What information never goes into a free AI tool?

Customer data. Financials. Proprietary pricing. Employee info. Make a short list. Share it.

Q3

What do you do if you're not sure?

Give people a safe default. 'When in doubt, don't paste it in' is a policy. Write it down.

Tip: use AI to help you draft the actual document. That is not ironic. That is efficient.

The Security Rules in 90 Seconds



Free Tier

Inputs may be used to improve models.

OK for: general drafting, public questions, research.

NOT OK for: customer data, financials, proprietary pricing, employee info.



Paid Tier (\$20/mo)

Your data is yours. Not used for training.

ChatGPT Plus or Claude Pro.

Use this for anything business-sensitive. The \$20 pays for itself the first time it saves you one lawyer hour.

The rule: Don't put anything in a free AI tool you wouldn't send in a public email. — A TCATA Member

How to Bring Your Team Along Without Starting a Revolt



Don't mandate. Show.

Find the person with the most painful recurring task. Sit down with them. Show them AI cutting it in half. One converted skeptic beats ten company-wide emails.



Make it safe to try badly.

The first five prompts will be mediocre. That's not failure — that's the learning curve working correctly. Create permission to experiment without expecting perfection.



Celebrate wins publicly.

When someone finds a use case that saves them an hour — tell the story at a team meeting. Show the output. That's the S in CHIPS. That's how culture changes in a family business.



Address the job fear directly.

'AI will take my job' is a real fear. Counter it: the people whose jobs are most at risk from AI are the ones who refuse to learn how to use it. Learning protects you.

When a Vendor Says "AI-Powered"

Four questions. Every time. No exceptions.

01

What specifically does the AI do?

Make them show you a real example. Not a slide. Not a concept. An actual output.

02

Where does my data go, and who sees it?

If they can't answer this clearly and quickly, that's a red flag.

03

What happens when it's wrong?

AI makes mistakes. How does the product handle errors? What's my liability?

04

Can I pilot it with measurable outcomes first?

Any vendor confident in their AI should say yes to this immediately.

You don't need to become an AI expert to evaluate these claims. You just need to ask better questions.

What's Next: Agents & Automation

Not next week. Next quarter.

Planting the seed for what's possible.

What Is an Agent? (In Plain English)



AI Today

Like calling a smart assistant on the phone every time you need something. You dial. You describe the task. It does it. You hang up. Every time.



AI Agent

Same assistant — but now they have a key to the office, access to your systems, and a list of things they do automatically every Monday before you arrive.

REAL EXAMPLES

What Agents Could Do for Your Business

Distributors

- Weekly alert: 'These 5 accounts are ordering below their historical average — here are suggested talking points.'
- Auto-draft follow-up emails after delivery confirmations.
- Flag customers who haven't ordered in 45 days with a suggested outreach message.

Manufacturers

- Monitor production data and alert when a product line trends below forecast.
- Auto-generate a weekly sales summary for your team every Monday morning.
- Watch for seasonal demand patterns and flag early before they become problems.

Operators

- Monitor Google reviews and draft a response to each new one for one-click approval.
- Alert when chemical supply levels drop below threshold — with a suggested reorder.
- Weekly summary of what your top customers ordered vs. last month.

None of these require a software development team. Start by asking your existing vendors what's on their automation roadmap.

GETTING STARTED

Your Path to Automation



Identify your most repetitive rule-based processes

Same thing, same time, every week? That's your candidate. The report. The alert. The follow-up. Name it.



Ask your existing vendors what's on their roadmap

'What automation capabilities do you have or are building?' Every ERP, CRM, and logistics tool is working on this right now.



Start with one small thing

A single automated report. A single alert. A single email in a queue. Get comfortable before you expand. Small wins build confidence.



Let it run while you sleep

The goal isn't to do AI. The goal is to free yourself from the things that don't need you – so you can focus on the things that do.

YOUR ROADMAP

Your 90-Day AI Plan

Days 1-7

First Contact

Use ChatGPT for 3 things this week. An email. A document. A question. Build the reflex. You already started today.

Days 8-30

Find Your Use Case

Identify your one most tedious, formulaic task. Use AI on it every day for 30 days. Track the time saved. That's your proof of concept.

Days 31-60

Build the Foundation

Run the 3-question policy meeting. Identify one other person to experiment alongside you. Show them what worked. You now have two AI users.

Days 61-90

Go Wider

Bring your wins to a team meeting. Ask what your ERP offers. Have the vendor automation conversation. Start thinking about your first agent.

At 90 days you won't be an "AI company." You'll be an AI-aware company with a real foundation. That puts you ahead of most of this industry



*It's like having this great, powerful genie.
And when I actually use it, all I ask for
is a Coke instead of a hundred million dollars.*

— A TCATA Member

The gap between cleaning up emails and fundamentally changing your business is not technical.

It's a habit. It's a permission. It's an 'I didn't realize I could ask for that.'

Your path from Coke to \$100M.

C — Challenge

H — Harness

I — Innovate

P — Practice

S — Share

1

If you've never opened it...

Download ChatGPT today. Use it for one thing tomorrow. You already started.

2

If you've used it a few times...

Pick one tedious weekly task. Use AI on it for 30 days. Time before and after.

3

If you've already a regular...

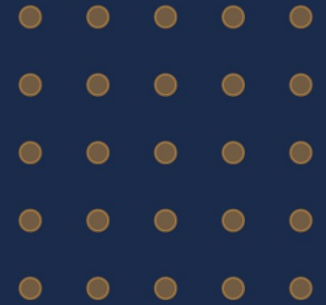
Show one colleague. Say 'this took two minutes.' Let them get curious. That's culture.

4

If you've thinking org-wide...

Run the 3-question policy meeting. 30 minutes. This week.

Thank You.



Let's talk.

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VP of Research & Innovation | NAW

Challenge • Harness • Innovate • Practice • Share

Q&A | 17 minutes | No question is too basic