

## **Reid Supply Now Offering New Dickies Apparel Line And Expanded Selection Of Safety Products Online**

*Leading supplier of industrial products, Reid Supply Company, added over 7,000 new Dickies apparel items to its expansive product offering. The firm also greatly expanded its collection of safety products available at ReidSupply.com.*

February 17, 2010 (FPRC) -- MUSKEGON, MI – Reid Supply Company, a global distributor of high quality industrial apparel and related products, recently announced it has added more than 7,000 new Dickies clothing items to its expansive product offering. Available at ReidSupply.com, the new, low-priced, high quality collection of Dickies apparel complements the firm's existing assortment of other safety and apparel items.

In addition to the Dickies line, Reid Supply Company also carries a wide variety of safety products, including high visibility clothing, flame resistant apparel and protective footwear from well-known manufacturers such as Nautilus, Rocky, Wolverine, Bates and more.

"We are confident our customers will appreciate the added value and protection that Dickies apparel offers. Additionally, along with the new Dickies family clothing line, Reid Supply Company has also greatly expanded our selection of safety products, including road signs, flares, fire extinguishers, traffic cones and more," says John Carrier, President of Reid Supply Company.

Since 1922, Dickies has been a household name recognized for its affordable, quality workwear products. ReidSupply.com now offers an expansive collection of Dickies personal protective clothing for the entire family, including work pants and shirts, as well as jackets, denim jeans, bib overalls and more.

"The addition of the new Dickies apparel line and expansion of our safety products collection is in direct response to our customers' request to add more products to our website. By continually updating our selection on ReidSupply.com, we strive to be a one-stop resource for premier industrial apparel and supplies," says Greg Palmer, Director of Marketing for Reid Supply Company.

Reid Supply Company initially began selling industrial products and supplies in Muskegon, Michigan in 1948. The firm now serves virtually every industry, including Aerospace, CAD and Engineering, Government, Manufacturing, Medical, Gas and Alternative Energy, and more.

In addition to its new collection of Dickies workwear and expanded selection of safety products, ReidSupply.com also offers customers a user-friendly, color-coded category merchandising system to help them easily locate the exact industrial supplies needed. Reid's easily accessible merchandising system features color-coded categories such as Manual Controls: Knobs, Handles and Hand Wheels; Tooling Components; Clamps and Workholding; Fasteners and Hardware; Metalworking; Pneumatics and Hydraulics; Structural Systems; Safety; and more.

Along with its wide selection of premier industrial apparel and supplies, ReidSupply.com also provides access to free CAD drawings useful for engineers, students, technicians and hobbyists.

"More than 90% of Reid Supply Company's industrial products feature free CAD drawings that

anyone can download easily at our website. By providing a free CAD library available at the click of a mouse, we are helping companies who manufacture equipment save considerable time and money," concludes Palmer.

**About Reid Supply Company:**

Reid Supply Company began selling industrial apparel and supplies in 1948 with parts ranging from clamps and power transmissions to structural systems and everything in between. Reid serves thousands of manufacturers who have been serving other industries like the automotive industry, and these manufacturers are well suited to fill the new needs of alternative energy like the production of fuel cells, solar, biomass, electronics, geothermal, and wind energy here in the U.S. and around the world. Reid Supply Company's 12 category product merchandising system implemented on both the company catalog and website is beneficial for anyone wanting to learn more about the tools that manufacturers need.

**Contact Information**

For more information contact Greg Palmer of Reid Supply Company (<http://www.ReidSupply.com>)  
231-777-3951

**Keywords**

[industrial apparel](#)

[Dickies apparel](#)

[Dickies personal protective](#)

You can read this press release online [here](#)