

Reid Supply Shows Positive Growth During Tough Economic Recovery

Reid Supply, an industrial products industry leader, sustains positive growth utilizing its multifaceted approach to the industrial supplies business.

April 6, 2010 (FPRC) -- MUSKEGON, MI - Reid Supply Company, a leading distributor of top industrial products, shows positive growth, even during these tough economic times.

The company's multi-pronged approach to business has allowed it to not rely heavily on one product. Instead, Reid Supply focused on a variety of products that has allowed it to sustain growth during this recession. A catalog featuring the company's most popular industrial supply products is distributed to all over the United States, as well as to over 40 countries.

"From the very beginning, our company has focused on great customer service by providing exclusive industrial supplies to a multitude of industries. Even though times are tough right now, we wanted to sustain the same vision Reid Supply has had and, in the process, continue to grow," said John Carrier, President of Reid Supply Company.

This industrial products company is also keeping up with modern times with its newly enhanced and fully searchable e-commerce site. The easy-to-navigate website allows customers to search the entire line of industrial apparel and supplies using the Smarter Search tool, the Category Matrix and the QuickNav.

ReidSupply.com carries a variety of industrial supplies that are distributed to many industries including Aerospace, Construction and Medical, as well as Oil, Gas and Alternative Energy. These products are divided into easy-to-find color categories and include Manual Controls (Knobs, Handles and Hand Wheels), Clamps and Workholding, Tooling Components, Fasteners and Hardware, Leveling Devices and Vibration Control, Material Handling, Bearings and Power Transmission, Metalworking, Maintenance, Repair and Operations, Pneumatics and Hydraulics, Structural Systems as well as Safety products. ReidSupply.com also features free downloadable CAD drawings of over 90% of all parts featured in the catalog.

Additionally, Reid Supply has realized the importance of being eco-friendly with its green products line, made from materials that lessen impact on the environment. These products contain environmentally responsible ingredients, yet still provide results that are as good or better than products with harsher ingredients. Reid Supply also recycles all old catalogs and product literature into insulation and is also reducing the company's need for paper with its website. ReidSupply.com, offers customers everything they can find in the catalog.

"We've worked hard to grow during these difficult times and our customers know they can count on us. Our green line is just one way we've worked to provide our customers with the best products available and it's only the beginning," said Carrier.

About Reid Supply Company:

Reid Supply Company began selling industrial 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 multiple color-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

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