

Reid Supply Launches New Industrial Products Catalog

Reid Supply, a leading distributor of industrial supplies, has launched its new and improved industrial products catalog to better serve its customers.

May 20, 2010 (FPRC) -- MUSKEGON, MI - A Michigan-based global distributor of industrial products, Reid Supply has launched its new, redesigned 2010-2011 industrial catalog. This improved catalog design features color-coded categories and ample information to make the shopping experience as simple as possible for its customers. The catalog is also linked to the website, ReidSupply.com, and offers even more products, as well as customer tools and free CAD downloads of over 90% of the catalog's industrial parts.

Reid Supply, as a company is constantly striving to give the customer what they want, ensuring that the company and website continues to grow with the customer's changing and growing needs. The company is constantly improving its electronic and printed catalog ordering systems, as well as providing customers with the best new products and information on each.

"The key to Reid Supply's continued success with both existing and new customers is the fact that we are constantly reinventing who we are as a company. We are keeping up with the changing times by offering only the newest and best products along, with valuable information and CAD drawings for people to understand each individual product," says Greg Palmer, Director of Marketing at Reid Supply.

The company refined and streamlined the look and feel of the catalog to make the process as easy as possible for its customers. The new and improved catalog features color-coded categorization in order to help customers find the industrial supplies they need as fast as possible. The catalog's product offering features multiple color-coded categories including knobs, industrial handles and hand wheels, claps 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 supplies.

The catalog contains around 900 pages of products for such vital industries as Aerospace, CAD and Engineering, Construction, Food Processing, Government, Manufacturing, Medical, Oil, Gas and Alternative Energy, Packaging as well as many others. The industries that Reid Supply service continue to grow with the company and the customer's changing needs.

Reid Supply is also planning on making even more changes on the company's website, ReidSupply.com, as more and more people are utilizing the Internet for their purchasing needs. In addition to the categories included in the catalog, there are new online categories including apparel and footwear, as well as packaging and shipping supplies.

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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