Reid Supply Adds Dickies Workwear Online

Muskegon, MI (PRWEB) — Reid Supply Company, a Michigan-based, premier global distributor of industrial supplies, added the Dickies family clothing line as well as more safety products to its online offerings at ReidSupply.com [1].

“We have no doubt that many of our customers will appreciate the extra value that the Dickies workwear [2]line offers the entire family.” says John Carrier, President of Reid Supply Company. “Adding Dickies augments our Carhartt line very nicely, and at our customer’s request, we’ve also added a number of additional safety products like traffic cones, flares, fire extinguishers and road signs.”

Dickies has made a wide array of work apparel since 1922 and is well known for their high quality and low cost. ReidSupply.com offers an extensive selection of Dickies work pants and work shirts, as well as garments such as denim jeans, bib overalls, shorts, high visibility [3], coveralls, jackets, and insulated goods in a variety of colors and washes. Reid also offers Dickies’ full line of women's and children's apparel.

The company’s web site, ReidSupply.com, features thousands of new workwear and safety items including clothing by Dickies for the entire family, as well as regular and steel-toe footwear [4] by manufacturers such as Wolverine, Nautilus, Rocky, Bates and more.

Greg Palmer, Reid Supply Company’s Director of Marketing, says adding Dickies and expanding the safety category items is a campaign to carefully add products to the industrial supply companies mix in this new decade. “We are pleased to add more workwear and safety products to our lineup,” says Palmer. “This is a good example

of how we respond to customer demand for more product on our web site."

Reid Supply Company, which began selling industrial supplies in 1948 in Muskegon, Michigan, serves virtually every industry, well beyond it's manufacturing base, and includes Aerospace; CAD and Engineering; Construction; Education; Food Processing; Government; Manufacturing; Medical; Oil, Gas and Alternative Energy; Packaging; as well as the student and hobbyist.

In addition to the new selection of Dickies clothing and safety products, ReidSupply.com also boasts that their multiple color-coded category merchandising system to help customers find the exact industrial products that manufacturers and others need.

"Our exclusive color-coded category classification is great for customers who want to locate specific items with a minimum of effort," says Palmer. "We have organized all of our products into categories and color-coded them for easy reference and access."

Reid's product offering features these color-coded categories:

- 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 (MRO)
- Pneumatics and Hydraulics
- Structural Systems
- Safety
- Apparel and Footwear

In addition to offering a large selection of industrial products and workwear, ReidSupply.com offers free CAD drawings for engineers, technicians, students and hobbyists.

"Over 90 percent of our industrial parts have free CAD drawings [5] available that anyone can download at ReidSupply.com," says Palmer. "That is a big time saver and savings for any company that manufactures equipment."

Reid Supply Company, a leading supplier of industrial products, has added over 7,000 Dickies clothing products and new safety items to ReidSupply.com. John Carrier, the company's President, says ReidSupply.com will save customers money with the high-quality and low-priced Dickies line and these new offerings complement Reid's other safety and clothing items including flame-resistant and high-visibility clothing as well as regular and steel-toe footwear by manufacturers

such as Wolverine, Nautilus, Rocky, Bates and more.

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