Reid Supply Expands Through Web-Based Efforts

Muskegon, Michigan — Reid Supply Company, a Michigan-based global distributor of industrial supplies, announced the launch of more than 8,000 packaging and shipping products to its tens-of-thousands of industrial products inventory.

It was a common sense decision to offer our customers packaging and shipping supplies [1]," says Greg Palmer, Director of Marketing at Reid Supply. "Our customers ship their products all over the world and they need the kinds of boxes, mailing bags, and shipping room supplies that we are now very happy to offer at extremely competitive prices."

The new Packaging and Shipping Supplies category offered at ReidSupply.com [2] includes: Bins and Storage Containers; Break Room Supplies; Bubble and Foam; Chipboard Cartons and Pads; Corrugated Boxes [3]; Corrugated Mailers and Displays; Janitorial Supplies; Labels; Loose Fill; Mailing Bags and Envelopes [4]; Mailing Tubes; Packing List Envelopes; Papers, Wraps and Tissue; Poly Bags [5]; Safety and Industrial Supplies; Shrink Film; Strapping and Edge Protectors; Stretch Film; Tags; Tape; and Ties, Fasteners and Adhesives.

"We make changes to our product line-up to give our customers exactly what they want," says John Carrier, President of Reid Supply Company. "By utilizing the power and organic nature of the internet, we can make additions to ReidSupply.com when we find a product line that we are sure our customers will appreciate. This is the true advantage of having a web site that can grow and change with our customer needs."

Investing in more robust data management processes helped the company's Product Management Team to bring new products to ReidSupply.com, according to

Director of Product Management, Steve Bliss.

“Reid Supply is very careful with the products we offer to our customers. We always want to be sure that our products are relevant and competitively priced, and we believe the Packaging and Shipping Supplies will be a hit with our customers.” says Bliss.

The company has had a thoughtful growth plan for the last three years and, even throughout the United States’ economic downturn, Reid Supply Company has carefully been adding products to their web site, ReidSupply.com. Palmer says they have more changes in store for the company’s web site as they continue to grow.

“In the last year, we’ve added workwear, boots, safety gear and we’ve improved our product category structure to help our customers find the exact product that they need faster,” says Palmer. “Adding the Packaging and Shipping Supplies will only help us to serve our customers even better than before.”

ReidSupply.com [6] offers FREE CAD drawings of over 90% of their industrial products in the Reid Supply Catalog. They serve industries such as Aerospace; CAD and Engineering; Construction; Food Processing; Government; Manufacturing; Medical; Oil, Gas and Alternative Energy; Packaging; and many others.

Reid Supply’s product offering features multiple color-coded categories including:

- 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
- PLUS, NEW ONLINE CATEGORIES:
- Apparel and Footwear
- Packaging and Shipping Supplies

“By constantly improving our product offering, like adding Packaging and Shipping Supplies to ReidSupply.com, we continue to provide our customers with the best new products and the most convenient ways for our customers to purchase them,” says John Carrier.

http://www.impomag.com/news/2010/04/reid-supply-expands-through-web-based-efforts?qt-recent_content=1

Links:
[1] http://www.reidsupply.com/Results.aspx?pid=2400000
[2] http://www.reidsupply.com/
[3] http://www.reidsupply.com/Results.aspx?pid=10023406
[4] http://www.reidsupply.com/Results.aspx?pid=10023411
[5] http://www.reidsupply.com/Results.aspx?pid=10023415
[6] http://www.ReidSupply.com