

## **Applied Industrial Technologies Announces 2010/2011 Catalog**



CLEVELAND, OH (July 27, 2010) — Applied Industrial Technologies (NYSE: AIT) has announced the publication of its 2010 / 2011 Applied® Product Catalog with more than 3,000 new products. The full-line catalog, with 38,000 products overall, includes the industry's best selection of bearings, motors, drives, belts, fluid power products, tools, welding supplies, safety items and more.

New to this year's catalog is a full selection of popular janitorial supplies, such as cleaning chemicals, bags and liners, mops, brooms and brushes, odor control items, paper products and dispensers, skin care and personal hygiene products, storage items and more.

The catalog's die-cut tabbed sections make it quick and easy to find the product or part you need. A convenient "eco-friendly" icon helps customers clearly identify parts that the product manufacturers have identified as having eco-friendly attributes. Cross-reference guides, troubleshooting information, and complete product specifications make this a valuable resource all year long.

"Our new catalog is a reflection of the effort we put into becoming the best resource for industrial supplies," says Tom Arnold, Vice President — Marketing and Strategic Accounts. "We offer a wide range of products, and we back that with a world-class service organization that will provide the right expertise to help customers increase their productivity and improve profitability."

The 2010 / 2011 Product Catalog from Applied is free and may be requested online at: [www.applied.com/catalogrequest](http://www.applied.com/catalogrequest) [1]. Some of the new products this year include Makita power tools, Fluke test meters, Kidde fire extinguishers, Anchor Brand and Bernzomatic welding supplies, Woods extension cords, and other products from Rubbermaid, Cortina, Mechanix Wear, Georgia-Pacific, Procter & Gamble and many others.

New customers, as well as existing customers, can easily order parts online at [www.applied.com](http://www.applied.com) [2]. There are no restrictive registration processes, and credit card purchases are accepted. Customers can also purchase by phone at

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1-866-351-3464 or by faxing or visiting any one of the many Applied service centers located across North America. A complete directory of service center locations can be found in the front and back of the catalog or online.

With approximately 460 facilities and 4,500 employee associates across North America, Applied Industrial Technologies is an industrial distributor that offers more than 3 million parts critical to the operations of MRO and OEM customers in virtually every industry. In addition, Applied provides engineering, design and systems integration for industrial and fluid power applications, as well as customized mechanical, fabricated rubber and fluid power shop services. Applied also offers maintenance training, plus solutions to meet inventory and storeroom management needs that help provide enhanced value to its customers. For its fiscal year ended June 30, 2009, Applied posted sales of \$1.9 billion. Applied can be visited on the Internet at [www.applied.com](http://www.applied.com) [3].

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### **Links:**

[1] <http://www.applied.com/catalogrequest>

[2] <http://www.applied.com/>

[3] <http://www.applied.com>