Reid Supply Adds 20,000 New Products

Muskegon, Michigan — Reid Supply Company has added over 20,000 new apparel and footwear products to its online offerings at ReidSupply.com [1].

“We are very excited to add the new apparel and footwear [2] category to our industrial product offerings”, says John Carrier, President of Reid Supply Company. “These additions are a continuation of our customer-centered approach as we look forward to solid growth in our national and global economy.”

The company’s web site features thousands of new workwear and safety items including flame-resistant [3] and high-visibility clothing [4] by Carhartt and others, as well as regular and steel-toe footwear by manufacturers such as Wolverine, Nautilus, Rocky, Bates and more.

Greg Palmer, Reid Supply Company’s Director of Marketing, says this is only the beginning of adding new products to the distributor’s web site because their customers have asked for it. “Customers have asked us to add workwear and additional safety products to our lineup and we are very happy to be able to offer these great products at very competitive prices,” says Palmer. “Soon we will be bringing on additional safely products to the web site.”

In addition to the new category of apparel and footwear, ReidSupply.com also boasts that their multiple color-coded category merchandising system, implemented on both the company catalog and web site, is beneficial for anyone wanting to learn more about the 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 Supply Company, which began selling industrial supplies in 1948, serves virtually every industry, including Aerospace; CAD and Engineering; Construction; Education; Food Processing; Government; Manufacturing; Medical; Oil, Gas and Alternative Energy; Packaging; as well as the student and hobbyist.

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

Reid has recently upgraded their web site data management and free CAD drawings [5]. They also revamped their web site offering customers a streamlined and efficient way to search for and order products; and then maintain records for all of their purchases.

“Over 90% of our catalog features free CAD drawings [5] that anyone can download at ReidSupply.com,” says Palmer. “So now, when a company needs high-visibility work gear, they can get it where they shop for their other safety and industrial supplies.”

Carrier says Reid serves thousands of customers who can benefit from the new apparel and footwear category. “We hope that companies see the benefit of outfitting their employees’ safety needs right where they get their industrial products,” says Carrier. “It provides one-stop shopping so customers can download CAD drawings; order desired products; and get desired apparel, workboots [6] and other footwear all with just a few mouse clicks. This is a great time-saver for our customers.”

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