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**INDUSTRIAL SUPPLY LAUNCHES NEW DIRECTTOOLS WEBSITE**

*Industrial Supply Boosts the Quality and Accessibility of Services to Customers Online*

(Salt Lake City, UT) August 17, 2015—Industrial Supply Company, one of the region’s largest distributors of maintenance, repair, operation and production supplies, announces the launch of their newly updated, mobile-friendly Directtools website, [www.directtools.com](http://www.directtools.com).

Directtools is Industrial Supply’s customized shopping service designed for purchasing agents and other customers to more efficiently source and purchase products. To further streamline the online shopping experience, the new Directtools website offers the following enhanced features:

- Easy ERP integration
- Customized catalogs with adjustable spend limits
- Mobile-friendly capabilities allowing for quick purchasing from anywhere, including on the jobsite.
- Simplified navigation that allows users to search for any product by name, category, or brand.

“We are excited to provide a powerful ecommerce solution for our customers. We know their time is valuable, which is why we’ve made it a priority to develop a simplified, yet robust, way of ordering online,” said Jessica Yurgaitis, Industrial Supply’s VP of Sales and Marketing.

“Directtools has significantly decreased the amount of time I spend quoting and sourcing products. I use Directtools about 2 times per week and truly appreciate the convenience, quick response and low prices,” said Kevin Sparrow, a buyer from Aero Tech Manufacturing, Inc.

Industrial Supply Company is continually making upgrades to their technology to accommodate the unique needs of each customer.

**About Industrial Supply Company**

Industrial Supply Company, has served the construction, manufacturing, mining, government and industrial community since 1916. This Utah based maintenance, repair operation and production (MROP) distributor has seven locations in the Intermountain West, which serve

Wyoming, Nevada, Utah and surrounding areas.

In addition to supplies, Industrial Supply also offers customized services that enable customers to increase productivity and manage their inventory. These services include product specialist reviews, vendor management inventory (VMI), safety training, storage and shelving design and tool repair. Visit [www.indsupply.com](http://www.indsupply.com) for more information.

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