

NEWS RELEASE
For Immediate Release
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Industrial Supply Company Wins 2015 Construction Marketing STAR Awards

Salt Lake City, UTAH—December 10, 2015—Industrial Supply Company was recently recognized by the Construction Marketing Association (CMA) annual STAR™ Awards for marketing excellence in the construction industry.

Industrial Supply Company was the recipient of the 2015 SUPERSTAR Award for Advertising Print-Newspaper, the SUPERSTAR Award for Internet Marketing Social Profile Design, and the STAR award for Brand Identity Logo. Industrial Supply Company partnered with the Advertising Agency, Freestyle Marketing Group to produce each of these campaigns.

The CMA STAR awards recognize excellence in 16 marketing categories and 78 sub-categories including advertising, branding, website design, social media, brochures, catalogs, new product launches, packaging, photography, promotions, publicity, merchandising, trade shows, videos, employee communications and integrated marketing campaigns, along with the CONSTRUCTION MARKETER OF THE YEAR™.

“Industrial Supply Company was recognized as the winner for Advertising, Internet Marketing and Brand Identity in the construction industry,” states CMA Chairman Neil M. Brown. *“The CMA STAR Awards showcase the very best in marketing, effectiveness and creative execution.”*

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ABOUT INDUSTRIAL SUPPLY COMPANY

Industrial Supply Company has served the construction, manufacturing, mining, government and industrial community since 1916. This Utah based maintenance, repair and operational (MROP) distributor has eight 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 for more information.

ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. CMA sponsors the annual STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages.