

TOOLS & FASTENERS

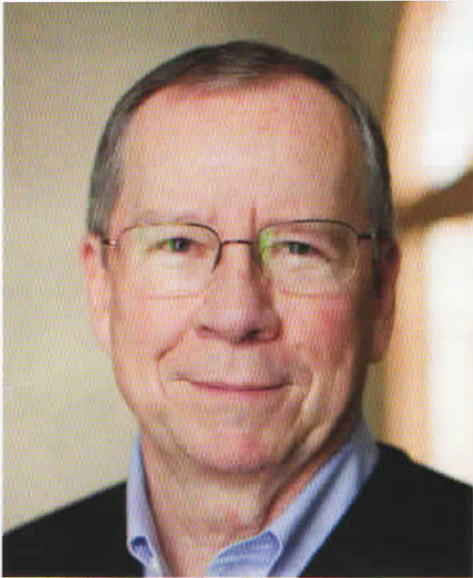


The Magazine for North American Distribution and Supply



NETPLUS ALLIANCE

A buying group of over 400 industrial and contractor supplies distributors.



President and Founder, Dan Judge,



Netplus Alliance Offices

NETPLUS ALLIANCE is a buying group of over 400 industrial and contractor supplies distributors across North America. Through its strong marketing programs, NETPLUS ALLIANCE works to drive distributor purchases to its 135 product suppliers. Leveraging its distributor members' \$6 billion in collective purchasing power, NETPLUS ALLIANCE provides profitable rebates, negotiated group pricing and special promotions from a wide range of suppliers. Founded by Dan Judge in 2002, NETPLUS ALLIANCE was conceived from a simple value proposition: that you can have a productive and rewarding buying group experience without expensive dues, excessive meetings or complicated financial requirements. NETPLUS ALLIANCE has a passion for industrial distribution and is supported by a staff with over 100 years of combined industrial, manufacturing, marketing and buying group experience.

The product suppliers that support NETPLUS ALLIANCE represent a broad spectrum of industrial MRO and contractor product lines, including abrasives, cutting tools, fasteners, hand tools, janitorial supplies, material handling products, paints and lubricants, power tools, safety products, valves and fittings and much more. Top preferred suppliers include Brighton Best International, Jet/Wilton, Krylon Industrial, Milwaukee Electric Tool, ORS Nasco and Standard Abrasives. There are 132 total product manufactures on the NETPLUS line card in addition to 3 wholesalers and 16 business-service suppliers. Member Brian Larson explains, "NETPLUS gives me the bang for my buck." Affiliated with NETPLUS since 2003, Larson is President of OK Industrial in Ishpeming, MI. "As a very rural and remote distributor, the networking opportunities are a definite A+ for my business. The wide array of manufacturers aligned with NETPLUS will help any distributor open the closed door."

NETPLUS ALLIANCE introduced an incentive program for its member distributors in 2010 called GAIN. The program rewards NETPLUS distributors with cash bonuses for taking on a new product line or by converting existing business, through one of NETPLUS ALLIANCE'S 132 product suppliers. GAIN 2010 has already seen great results for its inaugural year; with over 60 distributors participating and earning bonuses that will be paid in addition to their final rebate. "The object of GAIN is to build new business for all of our Members, as well as drive organic growth for our supplier partners," says Judge. "It has, without a doubt, been positive force through the economic challenges of the last two years." NETPLUS will continue GAIN for its distributor members in 2011 and information on the program can be found at www.netplusalliance.com/GAIN2011.

Distributors or suppliers can seek additional information about membership opportunities by contacting NETPLUS ALLIANCE, 716-438-2014 or by visiting their website at www.netplusalliance.com.

NETPLUS ALLIANCE Staff:

President, Dan Judge, dan.judge@netplusalliance.com
Vice President, Marketing & COO:
Jennifer Murphy, jennifer.murphy@netplusalliance.com

Vice President, Member Relations:

Paul Haber, paul.haber@netplusalliance.com

Vice President, Supplier Relations:

Karl Puzio, karl.puzio@netplusalliance.com

Operations Director:

Shirley Weiland, shirley.weiland@netplusalliance.com

Communications & IT Director:

Karl Tschaepe, karl.tschaepe@netplusalliance.com

The screenshot shows the Netplus Alliance website interface. At the top is the logo and tagline "BRINGING SUPPLIERS & DISTRIBUTORS TOGETHER". Below this is a navigation menu with options like "Home Page", "Join NETPLUS", and "Benefit". A central section features a "Featured Supplier" for Carborundum. To the right, there are social media icons and a "Follow Us!" section. At the bottom, there is a "Value Proposition" section and logos for the Industrial Supply Association (ISA) and the Industrial Supply Association of America (ISAA).