

## NetPlus Alliance Launches Updated Website

NetPlus Alliance, a North American industrial and contractor supplies buying group, has launched a new website designed to help distributors and suppliers access resources for growth in challenging times. The updated website combines improved functionality with an enhanced user experience, mobile-responsive design and easy navigation, which makes it simple for industry professionals to find opportunities within NetPlus Alliance.

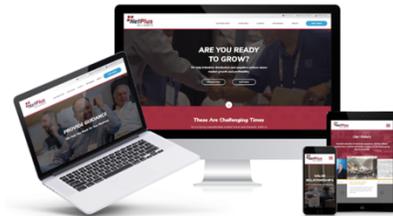
Visit the updated website at [netplusalliance.com](http://netplusalliance.com).

“I am excited about the new look and feel of our website, but more so about the opportunity to reach distributors that are not currently in a buying group,” said NetPlus Alliance President Jennifer Murphy. “In today’s competitive market, NetPlus Alliance supports our members with rebates for increased profitability, education to train their employees, and access to hundreds of preferred suppliers in our network. Every distributor should take advantage of these benefits for continued success in the channel.”

The website connects distributors with the right channel partners and programs that drive immediate growth and profitability in their businesses through better access to brands and greater purchasing power.

Updated features include:

- NetPlus Success Stories
- NetPlus Preferred Supplier List
- Featured Supplier Profiles
- Event Calendar, including hands-on and virtual training events, as well as webinars
- Industry Insights Blog



The refreshed Industry Insights Blog provides a library of resources for distributors and suppliers on best practices; industry trends; insights from the latest exclusive NetPlus Industry Outlook, authored by NetPlus Founder Dan Judge; member profiles; NetPlus news and more.

NetPlus Alliance builds relationships and provides opportunities for the advancement of member companies for their long-term success in the supply chain. With more than 100 years of combined industrial distribution experience, NetPlus Alliance negotiates improved pricing, rebates and terms with more than 170 manufacturers on behalf of more than 380 industrial and contractor supplies distributor members. Our members drive market growth and profitability through stronger channel partnerships, financial incentives, progressive marketing, joint sales planning, training programs and business best practices.

Learn more about NetPlus Alliance at [netplusalliance.com](http://netplusalliance.com), or call 716.438.2014.