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**E&R Industrial, a Nationwide Distributor, Officially Launches New Website - [www.erindustrial.com](http://www.erindustrial.com)**

*E&R Industrial officially launched their new website, [www.erindustrial.com](http://www.erindustrial.com). The website integrates a virtual catalog where registered customers can shop from over 500 brand name manufacturers. The layout will streamline purchasing for the customer and create a smooth and quick checkout.*

**/24-7PressRelease/** - STERLING HEIGHTS, MI, February 13, 2008 - E&R Industrial officially launched their new website, [www.erindustrial.com](http://www.erindustrial.com). The website was designed with the customer in mind. The new layout will streamline the purchasing process for the customer and create a smooth and quick checkout.

Information and functions on the E&R Website:

- History
- Locations
- Services
- Brands
- Tool Blog
- Overstock Specials
- Commodity Management
- Promo Redemption Program
- Search / Browse
- Quick Order - allows customers to shop faster
- Login Account
- Interactive Catalog and Flyer

The website has several methods of learning more about E&R Industrial. Information ranges from basic information about E&R Industrial from its history, services, locations, and brands they carry to information about E&R's commodity management program.

The website also has a tool blog that informs the user of the latest industry news and company information. The customer can also take advantage of the new promo program at E&R where customers can get free promo items when a specific product is purchased. The main feature of the website is the interactive virtual catalog and sales flyers.

The virtual catalog and flyers allows the user to easily search, browse, and purchase products from over 500 brand name manufacturers. The products range from Cutting Tools, Abrasives, Hand Tools, Safety Items, Janitorial/Sanitation, Machinery, and MRO just to name a few.

E&R Industrial is an innovative, full-line industrial distributor committed to brand name quality products, competitive prices, and on-time delivery. E&R has expanded to be one of the nation's largest industrial distributors with 17 locations. From our vast team of experienced field sales specialists to our multi-branch distribution staff, each and every E&R associate knows the value of a customer. With over 370,000 square feet of distribution space, E&R has your business covered.

For personal assistance, please call (866) 795-2424 toll free or visit [www.erindustrial.com](http://www.erindustrial.com).

**About E & R Industrial Sales**

E & R Industrial Sales is an innovative, full-line industrial distributor committed to brand name quality products, competitive prices, and on-time delivery. Our staff of professionals is proactive in creating cost effective solutions and products designed to meet and exceed the demands of our valued customers.

For more information, please visit [www.erindustrial.com](http://www.erindustrial.com)