

## Powering More Businesses

The first quarter was a busy one for us here at Trade Service. Our new Supplier Xchange (tm) program continues to add value and be embraced by a growing number of distributors and contractors. And when we add to the mix our industry-leading eDataFlex® service, which provides product and pricing information to distributors, new customer interest is higher than ever. During the first quarter, we:

- Added over 350 new contractor subscribers to TRA-SER® SX, the industry's leading contractor pricing service. This represents more than 900 new contractor desktops! These companies are also becoming involved with Supplier Xchange which helps them work more efficiently with their distributors.

- Added 10 new distributor subscribers to eDataFlex. These new distributors represent 170 branch locations and join the 1,200 other companies also using eDataFlex.

- Helped contractors and distributors quote over 2,700 jobs with Supplier Xchange, representing \$120 million in activity.

Our goal is to help you improve the sales and profitability of your company. Ask us how we can help you get more from your data and turn it into dollars.



## Saving Energy

Trade Service has tagged over 16,000 SKUs in our database with the Energy Star logo indicating official Energy Star certification. This is our way of helping distributors and contractors choose the right products for their customers and save our country energy. To learn more, click [here](#).

## Why Is Attributed Data Essential?

There's been much discussion in the industry about the value of attributed data vs. transactional data. We at Trade Service have always felt that attributed data is an integral component of the product information that a distributor should have available in their business system. It's the key to being able to quickly navigate a large product catalog and easily find a specific product, even if it's a hard-to-find item or one that someone might not be familiar with.

Some contend that transactional data is sufficient for conducting business. This might be true in a perfect world when you are already familiar with what your customers need and want to provide them those products only.

According to [www.dictionary.com](http://www.dictionary.com), an attribute is a "quality or characteristic of a thing". At Trade Service we include a 256 character long description with each product which is in our eDataFlex service. We do this because we know there are times when distributors need to search for non-stock items to support their customers' needs. This can represent a significant percentage of a distributor's overall sales. Also, consider the number of salespeople who don't know "all" of the products a customer needs. Attributed product data enables them to search and locate a much wider range of products their customers may need to acquire.

Additionally, attributed data is critical for populating distributor websites to support e-commerce as well as populating customer e-procurement systems for industrial and institutional customers who order electronically.

Many ask how we get the data. All of the essential elements are sourced from manufacturers. Some manufacturers provide it to us directly in electronic form; others allow us to search their online catalogs or send us their printed catalogs. We've invested millions of dollars into people and systems to gather the information, analyze and categorize it and then enter it into our system. The process is cumbersome but necessary for developing a service that adds value to our customers.

When you think of attributed data, consider it the information that facilitates product searching and retrieval (distributor's ERP system or Internet storefront), especially when the exact product number is not known. It helps distributor salespeople, their customers and your sales.

And you can count on Trade Service to continue to deliver and update attributed data.

## Reaching Beyond Your Market

It's the goal of many distributors to attract new customers and today, technology opens up more ways than ever before to capture more business, serve more customers, and more efficiently process orders. We've seen Grainger recently announce that they carry 16,000 electrical SKUs in their catalog, with other large national chains reporting substantial product catalogs as well.

Every distributor has the ability, product-wise, to meet, and beat, this competition!

Trade Service's Catalog Connect is your competitive advantage!

With over 800,000 SKUs of attributed data across 650 manufacturers, and the ability to integrate into any of the major software systems, your comprehensive online store can be up and running, generating profits for you, quickly and easily.

And consider . . . you don't have to offer the entire catalog. Catalog Connect can be configured to be used for customer-specific applications as well as market niches you may decide to pursue such as energy, safety, food processing, petro-chem, industrial market and more. You choose which products to offer, and to whom.

Catalog Connect . . . the cost-effective way to generate business. Place it online, do some e-marketing and then ship the orders! It is about connecting with your customers.

Take A Tour: [eDataFlex](#)

## Keeping the Channel Connected

- 650 manufacturers
- 2,000,000 items
- 1,400 brands
- 825,000 items with images
- 800,000 items with technical attributes
- 940,000 items with catalog pages
- 150,000 additional items populated with image data each quarter (product & thumbnail images, catalog pages, install instructions, MSDS sheets)
- 50,000 new SKUs added per month
- 10 new manufacturers added per month (average)
- 2,300 distributor locations on Supplier Xchange™

## Reaching Your Customer

- 20,000 contractor / government agency / institutional desktops