
News Release

For Immediate Release

Applied Industrial Technologies Launches New Website

*Completely redesigned site offers modern, intuitive experience
with enhanced e-commerce capabilities*

CLEVELAND, OH (August 25, 2016) – Applied Industrial Technologies (NYSE: AIT) has launched a new e-commerce website providing visitors with a unique, user-friendly experience to quickly find the industrial MRO products and information they need. The redesigned site at www.applied.com includes improved navigation and interactive functionality throughout, with full access to detailed product and order information.

The transformed site is designed to make finding and purchasing products both fast and convenient. Simplified search and navigation allows visitors to shop by product category, brand, part number and/or keyword phrase. Customers can also take advantage of parametric filters to narrow their search results based on key attributes, making product selection even easier.

The new Applied.com is accessible from almost any internet-enabled device and features robust order and account management capability, including access to orders and quotes as well as the ability to search historical orders by order number, customer part number, purchase order, manufacturer part number and more. Customers are also able to create lists for the most frequently purchased products and share those with co-workers.

The shopping cart experience has been enhanced with a “Mini-Cart” that allows users to preview cart selections without navigating to the shopping cart itself. Customers can easily continue their shopping experience without using the browser back button. Also, an innovative “Quote Pad” gives users the option to request a quote online from their local service center for many non-standard or price-on-request products.

“The new Applied.com provides an additional, highly productive channel for current and new customers. Combined with our extensive service center network, fluid power service and repair capabilities, electronic and printed catalog, and Maintenance Supplies & Solutions vendor managed inventory specialists, we are productively delivering value-added solutions for our customers’ industrial needs,” says Neil A. Schrimsher, President & Chief Executive Officer for Applied. “Applied.com provides fast access to all the technical product information and historical order data needed to streamline product selection, quoting, ordering and checkout with convenience and ease-of-use,” adds Schrimsher.

The comprehensive Applied.com website includes access to more than 2.5 million products, including bearings, power transmission products, hydraulics, pneumatics, tools, industrial consumables, safety products and much more.

About Applied

Founded in 1923, Applied Industrial Technologies is a leading industrial distributor serving MRO and OEM customers in virtually every industry. In addition, Applied provides engineering, design and systems integration for industrial and fluid power applications, as well as customized mechanical, fabricated rubber and fluid power shop services. Applied also offers maintenance training and inventory management solutions that provide added value to its customers. For more information, visit www.applied.com.

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