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Global Industrial Web Site Wins Coveted B2B Standard of Excellence Award from Web Marketing Association

PORT WASHINGTON, N.Y.--(BUSINESS WIRE)--

The Global Industrial (www.globalindustrial.com)

website was awarded the 2012 Standard of Excellence for Outstanding Achievement in Web Development award for B2B by the Web Marketing Association (WMA).

Global Industrial is an industry leader providing private label and brand name industrial equipment and supplies to businesses throughout North America. With more than 600,000 industrial and business products sold through its website, corporate sales people and full color catalogs, Global is constantly increasing its product offering to meet the diverse needs of its customers.

"Our team has worked hard to create an innovative website that is easy to use and navigate, while providing information and advanced account management tools that are crucial to our customers," said Bob Dooley, President of Global Industrial. "We are pleased to receive this recognition from the WMA."

Global Industrial was judged among more than 2000 sites from 96 industries in this 16th annual international WebAward Competition. Entries were judged on a strict criteria for excellence in design, innovation, content, technology, interactivity, copywriting and ease of use. Winners are recognized for achieving the standard of excellence for

which all web sites should strive.

Global Industrial also offers tablet and mobile friendly sites for its customers that provide a host of account management tools for ease of use and complete functionality while on the go.

About Global Industrial

Global Equipment Company (d/b/a Global Industrial) (www.globalindustrial.com) is a wholly owned subsidiary of Systemax Inc. Global carries over 600,000 industrial, material handling and business products for Fortune 1000 companies, small businesses, institutions and government agencies.

About Systemax Inc.

Systemax Inc. (www.systemax.com), a Fortune 1000 company, sells personal computers, computer components and supplies, consumer electronics and industrial products through a system of branded e-commerce web sites, retail stores, relationship marketers and direct mail catalogs in North America and Europe. The primary brands are TigerDirect, CompUSA, Circuit City, MISCO, WStore and Global Industrial.

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