



**AD**

Together, we win.

Local excellence. **Global scale.**

**The power, the promise, the partnership of AD.**

We're a member of AD, a dynamic, \$100 billion buying and marketing group comprised of the very best local independent distributors spanning nine industries in the construction and industrial product markets.

Collectively, AD members are bigger than any national chain, outpace overall industry growth and are the unquestioned leaders when it comes to new product introductions, customer service and market innovations.

As an independently owned company, our relationship with AD positively impacts every aspect of our business, including our bottom-line growth, the value we deliver to our customers and the benefits we provide our people.

**How our AD membership benefits us:**

Our company benefits in many ways, including:

- **Global scale buying power** - AD utilizes the market power of our group to negotiate incentives, promotions and programs with world-class manufacturers, to help us stay competitive and increase the dollars we have to invest back into the continued growth of our business. AD's executive staff supports us in developing deep relationships with best in class manufacturers' top executives. This improves our return, which benefits our entire organization.
- **Best-practice sharing** through structured, meaningful networking with noncompeting like-minded, growth-oriented independents. We implement some of these great ideas which improve our operations and processes.
- **Innovative sales and marketing programs and services** that deliver accelerated growth opportunities. These programs and their growth help us to attain our financial goals.

You are a critical component to this partnership and ultimately our success. When you sell or recommend AD supplier partner products, you are strengthening our company and helping us improve our facilities, add resources, increase benefits, implement innovations and provide our customers with world-class service from world-class people.

**"AD is the heart of the independent distributor channel.** AD has done an incredible job in negotiating rebate programs. AD levels the playing field within the industry... **it's an incredible way to grow your company** and become something more."

Maureen (Mo) Barsema,  
Former Board Chair of the National Association of Electrical Distributors

" As President and CEO of an independent distributor, it's hard to find a peer group that really understands the nature of the business that we do on a daily basis for our customers. **AD networking provides quality, best-in-class peers** that are incredibly open and candid about their businesses, which **gives me the ability to run my business better.**"

Matt Cohen  
President,  
Replenex, Inc. (based in Eden Prairie, MN)

**Together, we win.**

Learn more at [adhq.com](http://adhq.com) or connect with AD via Facebook and YouTube.

