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Fastenal Partners with CSP to Streamline Entire Quote-to-Delivery Process for Custom Safety Products



Earlier this year, Fastenal began using the innovative CSP Plus™ configuration software developed by Custom Safety Products (CSP).

Powered by this software-as-a-service platform, Fastenal has shortened the amount of time it takes to quote, proof, order and deliver custom-decorated industrial safety products by 80 percent. The CSP Plus platform also removed many traditional challenges at various stages of the process.

“We selected the CSP platform because we felt it would help make Fastenal even easier for our customers to do business with,” stated Paul Quigley, Vice President Product Development at Fastenal, “and it has done just that, giving us a significant and sustainable competitive advantage.”

The mobile application lets users create production-ready proofs and quotes in real time using a visual, easy-to-follow program with automated steps. By using an open API, this guided selling tool integrates seamlessly with existing applications, including ERP and CRM software.

According to Matt Loos, Fastenal Information Technology Manager: “Working with the API documentation was easy and integrating everything into our environment was painless. In my world, that’s what you’re looking for in a platform like this—and it’s what CSP provided.”

In addition to making it faster and easier to generate orders, the platform delivers them more accurately because a single configurator connects all participating manufacturers and printers. Jerad Tuxen, Industrial Services Manager at Fastenal states: “Before CSP, it took far too long to fill an order and ensure its accuracy. Whether we’re talking about sourcing artwork or streamlining the proofing process, this platform eliminates inefficiencies every step of the way.”

Chris Korder, Director of Product Development at Fastenal continues: “By making it even easier for customers to do business with Fastenal, the CSP application is increasing our average order value and creating a stronger relationship between us and our customer base.”

Fastenal’s initial success with the configurator comes as no surprise to Brad Martell, President of CSP: “We’re delighted that Fastenal has chosen to power its offering with the CSP Plus platform and we’re confident it will help everyone feel better about a process that has, in the past, been extremely challenging.”

More information about the CSP Plus software-as-a-service platform, including an informative video, can be found at www.csp-1.com.