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FOR IMMEDIATE RELEASE

Mallory Becomes First AD Member to Deploy Innovative Customization Platform

When Affiliated Distributors (AD) recently shared details about a breakthrough software-as-a-service platform with its members, Mallory Safety & Supply decided to deploy the innovative CSP Plus™ configuration software immediately.

"I'm excited to turn customization from an internal pain point to a sales asset," said Tim Loy, President, Mallory Safety & Supply. "Before implementing this platform, our sales team tended to shy away from new logo orders because of the time and risk involved."

Available from Custom Safety Products (CSP), the platform streamlines everything about the quote-through-delivery process for customized safety products, making it faster and easier to deliver on customer expectations. "The CSP Platform streamlines an otherwise painful paper-and-email process," continued Loy. "We have backend customization equipment in-house and a front-end sales team, but this gives us a central repository and workflow process in the middle that makes it easier and faster to keep track of all the little details that would otherwise get tossed back-and-forth in emails."

An important aspect of this deployment was the integration between the CSP Plus™ configuration software and Mallory's new eCommerce website, built by Unilog. "We knew Mallory wanted their customers to be able to customize items and have that reflected in their final shopping cart," said Brian Lombardo, Vice President of Solution Delivery at Unilog. "Unilog was happy to take on that challenge with the help of CSP and deliver a value-add experience for Mallory."

For Affiliated Distributors, the partnership demonstrates the organization's ongoing commitment to its members. "AD looks forward to seeing the results of this improved online customer experience for Mallory provided by the CSP solution," said Kevin Druecker, Director of AD eCommerce Solutions. "AD has strong partnerships with leading service providers like CSP and Unilog – and we are invested in bringing together those partners with AD members to further their eCommerce journey."

Brad Martell, president of CSP, echoed the enthusiasm of Loy and Druecker: "We view this as a win-win for both CSP and Mallory. We get a leading AD member as a first partner who understands the importance of safety, operational efficiency and meeting customer needs and Mallory gets a groundbreaking platform that

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helps them serve their customers in exciting, new ways. We couldn't be more excited to welcome Mallory to the growing number of clients who are reinventing customer expectations around delivering custom-printed PPE."

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

About Mallory Safety & Supply:
Mallory has grown to become the largest independent west coast safety distributor with 21 locations throughout the western states, remaining focused on delivering best-in-class safety and productivity solutions. In addition to logoed and unlogoed safety products, they provide safety personnel, staffing, training, equipment rental, industrial products and their own vending solution.

About Unilog:
Unilog is a global technology company that delivers powerful, affordable eCommerce solutions for the B2B marketplace. Our cloud-based eCommerce platform and product data enrichment services help distributors, manufacturers, and wholesalers increase online sales, reduce cost to serve, and enhance their digital channel. For more information, visit www.unilogcorp.com.

About Custom Safety Products:
Custom Safety Products has been a cutting-edge software-as-a-service (SaaS) provider since 2015. It's CSP Plus™ platform has helped numerous distributor and manufacturer partners compress the quoting, proofing and ordering of a diverse range of custom safety products, including hard hats, high visibility apparel, safety signs and safety glasses.