



INDUSTRIAL CONTROL DIRECT

A B&D Industrial Company

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For Immediate Release

INDUSTRIAL CONTROL DIRECT LAUNCHES REDESIGNED WEBSITE

*The comprehensive site improves the customer experience
through streamlined navigation and enhanced product content.*

Macon, GA (February 2, 2018) – Industrial Control Direct (ICD) is pleased to launch its newly redesigned website. The innovative site improves the customer experience with a clean, uncluttered design, along with better functionality and enhanced content. Providing superior industrial automation and renewable energy products and components, ICD is a leading supplier of IMO automation and renewable energy products. The company's catalog includes thousands of AC/DC disconnects, solar energy specific products, VFDs, terminals and other control panel necessities— in stock and ready to ship.

A long-time and trusted source of control products, ICD is the largest IMO Automation distributor in the United States. As an additional layer of customer support, ICD offers a lifeline of expert engineering assistance for customers via our highly skilled engineers and in-the-field product specialists. Products are backed by top industry warranties.

"The launch of Industrial Control Direct's redesigned website provides customers with easier navigation and more streamlined content," said Ben Nations, vice president of B&D Industrial. "Customer support is synonymous with providing a robust, user-friendly website. Should a customer need support or have a product or application related question, we've got a team of engineers and specialists to assist. For our customers, it's a win-win scenario. We look forward to continuing to expand our offerings in the future."

ICD's website can be accessed at, www.industrialcontroldirect.com.

About Industrial Control Direct:

Industrial Control Direct is leading online provider of automation and renewable energy products with a catalog that includes AC/DC disconnects, solar energy specific products, VFDs, terminals and other control panel essentials. ICD is the largest IMO Automation distributor in the United States. In 2017, B&D Industrial, a family and employee-owned company, acquired ICD and continues to expand the company's offerings. Parent-company B&D industrial and its 3 divisions are known for providing a wide range of field services, turnkey solutions and product lines for industrial, commercial and utility customers. For more information, visit www.industrialcontroldirectl.com.