

PRESS RELEASE

Albright's Starts Free Shipping

For Immediate Release

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ALBRIGHT'S SUPPLY INTRODUCES FREE SHIPPING

July 31, 2012, Corinth, MS – Albright's Supply is pleased to announce the introduction of its free freight program. Effective August 1, Albright's will roll out its free freight program to customers nationwide. After extensive research and analysis, of the half century old business model utilized by many of the industry's wholesale distributors, it was determined that it was time to roll out some new concepts.

Shipping costs have steadily increased for years making it more expensive for trimmers and upholsters to get the supplies and materials they need to operate. The old model has relied on local sales counters or free delivery to help offset the customer's costs, but in reality both of these have just increased the operating costs of the wholesaler. Furthermore this type of model doesn't address the timing needs of the trim and upholstery shops.

Chris Albright, President and Owner, says, "Looking at the buying habits of our customers and the cost that shipping added to their purchases, we decided to see if there wasn't a better way to improve the customer experience." Drawing on his own internet shopping experiences he began to question how and why companies offered free shipping programs. This led to one of those aha moments. Chris said, "Our customers are more like consumers and less like business buyers and we can treat their business transaction more like a consumer transaction. We can do the free shipping just like many of the internet companies" After weeks of analysis, it became clear that driving to a wholesaler's city counter or waiting on the next delivery truck had a cost of its own. What if a customer could get what they needed when they need it without being hit with high and unpredictable shipping costs?

Chip Albright who recently rejoined the company says, "It appears that not unlike many industries, the trim business is struggling to make a 60 year old industry model work in today's market. For the last two decades, Albright's has tried to be an innovator and market leader. Given our size compared to some of the larger suppliers, much of what was done has gone unnoticed, yet year after year we have forged ahead. We feel that with the introduction of this new shipping program that we have a game changer innovation that will help move the industry to a better place."

Chris Albright states "When we look at our total costs, we can offer an innovative freight program that helps our customers get product at a lower total cost. They get what they need when they need it and they know exactly what it is going to cost. It also allows us to redeploy our resources to be more competitive, and deliver a more positive customer experience." Details of the program can be found at www.albrightshipsfree.com.

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