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Industry News

Pro-Link Launches New Web Site

Pro-Link, a nationwide full-service janitorial supply organization, announces the launch of their new Web site: <http://www.prolinkhq.com>.



The updated site provides an aesthetic enhancement to Pro-Link's Web-based initiatives with many new features and resources for site visitors.

It also includes an entirely new section, "Pro-Link Green," which provides a comprehensive resource for distributors, facility service providers, and managers desiring a better understanding of going "Green."

Pro-Link Green answers many questions users may have about Green cleaning along with the benefits of using environmentally preferable cleaning systems. Much of the content is developed working with nationally recognized experts on Green cleaning.

"Many distributors find their customers are turning to them as 'Green' experts, helping them transfer from conventional to environmentally-responsible cleaning," says Paul Lemieux, Pro-Link CEO. "We believe the Pro-Link Green section will help them in this process."

A sophisticated password-protected section of the Web site, exclusively for Pro-Link's distributor-members, is also being developed. It will contain:

- Financial reporting and pricing information
- Business management tools designed for the owner/manager of a distributorship
- Sales tools such as cost analysis spreadsheets
- Pro-Link's extensive library of jansan-specific literature

In addition, Pro-Link has revamped the "Distributor Locator" feature, open to all visitors, which provides customers easy access to Pro-Link distributors in their area.

Even more enhancements include a "Featured Product" category, MSDS section, as well as news and announcements that update visitors on the company's initiatives and internal changes.

"Ultimately, we want our new site to become a viable resource for users, distributors, and end-users of Pro-Link products," says Lemieux. "This helps us achieve one of our primary goals: To provide quality products and services that help deliver consistently cleaner facilities at a lower total cost."

Pro-Link, which was founded in 1984, is a national full-service janitorial supply, marketing, and buying organization. Based in Canton, Mass., this jansan-focused organization currently has more than 70 members and over 100 distribution points throughout the United States. Pro-Link provides its distributor-members and customers with a nationally-recognized brand of high quality products and services that help deliver consistently cleaner facilities at lower total cost. With a sales force of industry professionals, the organization also provides national field support, troubleshooting, and training for

members and end-customers. Pro-Link has developed a sophisticated program for national accounts allowing for centralized procurement, online ordering, and advanced reporting, all supported by fast delivery and service.

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