

FOR IMMEDIATE RELEASE

Enco
Tel: 800-USE-ENCO
Fax: 800-965-5857
www.use-enco.com
info@use-enco.com

**ENCO PUBLISHES EXPANDED 2010 MASTER CATALOG
AND INCREASES ONLINE OFFERING TO 100,000 PRODUCTS**

Farmingdale, NY — Enco, a national leader in machinery, tools and industrial supplies, recently announced the release of their 2010 Master Catalog. Expanded to contain over 75,000 products, the 2010 Enco Master Catalog features over 7,000 new items in more than 14 different product categories. The company has also increased its online product offering, available at www.use-enco.com, to include over 100,000 items.

New additions to the Enco 2010 product offering include a broader selection of Cutting Tools, Measuring Instruments, Vises, Fasteners, Clamps, Machinery, Chucks and Power Tools, available in both the Enco 2010 Master Catalog, and online at use-enco.com. In addition, Enco continues to offer customers a *Lowest Price Guarantee*, 99% in-stock inventory and expert technical support.

“Several features that consistently set Enco apart from the competition are our in-stock inventory, ongoing customer service, technical expertise and the machinery service and parts support we offer,” said Perry Milanesi, GM of Enco. “In this economy, metalworking professionals and shop owners need to be able to rely on a supplier that keeps product in-stock and available for quick shipment. At Enco, we’re focused on that — with 99% of our offering in-stock at all times, great customer service and fast delivery.”

“Our friendly and knowledgeable sales associates are available to assist customers with questions on their orders and accounts. Our experienced *Enco-Tech* associates help customers select equipment for unique applications and find the right replacement parts for their existing machines. For machinery warranty or service issues, customers can simply call our nationwide Enco Machinery Service network for expert machinery assistance. It’s just an everyday part of the service we offer. For customers who prefer to do their own research on technical matters, we also offer our Machinery Operation & Parts manuals online, and continue to add new materials to that library each year,” he concluded.

In addition to the annual Enco Master Catalog, Enco customers also receive the monthly *HOTdeals* sale flyer, which highlights low prices on the company’s top products. Customers can also subscribe to the Enco *Special Offers* e-mail newsletter, for subscriber discounts and exclusive online-only sales. New for 2010, the company has launched *Enco Outlet*, an online outlet store featuring closeouts, overstocked and clearance items at deeply discounted prices. In addition, the Enco website also gives customers the ability to compare and purchase products, review order status, monitor shipment progress and more.

For more information, or to request a copy of the Enco 2010 Master Catalog, visit use-enco.com or call Enco toll free at 1-800-USE-ENCO (1-800-873-3626).

About Enco

Founded in 1940, Enco has established a longstanding reputation as a leading national supplier of machinery, machine tools and shop supplies. In addition to the company’s Master Catalog and monthly *HOTdeals* sales flyers, Enco also offers more than 100,000 items for sale online at www.use-enco.com. In 2010, Enco is scheduled to exhibit at a number of tradeshow including: WESTEC in Los Angeles, CA; EASTEC in Springfield, MA; SEMA in Las Vegas, NV; FABTECH in Atlanta, GA; and the Performance Racing Industry (PRI) Show in Orlando, FL.

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