



LAWSON Products

Lawson Products Introduces Enhanced E-Commerce Website

February 11, 2013

CHICAGO--(BUSINESS WIRE)--Feb. 11, 2013-- [Lawson Products, Inc.](#) (NASDAQ:LAWS) ("Lawson" or "The Company"), a distributor of products and services to the maintenance and repair marketplace, today announced another key initiative to increase customer satisfaction. It has launched a newly improved e-commerce website designed to provide customers with more product choices, improved functionality, and other user-friendly features.

"For years our customers have valued our service-oriented, consultative approach to helping them be more operationally efficient. We also know customers in the maintenance and repair industry want to partner with companies that have an easy-to-use and highly functional e-commerce tool," stated Michael G. DeCata, president and chief executive officer. "Lawson Products continues to be focused on improving our customers' experience which, in turn, strengthens our positioning in the maintenance and repair marketplace. These enhancements to our website mean Lawson is able to provide our customers with both the on-site personal service and [technical expertise](#) they expect from their sales representative and online access to five times more products via an intuitive website. These combined capabilities clearly differentiate our offering."

As part of Lawson's multi-channel sales model, the improved website gives users access to more products than their printed catalog with robust and easily searchable product and technical content that supports both The Company's sales organization and customers. "Our newest e-commerce site, built on the Oracle-ATG Web Commerce platform, continues to leverage our investments in integrated technologies like Heiler's product information management solution and the SAP® ERP application. The release of this enhanced site translates the substantial investments we've made in our systems infrastructure into a better customer experience," stated Mr. DeCata.

He continued, "Lawson Products is a company with a long-standing reputation built upon years of service to its stakeholders. Our value has always been based on exceptional in-person service, and that will only be enhanced by improving customers' online experience with us. It's all the benefits of on-site service with anytime online access – a space in our industry that we are uniquely positioned to own."

The enhanced site is being supported by a specially trained Web Customer Service team. U.S. customers can access the site at [lawsonproducts.com](#) or [kent-automotive.com](#), while Canadian customers can use [lawsonproducts.ca](#) or [kent-automotive.ca](#).

About Lawson Products, Inc.

Founded in 1952, Lawson Products, Inc. (NASDAQ: LAWS) is an industrial distributor of more than 450,000 different maintenance and repair supplies including [fasteners](#), [specialty chemicals](#), [cutting tools and abrasives](#), [electrical](#), [fluid power](#), [welding](#), [safety products](#), and [storage systems](#). [The Company](#) services the industrial, institutional, commercial and [government](#) markets in all 50 U.S. states, Canada and Puerto Rico. You can learn more about The Company on its Website at [www.lawsonproducts.com](#).

Forward-Looking Statements

This Release contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. The terms "may," "should," "could," "anticipate," "believe," "continues," "estimate," "expect," "intend," "objective," "plan," "potential," "project" and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. These statements are based on management's current expectations, intentions or beliefs and are subject to a number of factors, assumptions and uncertainties that could cause or contribute to such differences or that might otherwise impact the business and include the risk factors set forth in Item 1A of the December 31, 2011 Form 10-K filed on March 1, 2012 and the September 30, 2012 Form 10-Q filed on October 25, 2012. The Company undertakes no obligation to update any such factor or to publicly announce the results of any revisions to any forward-looking statements whether as a result of new information, future events or otherwise.

SAP and all SAP logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries.

All other product and service names mentioned are the trademarks of their respective companies.

Source: Lawson Products, Inc.

Lawson Products, Inc.
Investor Relations:
Ronald J. Knutson, (773) 304-5665
EVP, Chief Financial Officer