



# WELCOME TO THE ISN EXPERIENCE

## We Strive to Exceed Expectations

For the past 35 years, ISN has been keeping things moving for our customers. We deliver a seamless customer experience with sophisticated logistics, state-of-the-art technology, strategically located warehouses and a unique infrastructure based on industry experience. We service the needs of:

- **Professional mechanics**
- **Shop managers**
- **Resellers**
- **Enthusiasts / DIY Hobbyists**

We support every level of mechanical needs, across all expertise levels. Excellence in service is routine, but our real passion is innovation to anticipate our customers' needs in a rapidly evolving world.



**Established in 1985**



**655 Employees Worldwide**



**10 Company  
Acquisitions Since 2012**



**15 Distribution  
Centers Worldwide**



**Over 1M sq. ft. of  
Warehouse Space**



**Over 13,000 Orders  
Processed Per Day**



“Continuously striving for operational excellence has led the way in creating what is a growth oriented and innovative culture. This relentless pursuit of excellence is what helps us to reach our goals both as individuals – and as a team.”

**Tim Kolbus**  
Chief Executive Officer



2727 Interstate Dr.  
Lakeland, FL 33805



General: (800) 491-8665  
International: (863) 603-0770



[isnweb.com](http://isnweb.com)  
[facebook.com/isntools](https://facebook.com/isntools)



General: [salesupport@isnweb.com](mailto:salesupport@isnweb.com)  
Jobs: [hr@isnweb.com](mailto:hr@isnweb.com)

# Diversified Supplier and Customer Base

ISN is a leading independent wholesale distributor and private brand owner of tools, equipment and supplies in the \$250+ billion aftermarket automotive industry. With six distinct customer channels, ISN is the number 1 wholesale tool distributor with about double relative market share and a team positioned for growth.

## 20,000+ Customers:



## 550+ National Suppliers:



## ISN Owned Brands:



# Distribution Network

## Same day shipping by 3pm

ISN processes and delivers truckloads of customized orders across the nation. Sophisticated logistics, strategically placed warehouses and a technology base entrenched in unique systems is what makes ISN successful.

See ISN's complete Freight Terms at [www.toolweb.com/shipping](http://www.toolweb.com/shipping)

Delivery to **98%** of customers across the U.S. within two business days



# Our Team

## **Our team is dedicated to helping you grow your business.**

ISN is more than a distributor - we're a solutions provider. Our highly dedicated team is available to work as an extension of your business. From design to development to delivery, the strength of our team has been critical to our continued success.

- **Marketing**

ISN fosters an internal shared services creative and marketing department to help you sell! We support ToolWeb publications, advertising, event marketing, catalog development, promotional material and social to help grow your business.

- **Product and Supply Chain Management**

Our experienced team of Product Managers focus' on the commercial marketplace. They ensure that ISN is a leader in first-to-market, new, innovative products, while also maintaining logistical support of your items and inventory control.

- **Accounting**

ISN's accounting department supports you from initial account set-up to paying bills and assisting with financing options.

- **Technology Support**

ISN provides technology support in web initiatives, ordering systems, Online Pricing, order entry and inventory availability, online invoice and credit history, XML/EDI/AS2 connectivity and account activity reporting services.

# ISN Sales & Customer Service Teams

**ISN is proud to have the strongest sales and customer service team in the industry. Our sales team brings expert industry knowledge to the business.**

**With in-depth and hands-on experience in automotive tools, customers can depend on getting the information they need to make an informed buying decision.**

- Our Field Sales, Inside Sales and Customer Service team members have an average tenure of 8 years with ISN
- Our sales team members use sophisticated Business Intelligence (BI) tools
- Quality assurance and reverse logistics
- Complete special-order management systems
- ISN has dedicated Field Sales Representatives across the nation that support ISN customers in the field. They work with customers from auto part stores to paint and body supply companies to industrial supply companies, tool outfitters and more.
- Our Inside Sales Teams are committed to supporting the day-to-day needs of our customers, no matter their location.

**Experience counts! We have a trained & knowledgeable sales & customer service team with an average tenure of 8 years with ISN!**

# Online Resources

## www.toolweb.com

### Doing business with ISN is easy & convenient with www.toolweb.com

- Over 100,000 SKUS to assist you in growing your business.
- Place orders directly online
- Review product features and benefits
- Allow your end user customers to browse products above log-in, disabling pricing

#### My Account

Allows you to manage your ISN account easily

- Online Bill Pay
- Quick order
- LTL receiving guidelines and much more

#### Text for Pricing

Getting pricing has never been so easy. Contact your sales rep at (800) 491-8665 to set up "Text for Pricing" – get pricing, availability and purchase products directly!

#### Electronic Commerce

- Receive electronic price files
- Place orders within your own systems
- Connect via EDI, ERP or other methods
- Electronic invoicing

## Print Media Publication Support

### Interested in receiving our publications to support your business?

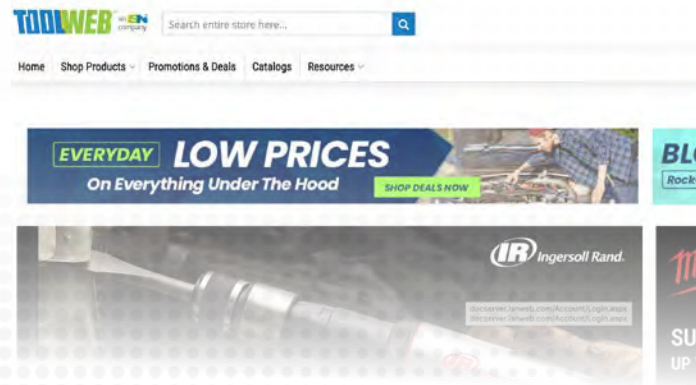
As an ISN customer, you will receive one complimentary copy via mail. To receive multiple copies, please subscribe here:

[www.toolweb.com/subscribe-to-catalogs](http://www.toolweb.com/subscribe-to-catalogs)

**ToolBOOK** Our annual comprehensive catalog consisting of more than 1,600 pages with more than 17,000 core products.

**ToolWEB** Quarterly, retail publication consists of more than 3,500 items. Prices are retail mark-up.

**ToolWEB Marketplace** Quarterly, retail publication focuses on ISN-owned Brands such as K TOOL International and Atlas Equipment. Prices are retail mark-up.



#### Text for Promotion

Text TOOLS to 877-522-8478 to sign-up for daily promotions, new products and events from ISN.

#### E-Catalogs & Flyers

See all current ISN interactive catalogs at [www.toolweb.com/catalogs](http://www.toolweb.com/catalogs)

#### National Supplier Promotions

See current promotions from our national suppliers at [www.toolweb.com/promotions](http://www.toolweb.com/promotions)

#### Prop 65 information

All up-to-date information on California's PROP 65 initiatives and ISN's compliance

#### Warranty, Repair and Returns

Visit [www.toolweb.com/returns](http://www.toolweb.com/returns) to review warranty, repair and returns



# TOOL DEALER EXPO

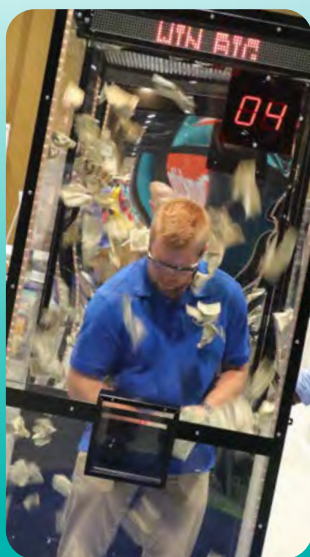
ISN hosts the industry's number one trade show:  
TOOL DEALER EXPO!

Tool Dealer Expo provides customers with the opportunity to take advantage of new product releases, product training, nuclear deals, cash back offers and prizes!



**BOGOS**

**Win  
BIG**



# How to become a Reseller:

## Step One: Create an account.



[www.toolweb.com/reseller/register](http://www.toolweb.com/reseller/register)



**1-800-491-8665**

### What to expect during account set up

When setting up an account with ISN, you will be asked a few important questions that will help us complete your application process quickly and efficiently:

1. Your contact information
2. Type of business
3. Business verification (business license, etc.).
4. Name, Address, Phone, E-mail
5. What type of account terms would you prefer?
  - a. Credit Card Terms: (Visa, Mastercard, American Express or Discover).  
This type of terms pays for each invoice transaction in full via your credit card on file.
  - b. Open Account Terms: Standard Net 30-day terms for each invoice  
A Completed credit application is needed to gain approval for open account terms.  
With credit approval this type of account has 30 day terms on each invoice or is due 30 days from the invoice date.
  - c. Other Documents that may be needed: Signed Tax Card (based on state you operate in)

For assistance during the set-up process, please contact an ISN Team Member at 1-800-491-8665. Once your account is set up, you will receive a welcome e-mail with your account number and credit limit (if applicable).



## Step Two: Start shopping and placing orders.

[www.toolweb.com](http://www.toolweb.com)

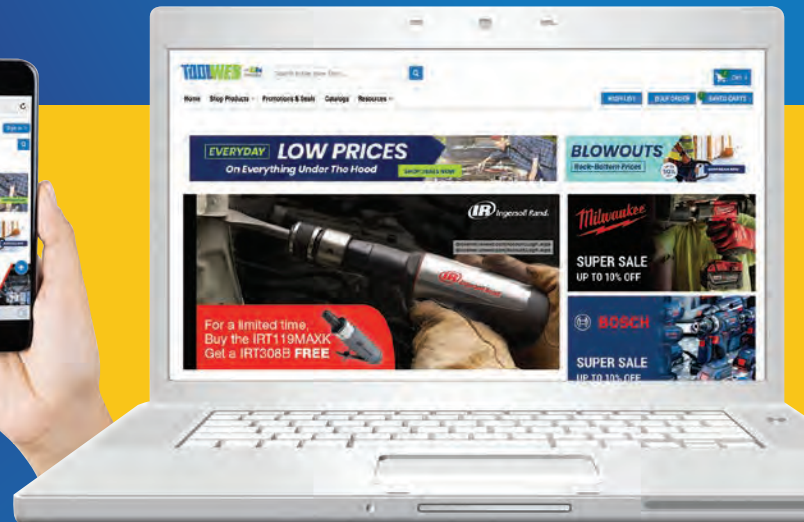
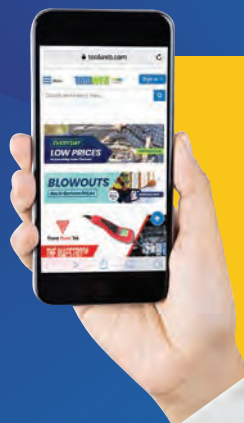
Over 100,000 SKUS at your fingertips so you can compare products, view pricing and place orders anytime from anywhere.

In addition, you can manage your ISN account directly from Toolweb.com. Pay your invoices, print statements, view terms and conditions, and much more.

Forgot your user name or password?



[passwordhelp@isnweb.com](mailto:passwordhelp@isnweb.com)



Need to speak to a salesperson? Contact an ISN salesperson directly at **1-800-491-8665**



[isnweb.com](http://isnweb.com)

# Financing

ISN can assist you with special financing for your order or your shop owner or technician. We offer many options to fit your needs.

- **ISN partners with Marlin Leasing to offer many finance options.**  
Its simple - log-in to the website, go to "Resources" and look for the finance button. Once there, click on the link to FINANCE NOW or call one of our partners who are standing by to assist you.



**Who can get financing assistance through our partners?**

- **You, our customer.**  
You can finance your own order for an initial set-up of inventory or special purchases of inventory for re-sale.
- **Your Customers.**  
You can work with our Financing Partners to assist in financing your customer's large purchases. For example, shop equipment purchases for the shop owner or toolboxes, diagnostic products and large hand tool orders for technicians.

**YOU HAVE  
BIG IDEAS  
FOR YOUR  
BUSINESS.**

*ISN can help by  
providing the necessary  
financing tools to help  
close deals.*

# ISN Field Support

ISN works with an array of national and regional rep agencies that can assist you in field work to help move your business with the product lines they support. Rep agencies can support regional trade shows, customer events, training sessions and more.



**[www.toolweb.com](http://www.toolweb.com)**

**1-800-491-8665**