



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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## **PROSOURCE WHOLESALE® INTRODUCES NEW BRAND STRATEGY FOR TRADE PROS AND THEIR CLIENTS**

St. Louis, MO - ProSource Wholesale®, the premier partner and supplier to the trade for home and commercial remodeling projects, has rolled out a new brand strategy that better reflects the business that ProSource Wholesale is in – helping trade pros and their clients complete successful projects.

"Our goal is to support our trade pro members and their clients with their whole home improvement project," shared Andrew Shulklapper, Chief Operating Officer at ProSource. "Our new trade marketing campaign showcases not just our unrivaled flooring choices, but also our wide selection of cabinets, countertops, sinks, faucets, and much more."

ProSource trade pro members have dedicated account managers, a private showroom, and the widest selection of home remodeling products with over 40,000 flooring, cabinet and countertop choices, all at guaranteed low wholesale prices. The account managers and kitchen & bath designers in each showroom are experts in both products and projects and act as an extension of the trade pro's team. Additionally, ProSource gives trade pro members exclusive access to myProSource, an online resource designed to connect them with client opportunities and project management tools.

"We are committed to the success of our trade pro members and have enhanced our offerings through additional product categories and online tools meant to better help them simplify projects for their residential and commercial clients," said Mike Behr, Vice President of Marketing. "Our new brand strategy reflects this commitment."

To learn more about how you can become a ProSource trade pro member, visit [www.prosourcewholesale.com](http://www.prosourcewholesale.com).

### **About ProSource Wholesale**

ProSource Wholesale opened its first showroom in St. Louis, MO in 1991, and continues to play a significant role in their trade professionals' success by connecting people, products and projects. ProSource is one of the top wholesale remodeling resources in North America with over 145 private showrooms for their trade pro members across the United States and parts of Canada. The company's unique business model, innovated 26 years ago, continues to be recognized by franchisees as a catalyst for creating relationships and building success for not only the trade professional, but also the franchisee.

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