



PRESS RELEASE
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GRANITE CITY ELECTRIC LANDS TOP SPOT AMONGST IMARK'S LARGEST MEMBERS ***Awarded "Excellence in Sales and Marketing" for 2014 in AAA Category***

QUINCY, MA – During the closing banquet of IMARK's annual meeting last week, Granite City Electric Supply was presented with the "Excellence in Sales and Marketing" award for 2014 in the AAA category.

The criteria for the "Excellence in Sales and Marketing" award are based upon participation in GainShare joint planning programs and the success rate of those programs. The AAA category consists of the largest electrical distributors within the IMARK Group.

Members of the IMARK Group—all of which are independently owned—represent over 18% of the nation's electrical distribution market. Of the top 200 largest distributors in the US, over 80 of those are members of the IMARK Group.

Granite City Electric was also a top-five finalist for the "Member of the Year" award, nominated through a blind vote by IMARK suppliers.

Granite City Electric is committed to developing relationships and fortifying partnerships alongside the manufacturers within IMARK. They look forward to exploring new possibilities in cooperative marketing efforts for 2015 and the many opportunities brought forth by the redesign of the company website. Granite City Electric is excited to lay the groundwork for online product sales growth—a formerly untapped source of revenue to the New England-based distributor—and surpass the goals set by the company and their partnering manufacturers.

Granite City Electric Supply is the area's premier electrical distributor serving electrical contractors as well as residential, commercial and industrial customers for over 90 years. With 28 branches covering Massachusetts, Rhode Island, New Hampshire, Vermont and Connecticut, they are the largest regional independent electrical supply company and the official distributor of electrical supplies to the Boston Red Sox. Visit www.granitecityelectric.com.

For more information on the IMARK Group, visit www.imarkgroup.com.

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