



INTRODUCING OUR BRAND PURPOSE

MAY 7, 2018

OUR PREVIOUS BRAND EXPRESSION



OUR PURPOSE



THE *FUEL POTENTIAL* MAP EXPERIENCE



EXPRESSING OUR PURPOSE: OUR NEW TAGLINE

MSC | **BUILT
TO MAKE
YOU BETTER**

IMTS

Chicago, September 2016

MSC

BUILT
TO MAKE
YOU BETTER

MSC

CentralPoint
BUILDING SOLUTIONS

MSC

BUILT
TO MAKE
YOU BETTER


MSC | BUILT
TO MAKE
YOU BETTER


EVERY DAY,
OUR EXPERT TEAM OF SPECIALISTS
WORKS SIDE BY SIDE WITH YOU
TO HELP YOU ACHIEVE MORE.

MSC




“BUILT TO MAKE YOU BETTER” VIDEO CAMPAIGN

 **BUILT TO MAKE YOU BETTER®**

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BUILDING BETTER

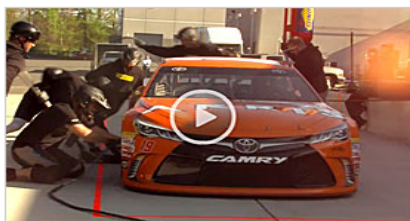
CUSTOMERS SHARE HOW MSC HELPS MAKE THEM BETTER.



At MSC, we're built to make you better. With a 75-year history of driving innovation in Metalworking and Maintenance, Repair and Operations (MRO) product distribution, we are aiming to take the role that we play to support your business and success to new heights - well beyond selling industrial supplies.

Our team of associates bring deep expertise and insight to not only keep your manufacturing operations up and running, but to improve your efficiency and performance - so you and your business can win. Whether you run a small shop and need smart business solutions to help you compete, you're part of a mid-sized business looking to improve productivity, or you're with a large company and want to reduce total cost of ownership, we can help solve your most complex MRO and operational challenges.

Here's what some of our customers are saying about how we're building better:



Joe Gibbs Racing



NMG Aerospace



CJ's Machining Inc.



INTRODUCING OUR BRAND POSITIONING

Co-Branded Shirts Featuring MSC & Supplier Logos



KEY TAKEAWAYS

LESSONS
LEARNED





THANK YOU

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