



Media Contact Natalie Beers
Telephone 610-272-2100
Email nbeers@cooneybrothers.com
Website www.cooneybrothers.com

FOR IMMEDIATE RELEASE
September 26, 2017

COONEY BROTHERS LAUNCHES ECOMMERCE WEBSITE

Plymouth Meeting, PA, September 26, 2017—*Cooney Brothers Inc., a value-added distributor of Pipe, Valves and Fittings, recently launched a new ecommerce website, featuring online ordering, account management, enhanced search and navigation, and time-saving features.*

Cooney Brothers unveiled a completely redesigned website at www.cooneybrothers.com. With full ecommerce integration, the website allows customers to view order history, check order status, obtain tracking information, and download invoice copies, all in real time. The new site has been optimized to ensure visitors are provided a "user-friendly" experience across all digital devices, including desktop, tablet and mobile.

"This is about an on-going transformation in the way business is conducted. Our customers are leading that change and we needed to make the investment to provide a strong platform that customers will want to come back to. It is also a change in the way many processes are done at Cooney, allowing our people to focus on the service and expertise that they bring to our customers," said Jake Fegely, COO.

Created with the user experience in mind, the site includes many features to help customers quickly and easily navigate the site to find the PVF product they need. These features include:

Optimized internal site search with autocomplete suggestions to reduce the number of user clicks to navigate the site.

Filters to easily narrow down products by key attributes and brand.

In depth product information including specification sheets, product manuals, parts lists, and videos.

Saved carts and product lists can be shared with users' colleagues or emailed to anyone.

Customer part numbers can be matched to catalog items, which are then searchable.

Organizational Roles, with three levels of user rights, for enhanced control over purchasing abilities and account access.

The website also has a specific section devoted to industry and company resources, including a series of videos that teach users how the different features on the site work.

“The new website stays true to our mission statement which centers on satisfying our customers. We are pleased to provide this amazing tool to our customers, making their jobs easier. Although it’s been live a short time, we’ve received great feedback from our customers about how easy it is to use,” said Cooney Brothers’ President, Gerry Cooney.

Current customers are encouraged to register using account number. New customers are welcome to register or use the website as a guest.

Cooney Brothers is a distributor of PVF and institutional plumbing products that provides a wide range of fabrication, sub-assembly and other value-added services. Family-owned and operated since 1937, Cooney offers a very personalized service through its knowledgeable staff, and close manufacturer relationships. Specializing in steam, sanitary and hard-to-find products, Cooney has established itself as a “go to” distributor for customers in pharmaceutical plants, food and beverage processing facilities, OEMs, general industrial, power generators, as well as institutional facilities such as hospitals and universities. To learn more about Cooney Brothers visit www.cooneybrothers.com.

###