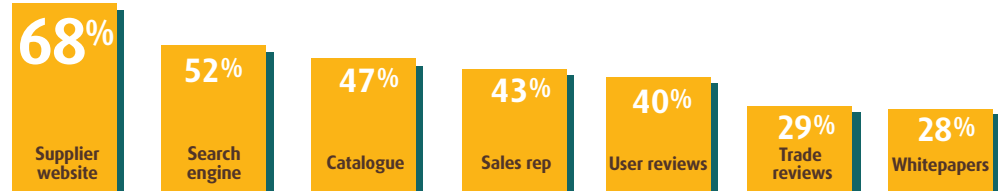




# 2014 Industrial Supply Purchasing Insights

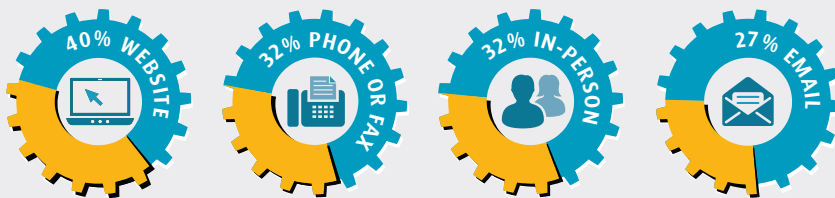
In late 2013, UPS collaborated with the research firm TNS to survey 1,501 industrial supplies purchasers to develop a broad view of the industrial buyers' market. The resulting UPS B2B Purchasing Insights Study provided unique insights into customer perceptions and preferences as they relate to purchasing industrial parts and supplies.



## .....How customers research industrial supplies purchases

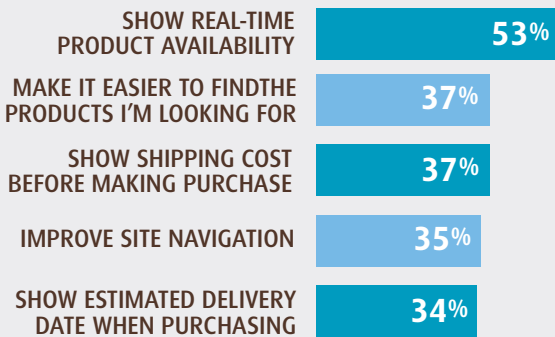
**34%** Have purchased online outside of their existing supply base

## Preferred methods for purchasing .....

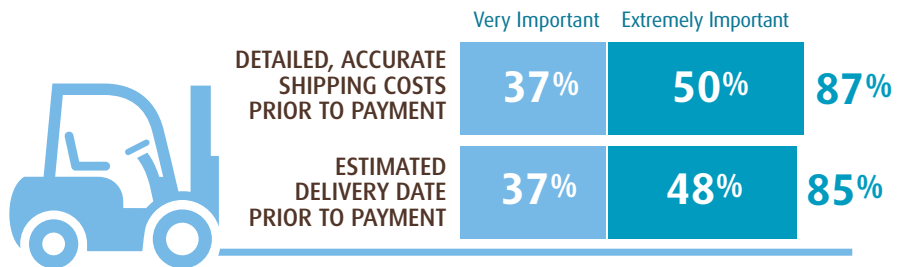


**67%** of all surveyed buyers think the ability to order on a supplier's website is either very or extremely important  
**69%** say either most or all of their suppliers offer ordering through their websites  
**93%** feel their vendors' online experience is as good or better than the consumer sites they use

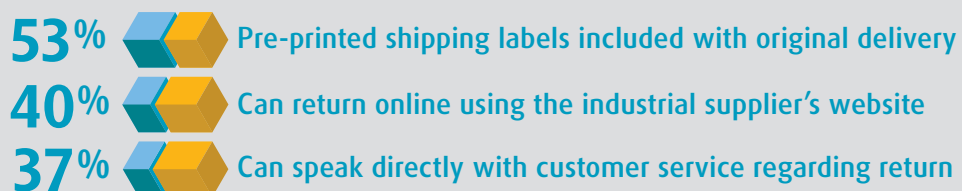
## .....How suppliers' websites could improve



The **2 most important** attributes when it comes to shipping and delivery:



## Top 3 measures that could improve returns processes .....



For more information on the 2014 UPS B2B Purchasing Insights Study, download the complete whitepaper at [ups.com/insights](http://ups.com/insights)