



FOR IMMEDIATE RELEASE
July 22, 2015

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IDEA Announces NEMA's Renewed Endorsement of the IDW as Preferred Source for Member Companies' Product Information

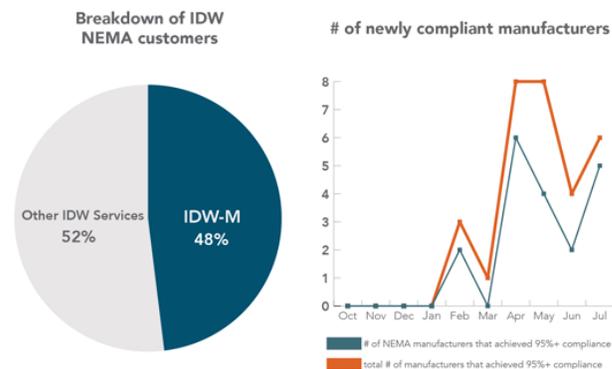
*NEMA manufacturer members increase investment in IDW in 2015;
IDEA makes significant improvements to IDW benefits for manufacturers*

ARLINGTON, VA – The Industry Data Exchange Association, Inc. (IDEA) today announces the National Electrical Manufacturers Association's (NEMA) **renewed endorsement** of IDEA's Industry Data Warehouse (IDW) as the sole preferred source for member companies' product information.

NEMA manufacturer members have increased their investment in the IDW in 2015, and IDEA has made significant improvements to IDW benefits for manufacturers since the launch of IDEA's Data Certification Program in October 2014.

"We fully encourage our members to use IDEA services," said Kevin Cosgriff, President and CEO, NEMA. "The IDW was built with a focus on manufacturer-supplied data in a one-to-many environment. This helps our member companies control their product information, promote brand identity, and increase speed to market. In addition, the information manufacturers make available through the IDW goes through multiple quality checks, thus making it the most authoritative entering the distribution channel."

IDEA's IDW for Manufacturers Annual Support Program (IDW-M) has seen a 40 percent increase in participation from NEMA manufacturers in 2015. The majority of NEMA manufacturers that receive IDW services have committed to achieving compliance through the Data Certification Program by October 1, 2015, and **16 have already reached this milestone.**



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Benefits to manufacturers with an IDW-M subscription include access to several data quality tools and support services to assist in product data analysis and management. Within the past five months, the IDW has expanded its offerings to include the Compliance Module and the Excellence Module, which measure the completeness and quality of each manufacturer account's product information. In addition, **IDEA recently announced** that, through its partnership with ElectricSmarts, IDW data is being supplied directly to contractor estimating systems, giving manufacturer product data in the IDW more exposure to the end user.



“IDEA has been placing a lot of focus on taking care of our manufacturer customers,” said Paul Molitor, President and CEO, IDEA. “NEMA is one of our founding partners, and we have been working closely with them to make decisions that benefit the entire channel. We are grateful for NEMA’s support and anticipate significant growth and development over the coming year and beyond.”

About IDEA: *The Industry Data Exchange Association, Inc. (IDEA) is the official technology service provider and eBusiness standards body of the electrical industry. The company helps thousands of manufacturers and distributors find the most cost-effective methods for running day-to-day business. IDEA’s applications help connect the supply chain and make business processes efficient, easy and enjoyable for people every day. IDEA was founded in 1998 through a partnership rooted in the collective leadership of the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED) members. Their applications also bring value to vertical markets such as industrial, retail, and consumer-packaged goods. IDEA is headquartered in Arlington, VA (idea4industry.com).*

About NEMA: *The National Electrical Manufacturers Association (NEMA) represents nearly 400 electrical, medical imaging, and radiation therapy manufacturers. Our combined industries account for more than 400,000 American jobs and more than 7,000 facilities across the U.S. Domestic production exceeds \$117 billion per year. Our industry is at the forefront on electrical safety, reliability, resilience, efficiency, and energy security (nema.org).*

About NAED: *NAED is the trade association for the \$70+ billion electrical distribution industry. Through networking, education, research, and benchmarking, NAED helps electrical distributors increase profitability and improve the channel. NAED’s membership operates in more than 5,100 locations internationally (naed.org).*