



**Media Contact:**

Quiana Pinckney  
HD Supply Public Relations  
770-852-9057  
[Quiana.Pinckney@hdsupply.com](mailto:Quiana.Pinckney@hdsupply.com)

**FOR IMMEDIATE RELEASE**

**HD Supply White Cap Amplifies Strong Presence at World of Concrete®**

*The company's three booths will feature a knowledgeable sales team, products, safety demonstrations, new technology and giveaways.*

**LAS VEGAS – January 17, 2014** – HD Supply White Cap Construction Supply will continue its strong presence at World of Concrete on January 21-24 at the Las Vegas Convention Center with exhibits at its Flagship booth, Whitecap.com booth and Safety booth.

- In a simulated branch, the flagship booth will feature products, an experienced sales team, and provide the official HD Supply White Cap World of Concrete backpack giveaway to all attendees. It will be located at C4355 - Central Hall.
- The WhiteCap.com booth will provide demonstrations of White Cap's mobility suite and free Smartphone Gloves will be given to attendees who have the new mobile app downloaded to their smart device. It will be located at BD2 - Central Hall.
- The White Cap Safety Booth will feature Honeywell Safety Harness demonstrations and giveaways of protective glasses and ear plugs. It will be located outside Central Hall near Registration.

“World of Concrete offers a unique opportunity for our team to strengthen relationships with many of our customers and suppliers, in addition to introducing new products, services and technology,” said John Stegeman, president of HD Supply White Cap.

In addition, HD Supply White Cap will launch its new mobile website and mobile app with enhanced search, workflow and purchase capabilities, in conjunction with World of Concrete. During the tradeshow, a White Cap mobile app inspector will spot-check attendees' smart devices. Attendees who have downloaded the mobile app will be eligible to win one of fifty \$50 gift cards.

**About HD Supply White Cap**

With more than 140 locations, and more than 2,800 knowledgeable full-time associates, HD Supply White Cap ([whitecap.com](http://whitecap.com)) is the nation's leading distributor of specialty hardware, tools and safety materials for professional contractors. The company offers an extensive product inventory, combined with will call, site delivery and direct-ship options. It is a business unit of HD Supply ([hdsupply.com](http://hdsupply.com)), one of the largest industrial distributors in North America.

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