

Channel Solutions Provider AgoNow to Launch in November 2016

Industry veterans Larry Davis and John Allenbach lead new business

AgoNow LLC, a pure industrial wholesaler and channel solutions provider based in Tulsa, Okla., will open for business in November 2016. The new company facilitates profitable relationships between distributors and manufacturers through services that allow manufacturers to sell more deeply into their portfolios and industrial distributors to identify new opportunities and grow their market share.

“We started AgoNow because there was a need for a solution that supported the entire supply chain,” said Larry Davis, Chairman and CEO of AgoNow. “It’s about a total market experience. We want to meet the needs of both manufacturers and distributors and create a digital marketplace where true channel partnerships can thrive.”

Working with manufacturers, AgoNow will only sell to distributors and resellers. “We will sign a non-disclosure, non-compete, non-solicitation agreement to prove we have no intention of competing with them,” Davis said.

Davis was formerly the President at ORS Nasco and the Chief Commercial Officer at Stellar Industrial Supply. John Allenbach, previously Senior Vice President of Sales and Marketing at Apex Tool Group, is AgoNow’s President of Sales. The company is 100% owned by its leadership team.

AgoNow helps distributors and manufacturers grow revenue, lowers their operating expenses by shipping product for them, and reduces their working capital by stocking products and consolidating usage. AgoNow is also investing in analytics and marketing services that will help distributors and manufacturers uncover new sales opportunities.

“We are committed to our partners’ success,” Davis said.

AgoNow is focused primarily on industrial MRO categories, including abrasives; adhesives, sealants and tape; general construction; metalworking; electrical, lighting and batteries; fasteners; hand tools; hose clamps, tubing and fittings; heating, cooling and ventilation; janitorial supplies; chemicals, lubricants, coolants and fluids; marking and labeling; material handling and storage; measuring and inspecting instruments; paint and paint accessories; pneumatics; power tools and accessories; pumps; safety; saw blades; and welding supplies. More product categories will be added as the company grows.

Davis and Allenbach join fellow industry veterans in founding the company, including the rest of the leadership team: Mike Denning, CIO and Vice President of Operations; Jake Kilian, Vice President of Merchandising; Chet Hood, Vice President of Marketing; Ashlee Steward, Chief of Staff; and Rachelle Morgan, Business Intelligence Architect. Learn more about the AgoNow team at agonow.com.

To contact AgoNow and learn more about becoming a distributor or manufacturer partner, go to agonow.com/index.php/contact-us or email info@agonow.com.