



EMA Corporate Bronze Partner Spotlight Introducing: Northwest Pump
You can now buy petroleum and industrial equipment online.

EMA Officers, Executive Committee, and staff are pleased to welcome EMA's newest Corporate Bronze Partner: [Northwest Pump](#).

Northwest Pump, a 61 year old distributor of petroleum and industrial parts, has decided it is time to go full digital. NWP recently purchased Petrostuff, an online petroleum sales platform that sold items such as nozzles, breakaways, swivels, pumps and more. Petrostuff has been around since 2010 and has made great strides in the ecommerce world for the petroleum industry.

Northwest Pump now has two online platforms. The first is for current, or B2B customers, allowing them to login and access the entire NWP product line up which includes thousands of items and 30-day terms. The second, the newly purchased platform, is for B2C customers who are looking for an easy way to buy petroleum and industrial products online without the hassle of setting up and account or being a NWP customer.

"Our goal for having two platforms is that our current customers will get more perks and access to our full list of products, however, we realized we are not reaching a potential target market of B2C customers that are looking for a quick online option, says Mark Mathews, NWP CEO/President.

All products on the current Petrostuff site will be staying and a few Industrial items are being added that NWP feels will add to the product line up. NWP's goal is to bring a digital option for customers that are on the go, as well as still provide the NWP customer focused business model where customers can reach out to the Inside Sales team with all questions.

"We know the industry is busy, so we want to give consumers the opportunity to seamlessly buy products they need online with just the click of a button. We are still here for support, questions and product evaluations, but for the customers who needs something quickly, we now also provide that option as well," comments Bob Mathews, NWP Vice President.

The new online platform is located on the NWP website at <https://shop.nwpump.com/>. Customers can either check out as a guest or create an account so they can track all their recent

purchases. For all B2B help, consumers can email esales@nwpump.com.

To learn more on Northwest Pump or the new online sales platform, [email](#) or call 877.567.3876.

Northwest Pump has been an industry leader in selling and servicing petroleum products since 1959. We offer top quality products, decades of experience, and unparalleled customer service. When we added our industrial division over 10 years ago, those same qualities were established immediately. Employee-owned since 2006, that pride in ownership is reflected with everything that we do.