

**PIE TECHNOLOGY  
PLATFORM™**

The PIE (Product Information Exchange) Technology Platform facilitates the exchange of rich content product information between manufacturers and distributors of industrial products.

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## NEWS RELEASE

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### PIE Technology Platform™ Launches

*New product data platform advances industrial partnerships and e-commerce capabilities*

*Chicago, Ill.—January 18, 2023—* Bearing Specialists Association (BSA) and the Power Transmission Distributors Association (PTDA) announce the launch of the PIE Technology Platform™ (PIE), a cloud-based platform giving manufacturers and distributors of industrial products access to the most comprehensive catalog for the exchange of rich content product information.

The essential tool for channel partners, PIE provides efficient and seamless communication of accurate, real-time information, strengthening collaboration and advancing e-commerce sales. PIE ensures end customers have access to the most accurate and reliable product information.

With 24/7/365 access to PIE-compliant manufacturer partner content, distributors can map rich product data to their company-specific PIM system, using an automated tool. The single, secure and standard platform is only accessible to authorized distributor partners, ensuring manufacturers can protect and maintain product data ownership. Both manufacturers and distributors benefit from reduced errors and staff time spent correcting inaccurate or outdated content.

“PIE is a tremendous advancement for the PT/MC industry, setting a new standard for how manufacturers and distributors conduct business,” says PTDA President, Mike McLain, Allied Bearing & Supply, Inc. “PIE not only strengthens collaboration between channel partners but provides a competitive edge in an increasingly crowded digital marketplace.”

“Now more than ever manufacturers and distributors need tools and strategies that simplify the exchange of product content,” says Todd Hamlin, BSA President, DXP Enterprises. “Building a comprehensive catalog of product attributes and images via the PIE Technology Platform meets that need while creating new efficiencies and opportunities for significant digital sales growth.”

PIE launched in 2021 and features 22 bearings categories. New for 2023, PIE will introduce belt drives, chains and sprockets, linear bearings, seals and bearing accessories and tools. An additional eight product categories are planned, including shaft couplings, iron sheaves, conveyors & material handling, gearing, adjustable speed drives, motor/motion control, clutches & brakes and motors.

### About BSA

BSA is the “must belong to organization for authorized bearing distributors.” The association’s mission states, “BSA builds meaningful and lasting relationships by connecting distributor and manufacturer leaders to move our industry forward.” BSA is an international service and educational organization of

authorized distributors representing almost one hundred companies distributing factory-warranted, anti-friction bearings and invited manufacturers of bearings and related products. For more information on BSA contact the BSA office at (630) 858-3838; fax (630) 790-3095; email [info@bsahome.org](mailto:info@bsahome.org) or visit the association website at [www.bsahome.org](http://www.bsahome.org).

#### **About PTDA**

The Power Transmission Distributors Association (PTDA) is the leading global association for the industrial power transmission/motion control (PT/MC) distribution channel. Headquartered in Chicago, PTDA represents power transmission/motion control distribution firms that generate more than \$19.6 billion in sales and span more than 2,500 locations. PTDA members also include manufacturers that supply the PT/MC industry.

PTDA is dedicated to providing exceptional networking, targeted education, relevant information and leading-edge business tools to help distributors and manufacturers meet marketplace demands competitively and profitably. For more information, call +1.312.516.2100, visit [ptda.org](http://ptda.org) or follow on [LinkedIn](#) or Twitter at [@PTDAorg](#).

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