



Graco Launches All-New Graco.com

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Helping customers find the products they need – faster, easier and from any device

MINNEAPOLIS--(BUSINESS WIRE)--Nov. 19, 2018-- Graco Inc. (NYSE:GGG), a leading manufacturer of fluid handling equipment, has launched an all-new Graco.com, improving customer experience by better connecting customers to the information and resources they need.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181119005507/en/>

"We take pride in delivering tools and solutions to help our customers succeed every day. Like any project, the work is never truly finished. From continuous R&D to A+ Service, we're always looking for new ways to bring value," said Nikki Erickson, Graco Web Strategy Manager. "We're excited to be offering customers a next-generation web experience, available anytime, anywhere, and from any desktop, tablet or mobile device."

Graco built the new website from the ground up, based on direct feedback from customers. The new site features:

Improved Customer Experience. Tailor-made product sections are now based on customer profiles – allowing customers to find what they need quickly and easily.

Full-Service Content. Graco revitalized product pages, going beyond product features and specifications to bring customers even more:

- Content to diagnose their problem – and recommend a product solution
- Clear product groups, with simple filters and a new comparison function to help customers select the right product
- Owner support materials for operating and maintaining products

Purchase and Service Relationship. Graco aims for a seamless customer experience between the Company and its distributors – filled with A+ Service. The simplified search tool helps customers find their nearest Graco distributor to purchase or service products.

Visit the new Graco.com to see this powerful digital tool in action.

ABOUT GRACO

Graco Inc. supplies technology and expertise for the management of fluids and coatings in both industrial and commercial applications. It designs, manufactures and markets systems and equipment to move, measure, control, dispense, and spray fluid and powder materials. A recognized leader in its specialties, Minneapolis-based Graco serves customers around the world in the manufacturing, processing, construction and maintenance industries. For additional information about Graco Inc., please visit us at www.graco.com or on Twitter @GracoInc.

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Source: Graco Inc.

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