

## **Action Industries Widens Reach with Launch of Action Direct**

Action Industries, a leading manufacturer and distributor of garage door weather seals and hardware, has launched Action Direct [[shopactiondirect.com](https://shopactiondirect.com)], aiming to connect a broader base of end user customers to the national Action Industries brand and its USA-made product offerings.

Marc Calcaterra, Action's CEO, said that "we wanted to create a complimentary e-commerce access point for Action Industries that focuses on customers who aren't authorized dealers but consistently rely on Action's products in a variety of industries," in reference to their Action Industries website [[action-ind.com](https://action-ind.com)] that caters to professional dealers that require bulk ordering options, advanced shipping logistics and dedicated account manager support.

With Action Direct, website visitors can experience a simplified online purchasing process without having to be registered as an authorized dealer, however will still have the opportunity to create an account to see order history, place repeat orders, and quickly connect with Action's customer support team.

Action Direct's American-made [weather seals](#) and retainers are built to service door and access points for a wide range of applications and industries. They serve as efficient [weather seals for self-storage units](#), commercial and industrial overhead doors, warehouses and distribution centers, pest control companies, residential outbuildings, and much more.

"We know that making our weatherstripping, retainers, thresholds, and other products easier to access will broaden Action's reach," Mark said. "It doesn't matter if you're a pest control business or the DIY homeowner wanting to protect their garage from the elements, everyone can benefit from Action's products, and Action Direct makes it easier than ever."