

CROUCH SALES COMPANY, INC.

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CROUCH SALES - SERVICE FIRST, QUALITY ALWAYS SINCE 1966

by Dennis Cowhey, President, Computer Insights

A Family Legacy Built On Knowledge And Customer Service

Since 1966, Crouch Sales has been a cornerstone of fastener distribution in the Dallas area and across the United States. The company was founded by James W. Crouch and Carolyn Crouch and has continued on by their children Gary W. Crouch and Connie Crouch Finley and grandson Thomas James Finley. As a family-owned and operated business, they've built their reputation on two fundamental principles: putting service first and maintaining unwavering quality standards.

Extensive Inventory At Your Fingertips

Their large warehouse stocks an extensive inventory of bolts, hex bolts, nuts, hex nuts, washers, screws, anchors, drill bits, and specialty items in stainless steel, brass, nylon, and other materials. Whether customers need socket screws for precision applications or standard construction fasteners, their fully stocked warehouse ensures they have what customers need when they need it.

The breadth of their inventory sets them apart in the marketplace. Crouch Sales prides itself on being more than just another supplier—they're a reliable partner who understands that downtime costs money and that having the right fastener immediately available can make or break a project timeline.

Knowledgeable Sales Staff Makes The Difference

What truly distinguishes Crouch Sales is its experienced sales team, which collectively brings over 100 years of combined experience with the company. Every member of their sales staff possesses in-depth knowledge of their



inventory and can answer product questions, instantly check stock availability, and ensure orders are accurate before delivery.

Their "Service First" attitude isn't just a tagline—it's embedded in everything they do. When customers call or visit their Dallas counter, they're speaking with professionals who understand their needs and can provide expert guidance on fastener selection for specific applications.

Flexible Delivery Options For Every Need

Understanding that different customers have different urgency levels, Crouch Sales offers multiple delivery options, including:

- [1] Same-day delivery for time-critical orders
- [2] UPS delivery for nationwide shipping
- [3] USPS flat rate shipping
- [4] Will call pickup for local customers
- [5] Local truck delivery for larger orders

This flexibility ensures that whether a customer needs a few specialty fasteners for an emergency repair or bulk quantities for a major construction project, Crouch Sales can accommodate their delivery requirements.



Serving Customers Nationwide Through Multiple Channels

While their walk-in counter sales location in Dallas serves local customers Monday through Friday from 7:30 a.m. to 3:30 p.m. CST, their reach extends far beyond the state of Texas. Customers across the United States can purchase fasteners online through their website, place telephone orders, or use any combination of these methods.

Crouch Sales has made it simple to do business with them. Their online platform allows customers to browse their extensive inventory, check availability, and request quantity discount pricing. For those who prefer the personal touch, their on-site sales staff is ready to assist with phone orders and provide the same level of expertise available to walk-in customers.

Building Relationships, Not Just Transactions

At Crouch Sales, the team takes special pride in the service and attention they provide to every customer. They understand that in the fastener industry, reliability matters. Contractors, manufacturers, maintenance departments, and DIY enthusiasts all depend on having the right fasteners available when needed.

Their mission statement—"Service First, Quality Always"—has guided them for nearly six decades. This commitment entails carefully managing their inventory to maintain optimal stock levels, continuously training their staff to expand their product knowledge, and standing behind every item they sell.

Powered by Technology That Supports Growth

Crouch Sales has strengthened its operational capabilities through its partnership with Computer

Insights, Inc and the implementation of The Business Edge™ ERP system. This powerful software platform has been instrumental in helping them manage their extensive inventory more efficiently while maintaining the high level of customer service for which they're known.

The Business Edge™ gives its sales staff instant access to critical information—real-time inventory levels, customer purchase history, pricing, and product availability—all at their fingertips. This means when a customer calls with a question, the team can provide immediate, accurate answers without putting anyone on hold or making callbacks. The system's comprehensive functionality supports everything from order entry and inventory management to delivery coordination and customer relationship management.

As Crouch Sales continues to grow, The Business Edge™ provides the scalable foundation they need to handle increasing order volumes without sacrificing the personalized service their customers expect. The software's efficiency features allow them to process more orders with greater accuracy, ensuring that their "Service First, Quality Always" mission remains achievable even as their business expands.

With The Business Edge™ supporting their daily operations, they can focus on what they do best: providing expert guidance, maintaining comprehensive inventory, and delivering the exceptional customer service that has defined their business for nearly six decades.

"Our partnership with Computer Insights, Inc. represents more than just a software implementation—it's a strategic investment in Crouch Sales' future. The wireless warehouse alone was a game-changer. We look forward to continued growth and collaboration."

Tom Finley, Vice-President at Crouch Sales Company, Inc.

A Trusted Partner for Industrial and Construction Professionals

Whether customers are sourcing fasteners for industrial applications, construction projects, or maintenance operations, Crouch Sales combines the personal attention of a family business with the inventory depth and delivery capabilities customers expect from a modern distributor.

The industrial supply landscape has undergone significant changes since 1966, yet its core values remain constant. They've adapted to serve customers through new channels while maintaining the hands-on, knowledgeable service that built their reputation. For customers who need fasteners—from common bolts and nuts to hard-to-find specialty items—Crouch Sales delivers the combination of inventory, expertise,

and service that keeps projects moving forward. With a \$20 minimum purchase requirement, they make it easy for customers of all sizes to access quality fasteners backed by experienced guidance. 

More Information



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