



CLIENT:
Porter Pipe & Supply



LOCATION:
Illinois & Indiana



INDUSTRY:
PVF and HVACR Wholesaler



PROJECT:
eCommerce

Problem

Porter Pipe & Supply is a B2B wholesale supplier of a wide range of products, including commercial plumbing supplies, pipes, valves and fittings, HVACR equipment, and industrial and mechanical products. Porter’s tagline “Partnership with Purpose” supports the company’s full-service approach to working with every customer and supplier.

Though the company had a proactive approach to customer service, it also had an extremely outdated online store with very basic functionality. As a result, customers rarely used it.

“We didn’t like what we had since we always want to be innovative. That’s why we were looking to not just catch up with current times, but also get ahead of the pack,” said eCommerce Specialist Michael Slaboszewski. “We wanted to completely update and revamp the entire eCommerce system and have a website that aligns with what Porter is about—providing the best possible products and services.”

Seeking a company that could help, Slaboszewski researched eCommerce website creators. After attending several demos, it was easy to see that Unilog was the frontrunner in its space.

“I wasn’t looking to have a website just to make sales,” said Slaboszewski. “I wanted an intuitive and user-friendly website that would be a tool for our customer base, as well as our internal team and even some vendors. That’s what Unilog provided.”

“There is a strong partnership between Porter Pipe & Supply and Unilog that ultimately benefits our customers and vendors.”

MICHAEL SLABOSZEWSKI
eCommerce Specialist, Porter Pipe & Supply

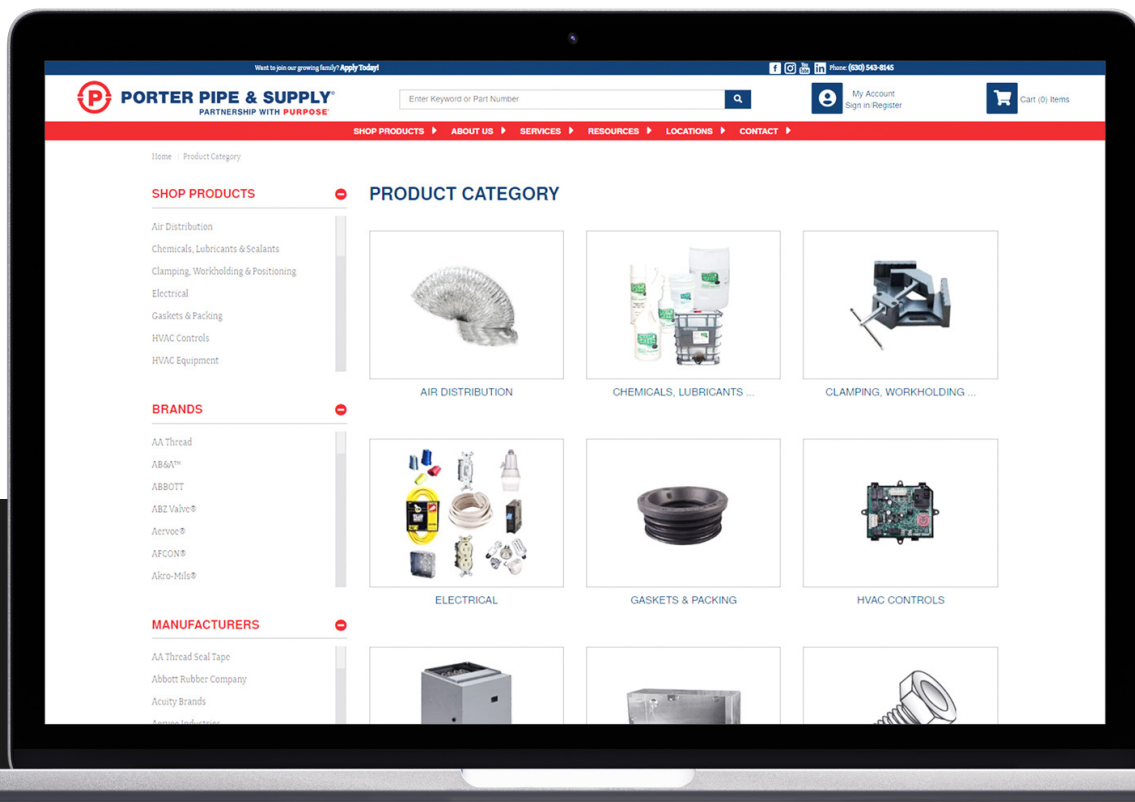
Solution

Unilog creates award-winning B2B eCommerce websites that transform the customers' experience. From predictive site search capabilities and product content to customer-specific pricing and self-service features, websites developed through the Unilog platform are designed to revolutionize how customers interact with companies like Porter.

Porter's new full-featured site also includes updated workflows and an optimized ordering process to provide customers added convenience and efficiencies. But the wholesale supplier is not finished: Its digital roadmap is slated to add even more website enhancements in the future.

"We continue to add more content because we have products that we plan on adding in the future," said Slaboszewski. "We plan to modify the taxonomy structure to better align with industry needs. We also have upcoming integrations with a chat tool and mobile app—working with Unilog—to further enhance the online experience."

How the teams at Porter and Unilog work in partnership ensures that Porter will always have a cutting-edge eCommerce website."



Results

➤ REVAMPED WEBSITE

Porter's new eCommerce site blends seamlessly with all their current static pages, creating an important visual improvement.

➤ MARKETING ASSISTANCE

The Unilog team works with Porter to generate content for marketing the new eCommerce website.

➤ INCREASED CUSTOMER ENGAGEMENT

Porter's new website is not just for making sales. It's a tool that customers can use to learn about Porter's products and services without having to call.

About Porter Pipe & Supply

Since 1976, Porter Pipe & Supply Co. has served the area's professional trade businesses as a wholesale supplier of commercial plumbing supplies, pipe, valves and fittings, HVACR equipment, and industrial and mechanical products. At Porter Pipe, we redefine partnership for our customers by bringing together expertise, passion and a dedication that makes sure our customers are always put first. From a fill rate that's the best in our market to services and solutions that deliver continuous productivity to the job site, we know success hinges on more than the products our partners order from us. We are dedicated to saving our customers time, adding value to their business and helping them build America. Learn more at porterpipe.com

Unilog is the leader in connected product content and commerce, delivering the platform, content, and connectivity businesses need to succeed in the digital arena. Our connected suite of solutions helps wholesale distributors, manufacturers, and specialty retailers sell more, stay relevant, and reduce their cost to serve.

For more information, visit UnilogCorp.com