



INTEGRATING ECOMMERCE INTO YOUR BUSINESS

In an era of complex retail, a thoughtful eCommerce program can help you compete more effectively.

Build an Easy-to-Use eCommerce Site

Give your customers the ability to shop your store online—for any product, with local pricing.

Orgill has partnered with Unilog, which offers a complete integrated system that simplifies the eCommerce process while providing you with everything you need.



The Marketplace Is Transforming

Consumers and professional contractors are turning to the internet more frequently when researching and purchasing home improvement products. To take advantage of this trend and drive foot traffic and engagement with your brand, consider investing in an eCommerce site for your customers.

According to Cleveland Research Company's 2019 Home Improvement Council Annual Survey, Amazon now holds 3rd place for where people shop for and purchase home improvement products, just behind Home Depot and Lowe's.

Orgill can help. The Integrated eCommerce program streamlines the process for setting up and maintaining websites that can be customized for stores of many sizes and formats.

With the Integrated eCommerce program, you can:

- Display real-time item information, including your store's prices and on-hand quantities
- Include ALL the products you carry—not just items you purchase from Orgill
- Integrate with your store's POS system
- Offer your customers convenient options to get their merchandise including: pickup in store, ship to store, ship to home, or delivery on your own vehicles

A Partner in Technology

Orgill has partnered with Unilog, a technology company that provides product data services, an integrated product information management (PIM) system, and an eCommerce platform. Orgill and Unilog will create the rich quality product data that you need to showcase all of the products you carry.

On the back end, you have a shared pool of product data, a range of pickup and shipping methods, a program that works with your POS, a user-friendly checkout system and full strategic and technical support from Unilog.

What's more, Unilog allows you to customize your eCommerce site to best fit your store type. You can build it around any of the following options:

- Hardware store
- Home center
- Pro lumberyard
- Farm store

When you build your site, you can use a ready-made template, or you may choose to create your own customized version. You'll be provided with all the tools you need. You can work with Unilog's creative team to build the site, or you can get assistance from Orgill.

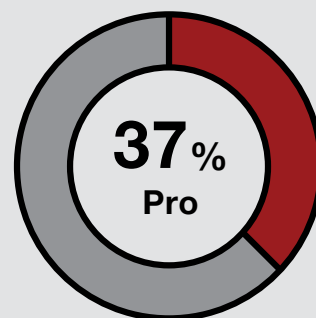
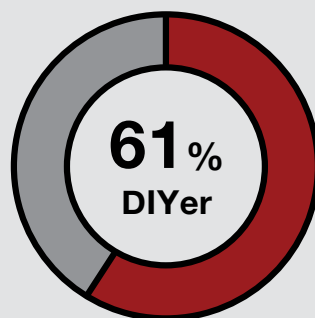
Convenience For All

Orgill's Integrated eCommerce program makes shopping online easy for your customers, and it makes managing that online shopping convenient for you, thanks to local pricing, a full selection of products, a program integrated with your POS and different pickup options for your customers.

This program allows you to spend more time focusing on your customers—both in your brick-and-mortar store, and those shopping with you online.

A Glance at Online Shopping

Respondents Choosing Online as Ideal Shopping Method for Home Improvement Products



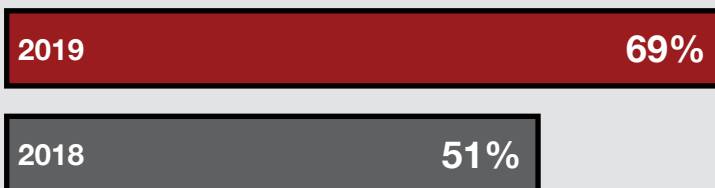
Importance of Research On Purchase of Home Improvement Products



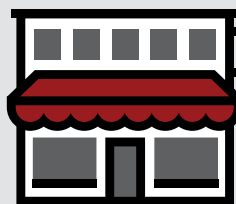
80%

of home improvement shoppers cited online research as extremely or very important to their final purchase decision.

Online Purchases for Home Improvement Products by DIY Customers



Buying Online, Pick Up in Store Gains Popularity

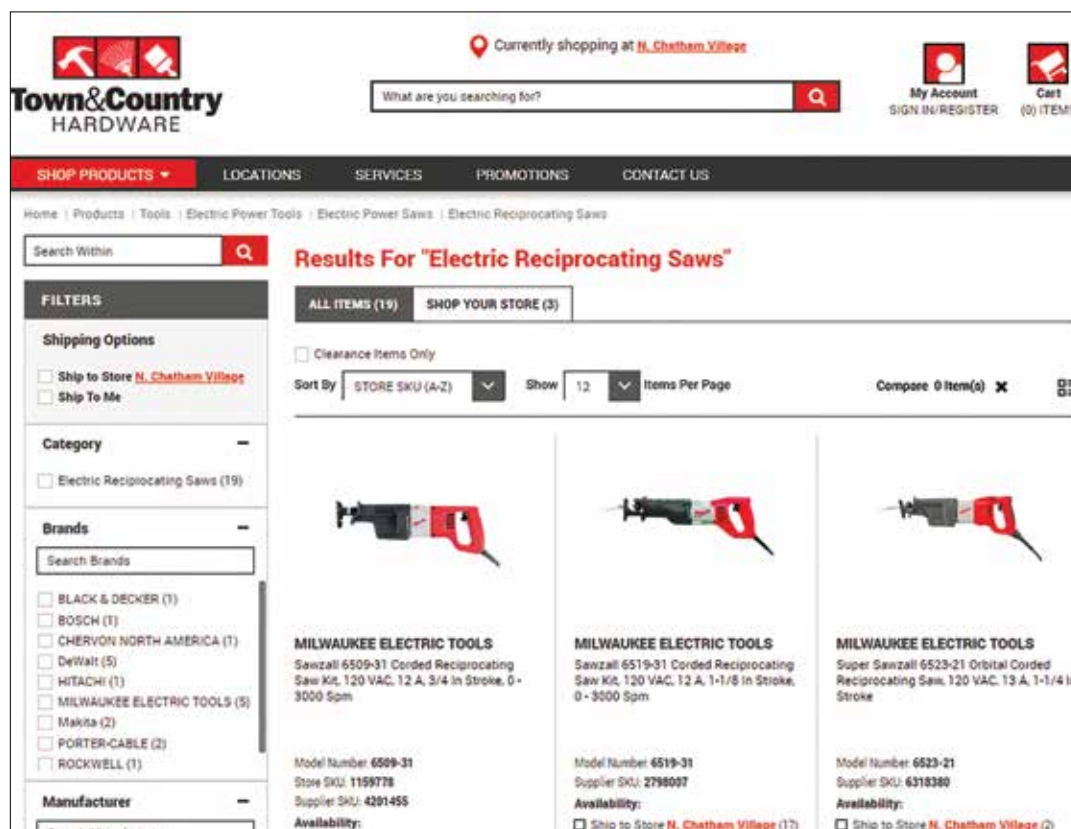


46%

used the in-store pickup option when they make an online purchase.

Sources: Cleveland Research Company, The Farnsworth Group, Home Improvement Research Institute (HIRI) and North American Retail Hardware Association (NRHA)

Your store is unique, and your eCommerce site should be as well. It can be built from a template or completely customized, and will offer the exact look and product selection that you specify.



Rich and Accurate Product Data

Finding and researching all your products online should be easy for your customers.

Orgill's Integrated eCommerce program allows you to showcase rich quality product data for all your items. It allows your customers to see what products they can find in stock at any of your store locations. The prices listed match your point-of-sale system, too. With one simple search, customers can compare similar products side by side and choose the one they need. At the same time, they can see how much it will cost and where they can pick it up.

Getting Started

Getting an eCommerce site set up and managing all the data and technology can be very expensive if you do not have the right partners.

Partnering with Orgill and Unilog can save you 50 to 85 percent compared to similar quality solutions.

If you're interested in learning how Orgill's Integrated eCommerce program can benefit your business, talk with your Orgill sales representative about how to get started.

For more information on how Orgill can help you build an effective eCommerce site, contact **Grant Morrow at **800-347-2860, ext. 6741**.**