



**CLIENT:**  
ARG Industrial



**LOCATION:**  
Anchorage,  
Alaska



**INDUSTRY:**  
Industrial and  
Hydraulic Hose &  
Fittings, Lifting &  
Rigging Supplies



**PROJECT:**  
Digital Commerce  
and Product Content

## Problem

ARG Industrial – formerly known as Alaska Rubber Group – has been a mainstay in the industrial and hydraulic hose & fittings, lifting, and rigging supplies industry since 1980. Several years ago, the distributor began seeing a shift in how buyers preferred to source products and many in their industry were looking for a digital shopping experience with more self-serve options. Mike Mortensen, President & CEO of ARG Industrial, knew they needed to bolt a digital door on the side of their business. “You could call it the Amazon effect, but it was clear that some of our customers didn’t want to call our people or look through catalogs to buy from us,” he said. “They wanted access to our site 24/7 with self-serve features so they could get the information they needed when it was convenient for them.”

Mortensen admitted they didn’t have the platform to meet their customers’ digital needs but wasn’t sure how they were going to accomplish this huge initiative. “I was stuck. I knew there were companies that could build us a website. What I didn’t know was how we were going to develop the detail pages for all our products.”

The hydraulic hose & fittings supplier originally reached out to manufacturing partners and other distributors for product content but found they didn’t have it. It wasn’t until they were introduced to Unilog that they really saw that having a content-rich website was possible.

“Our B2B eCommerce platform has allowed us to punch way above our weight. We’re able to compete with the large players in our industry, including some of the integrated supply companies and national companies.”

**MIKE MORTENSEN**  
President & CEO, ARG Industrial

## Solution

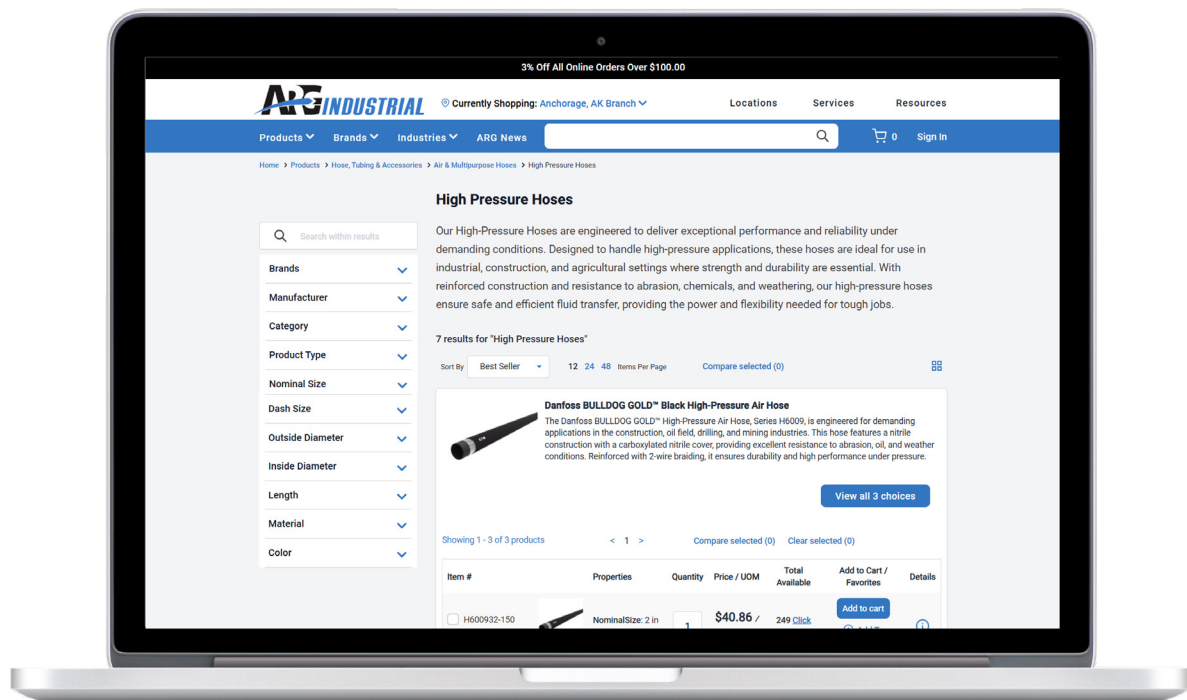
Unilog's connected product content and commerce solution, called the [CX1 Platform](#), helped ARG Industrial meet customer expectations, streamlining the buying experience and bringing added value. "Unilog really filled the hole in our game plan and gave us the stepping stones to get from where we were to where we are today with a fully enabled B2B eCommerce site," said Mortensen.

Prior to their digital commerce site implementation, the distributor's sales team relied on the internet to try to answer questions about their products. Using Google or manufacturer sites to try to find product information, Mortensen said their searches produced less than stellar results and made for an unhappy sales team.

Unilog's all-in-one CX1 Platform provided ARG Industrial with a flexible [eCommerce platform](#), [unmatched product content](#), [dynamic product information management](#), and [deep connectivity tools](#) to integrate the distributor's online and in-store business and streamline their operations.

Now, with robust product information housed directly on their eCommerce website, their site has become the source of truth for their product knowledge. "Our sales team is using the product detail pages and the manufacturers' marketing information that lives within the ARG Industrial website and providing it to the customer, so it's become a huge resource for them," explained Mortensen. "They're not carrying around a bunch of catalogs and they're not sending customers to disparate manufacturer websites where they can't transact. They're pointing them at our eCommerce site that has the customer's local availability and their negotiated pricing all ready to go for them."

Mortensen acknowledged he didn't realize the level of product content they would have when they partnered with Unilog. "I thought I knew the products that I dealt with," said Mortensen. "But for Unilog to serve them back to us with the level of attribution and detail about those products, along with the added content like catalog pages, cut sheets, and video clips, really went above and beyond my expectations."



## Results

The forefront of ARG Industrial's customer strategy has been site adoption, which has ramped up since their implementation, and Mortensen said their customers have come along with them on that journey. Initially, some customers were happy to access their 50,000-SKU online product catalog, but still preferred to call their sales reps to place their orders. The distributor assured them that their sales team would always be there to take care of them and provide that personal touch, but encouraged them to try using their site as a resource to find information that perhaps their team wouldn't have at their fingertips. To further increase site adoption, they offered customers a discount for shopping and placing their order online. As a result, they've started to see their shopping cart revenue increase month after month as their customer registrations grow.

Mortensen asserted, "You can build the best site in the world, but if it's a best-kept secret, the value is not there. So we continue to focus on registering customers and educating them about our eCommerce site."

Over the course of Mortenson's 30-year career at ARG Industrial, he has been heavily involved in the company's growth strategy. Little did he realize their connected product content and commerce solution from Unilog would provide so many opportunities for their business above and beyond the ability to better serve their customers. He shared his thoughts on his company's biggest wins:

### » ORGANIC SEO

"I'm surprised at how well our products appear in search engine results with zero dollars spent on SEO. Our website is often right underneath the paid search, sometimes above the manufacturer's website. That's been an added benefit I didn't realize we were going to get."

### » INCREASED VISIBILITY

"We're selling products literally all over the country. As a company based in Anchorage, Alaska, we find ourselves shipping orders across the U.S. because we're visible. People can find us - especially over the last few years. Post-pandemic, when the supply chains were disrupted and a lot of people were just trying to find product, we were able to fill and ship their orders."

### » POWER IN THE MARKET

"Our B2B eCommerce platform has allowed us to punch way above our weight. When you consider who we are, a 13-location distributor out of the Pacific Northwest, we're able to compete with the large players in our industry, including some of the national integrated supply companies."





## » STRONGER MANUFACTURER CONNECTIONS

"Unilog has given us the platform to be able to build the tools that are not only connecting us with our customers, but connecting us with our manufacturing partners. I've been working really hard with our manufacturers to make the investments to stand up our platform so that they can not only serve us better, but we can also transfer their message back to the end market. These stronger connections also give us the ability to supply our manufacturers with end-market data, giving them insight into our website analytics so they can see how their products are being received in the market, what price points they are winning at, and which ones they are not. So there's really this kind of leveling up in distribution, connecting the chain from the manufactured good all the way to the end market."

## » A TECH LEADER

"With the help of our eCommerce site, we've become a technology leader in our industrial vertical. Our people have developed deeper pride in our company and in the direction that we're going. We have a web platform, we have a social media presence, we have marketing, we have all of these things that our employees are just accustomed to using. Our 'tech-enabled' business has allowed us to create a culture where our employees see that we're on a trajectory, that we have a vision, and that we have a shared success that we're all chasing. That's been a huge benefit for us."

## A Launch Pad for Future Success

Mortensen said their eCommerce platform has created a launch pad for them to develop a purpose-built tool for their industry that enables them to do more than just provide parts and pieces to sell - they can now digitally represent the value proposition of product assembly in the marketplace. Their site is designed to not only guide a customer through the process to purchase the parts they need, but it also helps them build a safe product assembly which they can add to cart and purchase. Mortensen contends customer interactions with their salespeople are still important, but now buyers have the option to build assembly solutions themselves on their site.

"All the technology that we're investing in and building is built to serve people, not the other way around. We're always going to want that personal connection, but our eCommerce site gives customers the ability to self-serve. It's industry-changing and really enables us to go above and beyond just having a website that sells parts and pieces," asserted Mortensen.



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**MIKE MORTENSEN**

President & CEO, ARG Industrial

## About ARG Industrial

ARG Industrial is Alaska and the Pacific Northwest's premier distributor of industrial and hydraulic hose & fittings, lifting, and rigging supplies. The 100% employee-owned company formerly known as Alaska Rubber Group embraced a transformative shift in 2023, changing their name to ARG Industrial. ARG Industrial currently employs approximately 200 people across 13 locations throughout Alaska, Washington, Idaho, and Oregon. To learn more, visit [alaskarubbergroup.com](https://alaskarubbergroup.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](https://UnilogCorp.com)