

CASE STUDY

Beyond the Brick-and-Mortar

How **GLS Supply**
Expanded their Reach
with CX1 Showroom

unilog

GLS
GLS SUPPLY



Customer Snapshot



COMPANY: GLS Supply



INDUSTRY

Plumbing supplies
& fixtures



CUSTOMER BASE

Industry professionals
& homeowners



LOCATIONS

Three physical showrooms,
plus a standalone warehouse
with counter sales



ONLINE PROJECT

Launched online
showroom in 2023

The Challenge

GLS Supply needed a more user-friendly system for their kitchen and bath showrooms—one that could make shopping easier for customers and streamline the entire sales process for staff.

Their newly hired Showroom Director, Michelle Jackson, brought a solution to the table: Unilog's [CX1 Showroom](#). Having used it successfully at a previous job, she was confident it would elevate GLS Supply's brand and service.



The Solution

QUICK LAUNCH

With Jackson's experience, GLS Supply worked with Unilog to get their website live in just 30 days.

PRODUCTS IMPLEMENTED

› CX1 Showroom

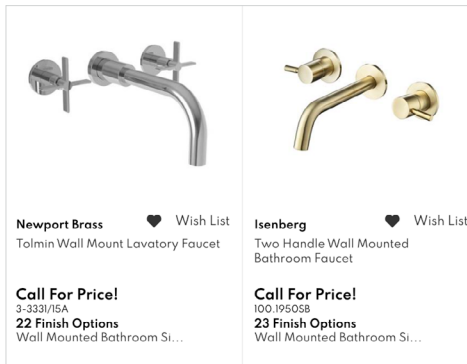
A custom-branded online space showcasing products beautifully, mirroring the in-store experience.

› CX1 SPEX Builder

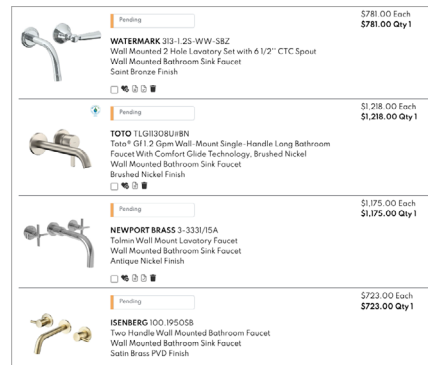
A product selection and presentation tool that integrates directly with CX1 Showroom, allowing staff to easily create branded, professional quotes.

HOW IT WORKS

- 1 Customers browse the online showroom, quickly finding the products they need.



- 2 They build a wish list of the products they'd like for their project.



- 3 The GLS team then uses CX1 SPEX Builder to generate a polished, image-driven "picture book" quote—complete with product images, specs, pricing, and room assignments.



The Results

Staff members love the new system. It's more professional, easier to use, and packed with details that keep GLS Supply competitive—reaching shoppers both locally and far beyond Huntsville, Alabama.

KEY WINS:

- ✓ Expanded customer base through organic online discovery.
- ✓ Increased sales as more shoppers find GLS Supply when searching for kitchen and bath products online.
- ✓ Improved internal efficiency and a more polished customer-facing experience.

CUSTOMER BENEFITS:

- ✓ No more guesswork: Customers can view their selections, specs, and room assignments all in one place.
- ✓ Easy sharing: They can share their project wish lists with contractors and plumbers, streamlining communication.

In Their Own Words

"One of the biggest benefits for the customer is that our CX1 Showroom site lets them share their selections with everyone on their job. They can view their wish list, see product specs, and know exactly where each item goes. It takes the guesswork out of their project."

– Michelle Jackson

Showroom Director
GLS Supply

