



**CLIENT:**  
 Reed  
 Manufacturing



**LOCATION:**  
 Erie,  
 Pennsylvania



**INDUSTRY:**  
 Pipe Tool and Vise  
 Manufacturing



**PROJECT:**  
 Consolidation and  
 Normalization of  
 Product Content

## Problem

For years, Reed Manufacturing stored product information in multiple repositories - from core data located in their ERP and digital assets in their DAM, to marketing content housed on their website. Additionally, Proposition 65 data was maintained separately by their compliance officer while weight and cube measurements were stored in yet a different source file.

Collecting data from these different sources to share with their distributors was a time-consuming task that not only affected REED's efficiency but also their speed to market. Marnie Caldwell, Marketing Director at REED, was tasked with finding a way to consolidate their data into one repository so they could more easily syndicate consistent and comprehensive product information to their channel partners.

## Solution

REED enlisted Unilog to consolidate their product data, normalize it for consistency, and then import the content for 1,800 SKUs into Unilog's CX1 PIM solution, a powerful product information management tool that provides the manufacturer with a single source for all their product content.

"Customers have been asking us for consolidated data for years, but it wasn't until we partnered with Unilog that we were able to deliver on their expectations."

**MARNIE CALDWELL**

Marketing Director, Reed Manufacturing

The CX1 PIM creates a controlled environment for REED's enriched, up-to-date, and consistent product information, and enables them to manage and share their data more efficiently with their distributors. "Customers have been asking us for consolidated data for years, but it wasn't until we partnered with Unilog that we were able to deliver on their expectations."

According to Caldwell, the CX1 PIM export and import functionality works better than competitive products they've tried and the data layer capabilities make it easier for her team to manage content. Through the flexibility of the CX1 PIM, REED now delivers their comprehensive, trusted data to trading partners using three different methods:



### Excel File Export

REED exports a single Excel file with their latest product data from the CX1 PIM and sends it to their distributors.



### FTP File Transmission

For those with custom data needs, REED delivers data to distributors via an FTP transmission configured by Unilog through the CX1 PIM.



### Content Syndication Programs

REED participates in Unilog's Content Syndication Program and Google Manufacturer Center - data pools that ensure their latest content is accessible to their mutual distribution customers.

## Results

REED's streamlined product information management and syndication efforts have transformed the way they do business, resulting in positive outcomes and new opportunities.

### » FLEXIBLE PIM SUBSCRIPTION

Caldwell said she had been searching for the right PIM partner for at least five years, and found that many of the providers priced their products for companies with 100,000 SKUs. REED's catalog would only reach 2,000 to 2,500 SKUs, so they needed a provider who could adjust their pricing to suit their needs. Unilog's CX1 PIM solution met their needs by providing them with a flexible pricing structure appropriate for mid-size manufacturers like themselves.

### » MEETING CUSTOMER EXPECTATIONS

For years, REED sent their distributors multiple spreadsheets with disparate data that they had to try to marry together to use on their sales channels. Now their distribution partners receive a single file exported from the CX1 PIM, which has garnered very positive feedback - and relief - from their sellers. "It's so nice to be able to take that call or email from a distributor asking for our data and deliver it to them immediately, versus spending all the time aggregating it like we did before we selected to work with Unilog," said Caldwell.

## » HUGE EFFICIENCIES

When REED tried manually building a single data file to send their distributors, they first had to export six different files before even attempting to combine the files. What took multiple hours for them to do now takes a matter of minutes with the CX1 PIM.

## » MULTIPLE USER WORKSPACES AND APPROVAL WORKFLOWS

Three team members work in their own workspaces within the CX1 PIM to update and refine the data they are responsible for. Any changes go through an approval workflow before their data updates are published to REED's master catalog. "I like how we can create and work in separate workspaces to modify data before publishing it to our master catalog," said Caldwell. "The workspaces help us keep things clean so that we don't accidentally overwrite some data."

## » EXTENDED DISTRIBUTOR REACH

REED supplies their enriched product data to Unilog's Content Syndication Program which, in turn, delivers the up-to-date content with their shared customers - all at no additional charge to REED. This added content syndication channel ensures the latest content reaches their distributors and enables them to grow their distribution network.

## » CUSTOMIZED FIELDS

The manufacturer had custom fields added to the CX1 PIM for their specific business needs. While the CX1 PIM includes existing packed weight and cube unit of measure fields, REED had unit weight and cube measurement added as well. REED also asked for additional California Proposition 65 fields so they could provide their distributors with supplemental notes and information related to Prop 65 for partners' selling websites and physical showroom shelves.



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## A New Path Forward

Reed Manufacturing continues to enrich the data in their CX1 PIM and has a goal of adding another 200 SKUs within the next five years, with the potential to reach 2,500 SKUs. They continue to work with Unilog to understand the features and functionality the CX1 PIM software offers so they can be as efficient and effective as possible.

"The customer support from Unilog has been very important and welcome in moving us forward," maintained Caldwell. "Jeff Smith is our lead contact, and he makes himself accessible in answering our questions to help us learn how to use this software."

## About Reed Manufacturing

Since its founding in 1896, REED has been at the forefront of pipe tool innovation, consistently setting industry standards. The family-owned and professionally-led enterprise remains dedicated to manufacturing top-tier tools, providing comprehensive tool solutions for the professional trades. To learn more, visit [reedmfgco.com](http://reedmfgco.com).

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