



**CLIENT:**  
The Bourneuf  
Corporation



**LOCATION:**  
Lynn,  
Massachusetts



**INDUSTRY:**  
Plumbing, Heating  
& Industrial



**PROJECT:**  
Interactive Online  
Showroom  
Implementation

## Background

The Bourneuf Corporation has served their local community as a plumbing and heating wholesaler since 1893, adding decorative plumbing products and a retail showroom in 1988. They are housed in a single location in Lynn, Massachusetts, with their wholesale business located on the first floor and their retail showroom upstairs. Despite their small footprint, Bourneuf has endured for more than a century because of their extensive product offerings, committed staff, and personalized consultations.

## Problem

Kristen Gildea became Showroom Manager for the retail arm of the Bourneuf business 25 years ago. At that time, they did not have a website presence, so her husband built a basic showroom site to promote their offerings. Later, they replaced that site with one developed by a third-party company, but it still didn't fit their needs. Ace Rosenstein, President of Bravo Business Media at the time, reached out to Gildea to see if he could help improve their site. After graciously turning him down, Rosenstein encouraged her to visit some of the sites his company implemented for other customers in her industry. "When I looked at those sites, I realized this could be a good thing for us - it was the change we needed," remarked Gildea.

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Our prior sites were nothing like this."

**KRISTEN GILDEA**

Showroom Manager, The Bourneuf Corporation

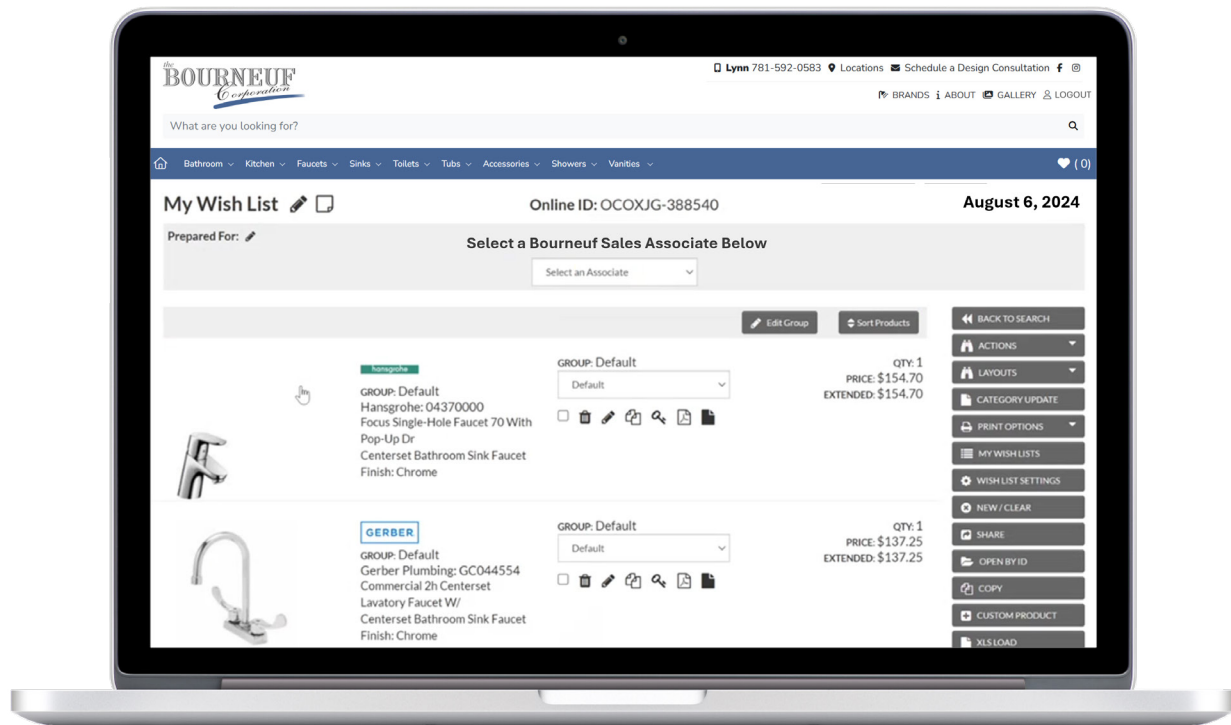
## Solution

After obtaining management’s blessing, Gildea signed with Bravo Business Media (now Unilog) in 2018 to implement their showroom-specific digital solutions. Bourneuf chose two of their platforms: [CX1 Showroom](#) to create a visually impactful and interactive browsing experience and [CX1 SPEX Builder](#), an online product selection tool that enables customers to create wish lists on their website, which can then be shared with showroom staff. The two platforms were integrated together to provide Bourneuf with an all-new, interactive website that transformed their retail business and streamlined their operations.

Their CX1 Showroom site launch provided instant benefits for visitors:

- ✓ **Full product line exposure:** With their small physical showroom space, Bourneuf is limited as to what products they can display. But, on their website, people can see the entire product line for all the brands they carry.
- ✓ **Customer-centric shopping tools:** Their website provides easy onsite navigation and filtering tools so shoppers can search by product type or brand and then further drill down their choices by color, finish, style, and more.
- ✓ **Wish lists:** Shoppers can build a wish list of items they like which can be saved and shared with Bourneuf’s showroom staff to review during their in-person consultations. The interactive wish list also enables customers to ask questions and have them answered within the tool, as well as receive a printable quote of their wish list project.

Retail customers can now peruse the decorative plumbing retailer’s products, add items to their wish list, and converse with associates directly through the Bourneuf website without having to spend hours in the company’s showroom. Gildea says it’s a convenience their customers appreciate and a selling tool that helps create more sales orders.



## Results

Gildea admits that, like many small businesses, they have never been one to embrace technology. But with the conveniences and capabilities CX1 Showroom and CX1 SPEX Builder provide, she says their retail employees have changed their mindset, resulting in huge efficiencies and opportunities.

### » STREAMLINED QUOTING

Prior to launching their showroom site, all staff consultation notes, quotes, and invoices were handwritten. "It was very time-consuming to handwrite the model numbers, descriptions, and pricing for customer quotes - especially for multi-bathroom or kitchen projects," said Gildea. "CX1 SPEX Builder enables us to put together detailed project quotes in minutes. That alone changed my life here."

### » INTERACTIVE ENGAGEMENT

Gildea encourages customers to visit their website first and create a wish list of items before they visit their showroom. She and her team receive a notification whenever a wish list is created or if there are questions or changes made to a wish list. Within the SPEX Builder tool, they can interact with customers to help them finalize their choices and answer their questions before they come in to place their order. "That's what I love the most about this site - how interactive it is. Our prior sites were nothing like this," stated Gildea.

### » EMPLOYEE RESOURCE

Bourneuf's CX1 Showroom site is their go-to resource for product information and customer assistance. Gildea says they can find a product price by simply typing the product into the search bar on their site instead of having to go to the manufacturer's site. Then the product, with its pricing, can be added to a customer's wish list for them.

Another benefit of their website is that it enables the staff to access any customer wish list. If a customer comes in to review a wish list they worked on with another salesperson, Gildea can search for the list and bring it up on her screen in an instant. "I can see what is on their wish list and what notes the other showroom associate wrote so that I can quickly get up to speed and continue to service them," she said.

### » INVALUABLE ASSET DURING COVID

It was when the pandemic hit in 2020 that Gildea says she really saw the value of their website. She explains that when everything was shut down and customers couldn't come into their physical showroom, she was worried how their company would function. "I'm so glad we had our CX1 Showroom site up and running then because I don't know how we would have gotten through that time without being able to create wish lists for people and interact with them online through that wish list. That was huge."



## A Business Reimagined

Bourneuf's longstanding tradition of quality products and personalized service hasn't changed but, with their online showroom, the distributor has transformed the retail arm of their business, providing an interactive and visual browsing experience for their customers and creating incredible efficiencies for their staff. Gildea summed up, "CX1 Showroom and the SPEX Builder tool have made a huge difference for our customers and our retail business."

## About The Bourneuf Corporation

Started in 1893 by Louis Bourneuf as a plumbing and heating wholesaler, The Bourneuf Corporation has grown to offer an extensive line of kitchen and bath products for both wholesale and retail customers, carrying quality brands such as American Standard, Toto, Symmons, Grohe, and many others. In 1997, under the leadership of then president Bill Shallow, Bourneuf became employee-owned. The Bourneuf staff proudly continues to run the company today. To learn more, visit **[Bourneufcorp.com](http://Bourneufcorp.com)**

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