



**CLIENT:**  
TIPCO  
Technologies



**LOCATION:**  
Owings Mills,  
Maryland



**INDUSTRY:**  
Industrial Fluid  
Conveyance  
Distribution



**PROJECT:**  
Digital Commerce  
and Product Content

## Strategy

TIPCO Technologies has an impressive 136-year history of providing fluid conveyance and sealings solutions. Their longevity is due, in part, to continually evolving to meet changing industry needs and customer expectations. In 2020, at the height of the pandemic, TIPCO saw where the fluid conveyance marketplace was headed and decided to be one of the first in their industry to add an eCommerce channel. Up until then, TIPCO did not have any eCommerce presence and pulled what little product data they had from their ERP, which was neither dynamic nor reliable.

Lydia Rice, Director of eCommerce and Digital Marketing for TIPCO, realized eCommerce was what their company needed to get ahead of the market. "Industrial distribution feels like we're always a little bit behind of the B2C experience, riding the coattails of other industries," she explained. "We knew adding a digital branch to our business would bring us into the forefront of where big box competitors are at and where the rest of our customers expect us to be."

## Solution

As a member of IDCO, a premier co-op for independent industrial distributors, TIPCO leveraged IDCO's partnership with Unilog to build their digital sales channel. In addition to implementing Unilog's [CX1 eCommerce platform](#), TIPCO also subscribed to the IDCO [CX1 PIM](#), a product information management platform powered by Unilog that gives them access to over 300,000 enriched product SKUs for the industries they serve and more efficient product content management capabilities.

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Unilog's eCommerce platform provides TIPCO customers with a fully transactional site with B2B-specific tools and functionality to make shopping with them easier and more convenient. TIPCO builds many custom hose assemblies for their customers and, with their new eCommerce site, they are able to add their unique assemblies to the online catalogs for those customers to see when they log in to their site. "Having that personalized catalog with their custom cut gaskets and hose assemblies readily available to add to their cart has accelerated customer adoption beyond what we ever expected," said Rice.

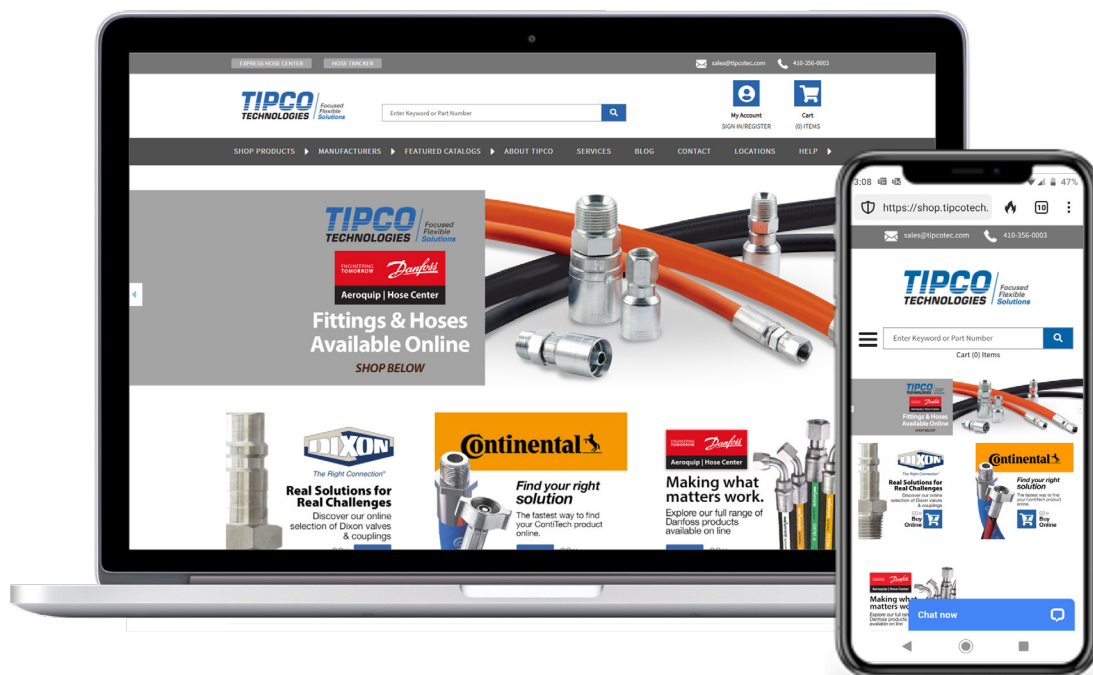
The [enriched product content](#) from the IDCO PIM has made a huge impact as well. They now have an expanded online catalog with dynamic product content that includes the latest product specifications, descriptions, images, and supplemental documentation. The IDCO PIM gives them the ability to pull in new enriched SKUs that align with their scale and new operations for inventory and supplier partnerships, which Rice stated was their ultimate goal and use case for implementing the PIM tool.

## Results

TIPCO's partnership with Unilog to build their connected product content and eCommerce channel has accelerated the distributor in the marketplace and integrated their online and in-store business to create an experience that's valuable for both their internal teams and the industries they serve.

### » INTERNAL IMPLEMENTATION

As a small, family-owned and operated business, TIPCO didn't think they had the technology to compete with the big box stores that were already in their customers' accounts. But now their eCommerce site and product content have provided their salespeople with essential tools to assist them in their daily operations. "Our already phenomenal sales team embraced this technology and used it to take them to the next level," said Rice. "It definitely took us up a notch and gave our salespeople more confidence and agility in the marketplace."



## » CUSTOMER ADOPTION

When TIPCO first launched their digital channel, their customers were a bit hesitant to use it; however, those attitudes quickly changed when they realized how easy it was to use and how it serviced the full business – from accounting and purchasing to their product experts and engineers. Rice recognized that their customer adoption was fueled by their internal adoption and having their sales teams train and coach their customers on the additional ways they can engage with TIPCO. “Our eCommerce site has become integral in how our customers do business with us,” she said. “Now they can shop and place orders with us however and whenever they like, and they aren’t limited to what we consider stock items. So, overall, we’ve had great customer adoption.”

## » CLEAN, CONSISTENT, STANDARDIZED DATA

When TIPCO first implemented the IDCO PIM, their ultimate goal was to be able to seamlessly pull in enriched and accurate data for the new TIPCO footprint that they were trying to create in order to provide a world-class eCommerce experience. The data also had to meet the strict STAMPED data standards they follow for their hose safety industry – Size, Temperature, Application, Material Pressure Ends, and Delivery.

“When sourcing data from the IDCO PIM, we look for data that fills in those requirements, because that’s what anyone who has industry knowledge of fluid conveyance products is going to look for,” explained Rice. “The data from the IDCO PIM meets those standards and is clean, reliable, and consistent because it’s coming from our manufacturer partners through IDCO to Unilog, then being enriched and normalized so that all of our filters and attributes make sense on the website. It definitely provides a clean and consistent customer experience on the TIPCO website.”

## » OPERATIONAL EFFICIENCIES

Their eCommerce site has streamlined their operations and transformed the customer experience with their inside sales team. Now their customers no longer need to call them for product information like product availability and pricing, giving back time and resources to both them and TIPCO’s employees.

Over the last year, the distributor entered a strategic merger with another supplier, which meant onboarding many new operating companies with new product data that TIPCO may not have worked with previously. “Efficiency is the name of the game right now. When you’re scaling like TIPCO is scaling, being nimble is critical,” Rice asserted. “With the IDCO PIM, we can source that data quickly and easily and trust the data – even with a pretty lean team. The tool has made it a lot more effective to onboard our new companies onto the TIPCO e-store and has been of the utmost importance for our scalability and speed to market.”



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## Leading the Market with eCommerce

Rice says the TIPCO eCommerce site has exploded their brand exposure, taking it to a national level. The distributor is leveraging their new footprint as “one TIPCO” and their eCommerce site is an integral part of that new footprint. “The biggest pain point that Unilog solved for us was getting us ahead of the market,” she contended. “It brought us into the forefront of where big box competitors are at and where the rest of our customers expect us to be, and made TIPCO a contender for bigger business and bigger partnerships with our customers.”

For IDCO members and other B2B companies who are hesitant about entering the world of eCommerce, Rice’s advice is that they just dive into the journey. “A digital commerce site expands your reach and drives growth for your organization, and product data from Unilog’s CX1 PIM provides you with many different applications to help better serve your teams and customers, and support different projects within your organization,” said Rice. “Together, product content and eCommerce give you agility in the marketplace.”

## About TIPCO Technologies

Founded in Baltimore, Maryland in 1888, TIPCO is a leading provider of fluid conveyance and sealing solutions focused on hose assemblies and custom gaskets. The company supplies quality products and world-class brands and services throughout the United States, with 35 locations in Arizona, California, Colorado, Delaware, Georgia, Idaho, Maryland, Nevada, New Jersey, North Carolina, Oregon, Illinois, Pennsylvania, Texas, and Virginia. To learn more, visit [shop.tipcotech.com](http://shop.tipcotech.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](http://UnilogCorp.com)