

Würth Louis and Company

Pushing the Boundaries of Digital Commerce

Louis and Company was founded in 1975 as a B2B supplier of products for individual contractors, large enterprises in the woodworking industry. In 2011, it merged with The Würth Group and changed its name to Würth Louis and Company. It now serves cabinetmakers, woodworkers, architects, and designers from 20 locations in the United States.

Like most companies founded in the mid-1970s, Würth has spent most of its history as an offline business. Its sales representatives had long-standing relationships with various contractors and dealers and did business with them the old-fashioned way—by connecting with them over the phone or in person and taking down orders by hand.

COMMERCE FROM THE GROUND UP

When the company decided to launch its first website, it used the Elastic Path Commerce platform to establish an online presence by digitizing business transactions and enabling 24x7 ordering. Even so, most of its customers still do business over the phone, with sales reps using the web site on behalf of their customers.



Würth Louis and Company

COMPANY AT A GLANCE

Name: Würth Louis and Company

Industry: B2B Distribution - Woodworking

Commerce Model: B2B

Year Founded: 1975

Headquarters: Brea, California

Stores: 20

Website: <https://www.wurthlac.com>

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- Carla Gonzales, E-Commerce Manager, Würth.

PAVING THE WAY FOR THE FUTURE

Würth is now ready to encourage its customers to fulfill their own orders instead of depending on sales reps to do it for them. The company wants to go further than that and make its website an information clearinghouse as well as a place to do business online. Its customers and resellers will soon be able to research and analyze products in detail without having to go anywhere else—not to manufacturers' websites or worse, to competitors' sites. With Elastic Path Commerce, Würth will be able to grab product information directly from manufacturers and replicate it on its own site, making www.wurthlac.com a one-stop-shop for research as well as for business.

ENABLING RESELLERS THROUGH A B2B2C MODEL

Some of Würth's own resellers are asking for help. Many of them resell a subset of Würth's catalog, mostly to the general public instead of to businesses. They want to create their own microsites, with a limited number of products available, and all managed by Würth—a perfect example of the B2B2C model. With Elastic Path Commerce, Würth can say yes.

Reducing and digitizing unwieldy manual processes will yield huge cost savings. Since Würth knows who its customers are, the shopping experience can be tailored to individual buyer organizations and to individuals within those organizations. Service level agreements, negotiated prices, and order history will remain part of the process.

STAYING AHEAD OF THE CURVE

Today, Würth looks forward to staying agile, innovating without disruption, reducing customer service costs, automating manual tasks, increasing its web site performance, and opening up new revenue channels. The company will be able to move the entire business to a single platform—comfortably, at its own pace—without having to rip and replace what it already has.

"I love Elastic Path's flexibility," says e-commerce manager **Carla Gonzales**, "and its ability to do things out-of-the-box that other platforms can't do at all. It meets our current requirements and our long-term future requirements. It gives us the power to craft our site just how we want it and create a personalized experience for each customer."

Würth is just getting started on its new journey. If you need help delivering unified commerce experiences across all customer touchpoints, contact Elastic Path. info@elasticpath.com | elasticpath.com