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For Immediate Release

IWDC Prepares Its Membership for 2021 PIM Launch

Indianapolis, IN – November 18, 2020 – IWDC held its Virtual Owners’ Meeting on October 21st and 22nd with a theme, **“It’s Time to Move.”** A center piece agenda item was a demonstration of IWDC’s Product Information Management (PIM) system designed to economically provide Members with digital product content to fuel their on-line strategies including B2B e-commerce platforms. The meeting theme was chosen to convey the urgency felt by all who recognize the need to provide customers with robust B2B e-commerce functionality.

“Prior to our Owners’ Meeting, we held two educational webinars to cement the details and strategy with our Membership,” stated Frank Kasnick, President & CEO. “We actually started this PIM journey about two years ago as an outcome of our strategic planning process. Our Membership has been tracking the generational shift at their customer base where preference for shopping and customer service is moving to robust online platforms.”

“We are a Member driven organization, but we also cater to our Vendor Partners,” commented Keith Werkley, IWDC Director of Sales & Vendor Management. “We can provide significant value to our Vendor Partners by facilitating a ‘one to many’ platform where they share their product content with us, and we efficiently connect and flow that product content to our Membership through this PIM.”

“IWDC is working with key Vendors and will provide a significant batch of SKU product content covering both traditional welding hardgoods along with gas products on February 1, 2021, our ‘Go Live’” stated Tina Estes, IWDC Chief Information Officer.

The IWDC is a cooperative, formed in 1994, which leverages the strengths of its independent welding distributor Members across North America. IWDC Member companies collectively represent over \$2.7B in sales, serving a wide range of industries. The common denominator is that these industries look to them for industrial, specialty, and medical gases as well as related equipment, welding hardgoods, and consumables. End-use customers served by IWDC Members benefit from having the unparalleled expertise of a local Member distributor who has access to national-scale purchasing and marketing programs. You can learn more about IWDC at www.iwdc.coop.