



Unistrut receives top-rating in IDEA's IDW certification program!

Unistrut is now compliant with IDEA's Industry Data Warehouse (IDW) certification program. IDW is the industry's preferred solution for manufacturers to securely share product information with distributor partners in a standardized electronic format. As distributors increasingly adopt eCommerce platforms it is important they have access to accurate manufacturer information. The IDW system provides this information by supplying a set of critical data fields that contain transactional and descriptive product information required to conduct business.

Unistrut's product information can now be viewed as it would appear on a web storefront. The IDW database allows Unistrut to differentiate products from competitors, reduce order errors, speed up the sales cycle and strengthen relationships with distributor partners. Unistrut is committed to its partners and continuously strives to make business transactions smoother and easier.

For more information contact Unistrut Marketing at 708-915-1726.

