

FCH SOURCING NETWORK



Sourcing Network for the Fastener Industry

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FCH HELPS REDUCE DISTRIBUTOR EXPOSURE TO MARKETPLACES by Eric Dudas

During a recent **Fully Threaded Radio** conversation, distribution visionary Ian Heller of **Distribution Strategy** challenged fastener distributors to examine their “exposure to marketplaces”, or ETM. He advised distributors to review their sales to see how vulnerable they are to having their business upended by an online marketplace. The dreaded “Amazon effect” is not going away, and there are other competitors to consider beyond the obvious elephant in the warehouse.

Fortunately, most small to mid-sized thread merchants can insulate themselves from some of the risk by providing services that are not easily managed through a marketplace, at least for the time being, Heller says. Technical advice and secondary services fall into this category.

Another critical step all fastener distributors should take right now is to strengthen their online presence.

The FCH Sourcing Network serves the fastener distribution industry with a low-cost way to market inventory online, funneling clicks and inquiries from customers searching for fasteners. It provides a simple and inexpensive way to compete in the age of advancing marketplaces.

From its start as a site for moving excess and slow moving stock, FCH has grown into a platform that helps distributors solidify the absolute core of fastener distribution services - keeping customers profitably stocked, and helping customers who may need to buy hard-to-find fasteners, all while supporting the expertise and community within the fastener industry.

Today, the sourcing network connects buyers and



FCH INVENTORY GURU BRIAN MUSKER EXPLAINS HOW TO REDUCE ETM AT THE VEGAS SHOW, WITH BTM MANUFACTURING PRESIDENT JAKE DAVIS. LISTING A MIX OF SLOW-MOVING ITEMS ALONG WITH A-LIST INVENTORY IS BEST TO FUNNEL ONLINE CLICKS TO YOUR BUSINESS OR SHOPPING CART.

sellers with over 1.6 million fastener product listings from distributors across North America – the largest and most comprehensive database of its kind in the industry.

Thousands of unique users each week find FCH in search of what they can’t find at that moment, and FCH sends clicks and phone calls directly to members.

Hint: FCH is not just for surplus anymore! Most members use the network for much more.

Many companies use FCH to generate clicks for their own company shopping cart site. FCH is the “go to” search site for hundreds of purchasing managers, making network membership an extremely cost-effective traffic-building investment.

Top 3 Ways Distributors Use FCH

[1] List slow-moving inventory

Give your inventory the best chance at being found online

[2] Create new customers

Fully qualified leads become new business relationships

[3] Reduce your ETM

FCH expands your online game, keeping you competitive

RFQ System

For parts that can't be found in the extensive database, the SourceFinder RFQ program provides customized inquiries that broadcast across the network to match seekers with potential sellers. FCH members can customize what types of SourceFinder RFQs they receive.

More Fasteners and More Ways to Find Them

FCH is growing, and finding the right fastener will never be easier as the site revamps its mobile-friendly search which will come online in Q2. The platform is also undergoing a major facelift and ramping up marketing efforts in 2020 to bring even more users and engagement to the network.

Fastener distributors interested in growing their digital footprint and reducing their ETM can start by listing inventory on FCH Sourcing Network. Choose from inexpensive and easy to set-up options.

For more on this topic, tune in to Ian Heller of [Distribution Strategy](http://www.distributionstrategy.com) (www.distributionstrategy.com) on [Fully Threaded Radio](http://www.fullythreaded.com) (www.fullythreaded.com) episode 150 along with Earnest Machine president Kirk Zehnder discussing ETM and how to reduce it. 