

Hudson Fasteners fastens together a new e-commerce site



BY NONA TEPPER Associate Editor, B2B E-Commerce

The wholesaler's website features a blog called "All Things Fastenating."

Hudson Fasteners Inc. is a wholesaler of industrial fasteners and other supplies that promises to put the "fast" in fastener buying through its new e-commerce site, HudsonFasteners.com.

The family-owned business, founded in 1946, is on track to earn \$1 million in business-to-business e-commerce revenue this year, its first year selling products online, the company says. More than three-quarters of its projected revenue of \$1.3 million will be driven from online sales of the 40,000 SKUs it features online. The wholesaler has a base of 100,000 SKUs.

The Youngstown, Ohio-based Hudson Fasteners caters to such industries as aerospace, construction, automotive, technology, manufacturing, additive manufacturing, 3D printing, distribution, marketing, trade shows and social media. It has built up its online presence through e-commerce and social media. The wholesaler runs the [Fastener News Desk](#) blog that carries the tagline "All Things Fastenating." Blog content and company discounts are posted to the [Hudson Fasteners Facebook page](#), which has nearly 2,200 likes, and to [Twitter, where it has more than 1,800 followers](#). The blog is built on the widely used WordPress website technology.

In-house developers built the company's e-commerce site, which receives an average of 1,017 monthly business-to-business visitors. Payment processor First Data Corp. processes the site's payments, and buyers can pay online for Hudson Fasteners' nuts and bolts through credit cards. The largest bulk orders are negotiated offline on an individual basis. Hudson Fasteners offers customers next-day shipping through [United Parcel Service](#), United States Postal Service, DHL and FedEx.

Sign up for a [free subscription to B2BecNews](#), a weekly newsletter that covers technology and business trends in the growing B2B e-commerce industry. B2BecNews is published by Vertical Web Media LLC, which also publishes the monthly business magazine Internet Retailer. Follow Nona Teppner, associate editor for B2B e-commerce, on Twitter @ntepper90.