Unilog Launches CX1 Sigma, an AI-Native B2B Commerce Platform Built to Act on Intent

Audubon Supply Company is among the first to adopt CX1 Sigma, helping bring self-composing, self-healing commerce to independent distributors.

PLYMOUTH MEETING, PA, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Unilog today announced the launch of CX1 Sigma, its next-generation B2B commerce platform built to help wholesale distributors run and grow digital commerce without growing manual effort at the same pace.

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>
> *Suchit Bachalli*

CX1 Sigma is Unilog's AI-native B2B commerce platform, combining commerce, content, and AI-powered agents in one system built to act on intent rather than wait on manual input. Unilog describes the platform as self-composing and self-healing: its Site Studio capability builds a production-ready page from a plain-language description or a URL, with search and AI-visibility structure applied automatically, and the platform monitors its own health, detecting and resolving routine issues before a customer ever notices.

At the center of CX1 Sigma is the HyperScale Growth Agent Suite, a set of built-in AI specialists organized around how distributors grow: attracting demand, converting buyers, and expanding business with existing customers. Marketing and findability agents keep the business visible in search and AI-driven discovery. Catalog and merchandising agents keep product content accurate, enriched, and working harder on every page. Order and customer success agents support quotes, reorders, and customer onboarding. Every agent action is previewed and tracked in an audit trail before anything goes live. Direction comes from the distributor's team, and execution comes from CX1 Sigma.

Distributors are increasingly asked to grow digital commerce without adding the headcount needed to manage everything behind it, from product data and search to merchandising, integrations, and order workflows. Too often, teams learn something is broken from a customer rather than from the platform. CX1 Sigma is built for that reality.

“Up to now, people have logged into software each day to do their work,” said Suchit Bachalli,

CEO of Unilog. “Going forward with CX1 Sigma, you express intent, and the software does the work for you. That is the shift we built this platform for, and it changes what a lean commerce team can take on.”

Audubon Supply Company is proudly among the first distributor customers to adopt CX1 Sigma. The two companies kicked off the partnership this month, and Unilog's product and engineering teams are working directly with Audubon's team as they begin implementation.

“We wanted more than a software vendor. We wanted a technology partner willing to build alongside us and understand how an independent distributor operates,” said Matt Knoettner, President of Audubon Supply Company. “As an early adopter of CX1 Sigma, Audubon will have a real voice in shaping how the platform serves distributors and their customers.”

Unilog plans to bring CX1 Sigma to more distributors, manufacturers, and specialty retailers in the months ahead.

To learn more about CX1 Sigma, visit UnilogCorp.com/platform/cx1-sigma.

About Audubon Supply Company
Founded in 1913, Audubon Supply Company is a family-owned wholesale distributor serving plumbing, HVAC, mechanical, industrial, and irrigation contractors throughout South Jersey. With locations in Audubon, Mantua, and Cape May Court House, Audubon combines more than a century of industry experience with technical support, custom sheet metal capabilities, and a commitment to helping contractors succeed.

About Unilog
Unilog is the leader in connected product content and commerce, delivering the platform, content, and connectivity businesses need to succeed in the digital arena. Through the CX1 Platform, including its next-generation CX1 Sigma commerce platform, Unilog helps wholesale distributors, manufacturers, and specialty retailers sell more, stay relevant, and reduce their cost to serve. Unilog is headquartered in Plymouth Meeting, Pennsylvania. For more information, visit UnilogCorp.com.

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