

TECHNICAL REFERENCE · PRINT & KEEP

Why Industrial E-Commerce Is Getting Worse, Not

One-page quick reference · Full engineering guide + live tools at the QR codes below

Quick answer. Industrial e-commerce is getting worse for buyers: storefront UX has improved while catalog depth, spec data, and lead time transparency have regressed. Procurement teams that once quoted a dozen parts in an afternoon now spend a full shift verifying specs. Judge suppliers by six catalog signals, including complete dimensional data and honest stock status, not interface polish.

The Benchmark: McMaster, Grainger, Uline, Amazon Business

Benchmark	Catalog Depth	Spec Accuracy	Support Quality
McMaster-Carr	High	Highest	Phone + email
Grainger	Highest	High	Branch + phone
Uline	Medium	Medium	Phone
Amazon Business	Varies by seller	Varies	Seller-level
Mid-market norm	Thinning	Declining	Chatbot

Six Signals of a Real Supplier Catalog

Signal	Real Catalog	Hollow Catalog
Rated capacity + citation	Every page	AI-generated
Manufacturer part number	Listed	Generic SKU only
Spec sheet PDF	Downloadable, dated	Missing / broken
Lead time visibility	Public, by SKU	Behind login
Phone + engineer email	Named, direct	Chatbot only
Supporting content	Guides, charts	AI filler or none



SCAN · THIS GUIDE
Reopen the full guide and interactive tools on your phone. Always current.



SCAN · ALL 18 FREE TOOLS
Load & derating calculators, push and ramp force, bolt pattern identifier, wheel material selector, failure diagnosis tool, AGV sizing + more.

WHY ENGINEERS USE CASTERHQ
Free application engineering review
Same-day RFQ response & shipping
Albion · Hamilton · Colson · P&H in stock
Ships from Mansfield, TX

844-439-4335