

Powering Builders' Merchants with embedded catalogue intelligence

Builders' merchants play a pivotal role in housing delivery.

HBXL's soon-to-launch *House Builder Pack 360* embeds merchant catalogues directly into *PlansXpress* and *EstimatorXpress*, positioning merchants as the default supplier for thousands of SME builders and developers. This integration captures materials demand worth hundreds of millions annually, while providing structured, builder-specific data that drives automated procurement. This isn't just about visibility. It's about becoming the engine behind every estimate, every build, every order - with merchant-specific pricing, discounts, and product data driving procurement decisions from the moment a project is designed.

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How HBXL supports Builders' Merchants

1. Embedded catalogue = Embedded revenue

- Merchant catalogues and pricing integrated into HBXL's estimating tools.
- Thousands of builder estimates each year become potential orders.
- Confidential pricing and discounts applied automatically per builder profile.

2. Builder loyalty through seamless workflows

- Builders select merchant products at the design stage.
- Choices flow directly into costings, schedules, and procurement.
- Creates habitual use and long-term loyalty.

3. Real-time Market Intelligence

- Track which products are specified and quoted across thousands of projects.
- Identify demand trends, regional opportunities, and supply gaps.
- Use insights to inform stock levels, promotions, and supplier negotiations.

4. Digital storefront inside HBXL

- Showcase product ranges, technical specifications, and installation guides.
- Enable builders to request quotes, place orders, or connect with reps instantly.
- Drive upsell and cross-sell opportunities at the point of design.

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The Strategic Opportunity

HBXL's builder-first platform is already powering £1BN+ of projects annually. By embedding catalogues into *House Builder Pack 360*, merchants gain a direct channel into this market, with structured data ensuring their products drive automated quoting and procurement decisions from the moment a project begins.

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Let's talk

Partner with HBXL to: Embed your catalogue into builder workflows | Capture materials demand at the point of design | Maintain confidential pricing and builder-specific discounts | Gain real-time insight into product usage and builder behaviour

Introducing high quality builder-first data, captured from our end-to-end digital solution

