OzLINK Customer Success Story

Lamination Depot

Binding Growth and eCommerce With OzLINK

At a Glance:

Ten years ago Lamination Depot was a one man show selling a handful of lamination machines weekly. Today they provide the highest quality laminating equipment and binding supplies fulfilling over 150 orders a day. Lamination Depot eliminates mark-ups from wholesalers and distributors by purchasing their products in large truckload and container quantities directly from manufacturers. This allows their customers to enjoy a 50-70% savings over top competitors. Their growth curve is steep as they continue to increase sales by 30% annually. One storefront is run in Santa Ana, CA but 80% of their business comes from the internet. Automation and technology are critical investments to support their exceptional growth and resulting profits.

Industry: Office Supplies, Retail, Ecommerce
Oz Solutions: OzLINK Plus
Applications: NetSuite, UPS WorldShip®
Key Benefits:

- Business functionality has gone back up to 100%
- Productivity of warehouse staff has tripled
- Optimization of employee productivity through automation keeps overhead low

The Challenge:

An application was needed to integrate their shipping systems in to the newly implemented NetSuite. A competitive software was recommended to solve this challenge. The application of this new integration software proved to be a logistical nightmare. Lamination Depot went from shipping an average of 150 packages per day to struggling to get 40 packages out the door. The staff would need to work overtime if more orders needed to be shipped, costing the company significantly. They found this new software program would only work sporadically and caused several configuration problems. After 60 days they pulled the plug and still needed an integration solution.

The Solution:

UPS reviewed Lamination Depot's operations from the fulfillment process, to organization, to software. They discovered that 80% of the problem was the software. It was recommended that they implement OzLINK Shipping for NetSuite. OzLINK shipping was installed in November of 2011. The entire installation took two hours and the program worked flawlessly. Paul Godfrey, CEO said "Everything just worked out of the box the way it should have. I don't think we have needed to call for any support since day one. It is very refreshing." Lamination Depot is now shipping 150 plus packages daily. Implementing OzLINK allowed their business to run at 100% again and the productivity of the staff has tripled. The staff is now able to get their shipping work done and accomplish their other warehouse duties in an eight hour shift. "I think you guys have the greatest shipping module", Paul Godfrey, CEO continued to say, "because your competitors are trying to come up with custom applications that work with different shipping modules. The OzLINK Shipping process takes a different approach. We can still use UPS WorldShip and the software provides the link between those two systems. You are still able to use a familiar interface with all the different options that you could possibly want. Our processes are now streamlined and we are very pleased."

> *"We have been able to keep our business highly automated so we could leverage the productivity of our seven employees. Technology is utilized as much as possible. This allows us to keep our overhead low. OzLINK was crucial to that."*
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> *- Paul Godfrey, CEO, Lamination Depot*

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