

# Managing the New Retail Landscape: eZCom Delivers A Seamless Integration as Dutch Creative Brands USA Adds Channels



## Background

Dutch Creative Brands USA is a subsidiary of the Netherlands-based company that invented the Vacu Vin Wine Saver—a vacuum pump with stoppers to maintain the freshness of the remaining portion of a bottle of wine—in 1983. The company, located in North Carolina since 2008, now offers the original Vacu Vin product, along with barware and kitchen gadgets like its popular pineapple slicer.

All products developed by Dutch Creative Brands Group are positioned under the Vacu Vin or Tomorrow's Kitchen brand umbrella, or become part of special development programs with other companies.

## Challenge

Back in 1983, the process of selling at retail was not particularly complicated. There were stores and malls, but no need to call any of it brick-and-mortar because, well, there wasn't much else. There may have been an internet—except the only people who used it worked for the military, the government, or NASA. In fact, at the time, it was considered the highest level of convenience to buy an item from a catalog by making a phone call and chatting with a representative.

How things change. During the 12-plus years that Dutch Creative Brands USA has been an eZCom customer, the team has not only expanded its product line but also adapted to the increasingly complex retail landscape.

While the company still sells to traditional retailers, managing all the new channels—brick-and-mortar stores, retailers with physical locations along with active eCommerce stores, online marketplaces, direct-to-consumer drop shipping—has been critical to the success of Dutch Creative Brands USA. In fact, Amazon is now its biggest customer.

*"Any time I have a question or an issue, the team always has an answer and a solution. I have not had a single negative experience with the software or the support staff."*

### Crystal Harpe

Crystal Harpe, Manager,  
Dutch Creative Brands USA



### Industry:

Housewares



### Customer Since:

2002



### Connections:

ERP: Exact



### Top Trading Partners:

- Amazon
- Bed Bath
- Publix
- Wegmans
- William Sonoma

It is a busy but lean operation, and, managing EDI and order processing consumes a valuable commodity: time. Like virtually every company that is successfully selling products in this fast-changing retail landscape, every minute is precious.

To automate as many tasks as possible, the company needed a seamless integration of eZCom's Lingo platform and the ERP that powers its business.

## Solution

The in-house developer team at eZCom integrated Lingo with Exact, the ERP used by Dutch Creative Brands USA, and automated many tasks that previously required high-touch, time-intensive manual entry.

At the company, responsibility for EDI and order processing falls on Crystal Harpe. She explains that, "Lingo is integrated with our system software, so we're able to automate the downloading of orders instead of being forced to manually enter, say, over 200 Bed Bath & Beyond orders each week."

Harpe describes Lingo as, "...not only robust, but flexible."

Replacing time-intensive manual entry with automation was critical for a growing company like Dutch Creative Brands USA. All those additional channels are great for the bottom line, but managing them can require hours that are in short supply.

## Results

Successfully managing the integration, allowing Dutch Creative Brands USA to process all orders in a way that is ideal for its workflow, is a major reason why the relationship between the two companies has endured for over 12 years.

Harpe adds, "Lingo software is extremely user-friendly. It takes the confusion away from trading partner setups and the processing of orders."

The expert team and high standard of service at eZCom has also been critical. While some EDI providers may boast about size, pure volume is no substitute for talented people. What's more, hundreds of clients and many trading partners know the software and service capabilities at eZCom match or surpass industry competitors. Built to scale as companies grow, the Lingo software from eZCom has consistently met the needs of a growing company like Dutch Creative Brands USA.

As retailing shifts to online stores and marketplaces, Dutch Creative Brands USA is adjusting its focus appropriately and now drop ships more products directly to consumers. Working with a company they trust for EDI and order processing, with a software platform they can rely on, creates better relationships with their retail customers and lets them focus more time on growing sales.

"Our overall experience with eZCom has been a true pleasure. Over the course of the past 12 years I have had to set up around 23 new trading partners. eZCom has made each process painless and provides excellent support," Harpe stated. "Any time I have a question or an issue, the team always has an answer and a solution. I have not had a single negative experience with the software or the support staff."

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**Crystal Harpe**

Crystal Harpe, Manager, Dutch Creative Brands USA

## Do you have a challenge we can solve?

In today's retail environment, optimizing the supply chain is critical for any brand. Consumers are accustomed to instant gratification, and stores want to work with suppliers who are nimble enough to respond to change tastes or spikes in demand.

At eZCom, we are committed to building integration solutions that meet the business needs of our customers. Whether it's an ERP like NetSuite, accounting software like QuickBooks, a WMS, or the system used by a 3PL, our Lingo software can be tailored to match your workflow and allow your company to process orders the same way. And in a lot less time.



 [sales@ezcomsoftware.com](mailto:sales@ezcomsoftware.com)

 [877-765-3564](tel:877-765-3564)

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