



CASE STUDY

Holl's Chocolate Discovers Sweet Success with Minisoft eFORMz and DuplexPackSlip Laser Labels



ABOUT

Holl's Chocolate

Location - Vienna, West Virginia

Order Management/ERP Software - TruCommerce - Nexternal

Shipping Software - UPS, USPS, Endicia

Use Case - Look for labeling solutions that could streamline order fulfillment while offering ways to personalize customer shipments



THE CHALLENGE

Holl's Chocolates is a family-owned business that specializes in creating traditional Swiss chocolates. Their commitment to creating authentic Swiss chocolates grows out of the experiences of three generations of Swiss trained chocolatiers.

Before Holl's implemented the Minisoft solution, orders printed on three consumables: a traditional 4x6 shipping label printed on a Zebra thermal printer, a letter-sized packing slip printed on a laser printer, and a personalized gift card printed on the same laser printer drawing card stock from the second tray. After these documents finished printing, they were manually matched, the shipping label applied to the package, and the other two documents placed inside the package. With a shipping process that used three consumables, two printers and was labor intensive, Holl's decided to look for an alternative approach for order fulfillment.

THE SOLUTION

After researching various process improvement solutions, Holl's selected Minisoft eFORMz and the DuplexPackSlip laser label solution to streamline their shipping and fulfillment process. eFORMz would be used for the label formatting, packing list generation, gift messaging and promotional offers. eFORMz would print all of the information on a single DuplexPackSlip laser label that would be applied to the outside of the package.

WHAT IS DUPLEXPACKSLIP?

DuplexPackSlip laser labels are unique two-sided, multi-use forms that allow Holl's to incorporate the shipping label, packing list, gift message and promotional offers on a single laser label. The shipping label is printed on the front of the label, and the packing list is printed on the back of the shipping label. The personalized customer gift message and promotional offer is printed on a panel that folds under the shipping label. The complete label is applied on the outside of the package.

The diagram illustrates the DuplexPackSlip laser label, which is a two-sided, multi-use form. It is divided into three main sections:

- Shipping Label (Front):** Contains the Holl's logo, company name, address, city, state, and zip code. It also includes the weight (3 LBS) and quantity (1 OF 1). The shipping destination is JOHN SMITH, ADDRESS 1, CITY WA 98290. A QR code and a barcode with the zip code WA 123 4-56 are present. The shipping carrier is UPS GROUND, with tracking number 1Z A3Y 486 03 0000 1111. Billing information is P/P. A barcode with the number 24n is also shown.
- Packing Slip (Back):** Contains the Holl's logo and the title "PACKING SLIP". It lists the ordered item: 1 DE32 Deluxe Two Layer Box. Shipping information includes the shipper (Mary Taylor, Snohomish, WA 98290), the order number (111396), the ship date (10/11/2017), and the ship method (UPS Priority Mail).
- Promotional Offer (Folded Panel):** Features the Holl's logo, a photograph of chocolates, and a promotional message: "Visit us at www.holls.com to sign up for our email list and receive \$5 off your first online order!". It also includes a guarantee statement: "We guarantee our chocolates are of the highest quality. If you are unsatisfied with our chocolate experience in any way, please contact us as soon as possible so we can make it right." and contact information: 800-842-4512, weborders@holls.com, 2001 Grand Central Ave, Vienna, WV 26105.

Additional details include a "PEEL HERE" instruction on the left side and a "TEAR HERE FOR PACKING SLIP" instruction at the bottom. The website www.holls.com is printed at the bottom of the shipping label section.

WHAT IS EFORMZ?

eFORMz is a forms and label generation solution that can capture application output from virtually any WMS, ERP or Order Management system. eFORMz quickly formats and prints the captured data to any laser or thermal printer. eFORMz features rules-based decision making that allows forms and labels to be generated dynamically. These rules can be used to make decisions on what promotional offers to make or what logos and themes to print.

Holl's achieved several business benefits with the DuplexPackSlip labels



EASIER PROCESS

Every part of the shipping document (shipping label, packing list, personalized gift message and promotional offers) printed on a single laser label that was easily applied to the package.



SAVED MONEY

Holl's eliminated the thermal printer that printed their shipping label. The special gift card was also eliminated as the gift message was now printed on the fold-under panel.



MADE MONEY

Holl's took advantage of the fold-under panel for promotional offers and discounts that drove customers back to their website to make new purchases.



ORDER ACCURACY

eFORMz printed the appropriate packing list automatically. Warehouse packers could now simply peel and apply the label knowing that the correct packing list was on the back of each shipping label.

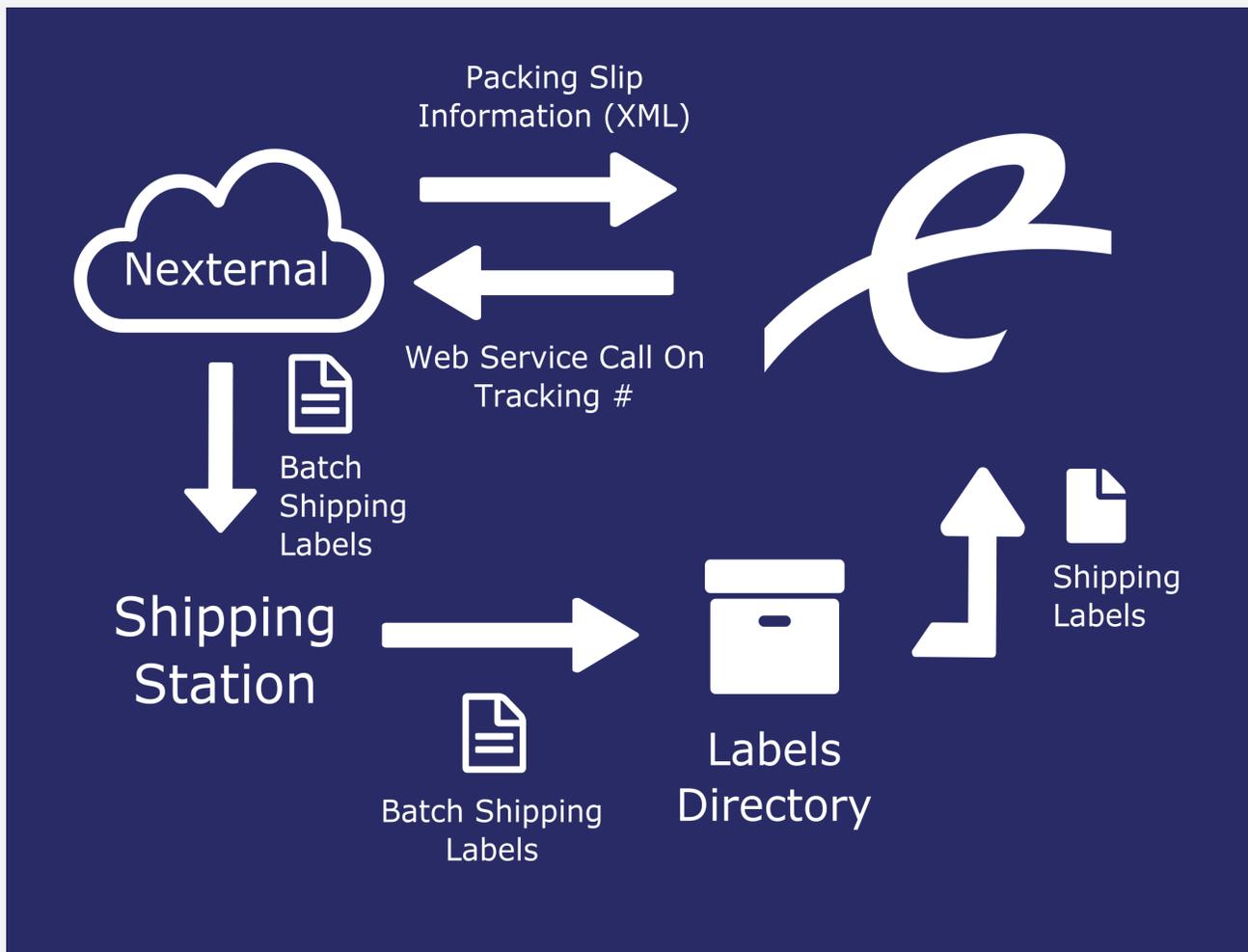


BOTTOM LINE

Holl's took advantage of eFORMz rules-based decision making capabilities to automate the sorting of their daily orders. eFORMz was set up to automatically sort orders by four different categories. Before the Minisoft solution, Holl's sorted these orders manually, which took considerable time and was prone to errors. Using eFORMz saved time and labor while ensuring 100% accuracy for all of their orders.

INTEGRATION

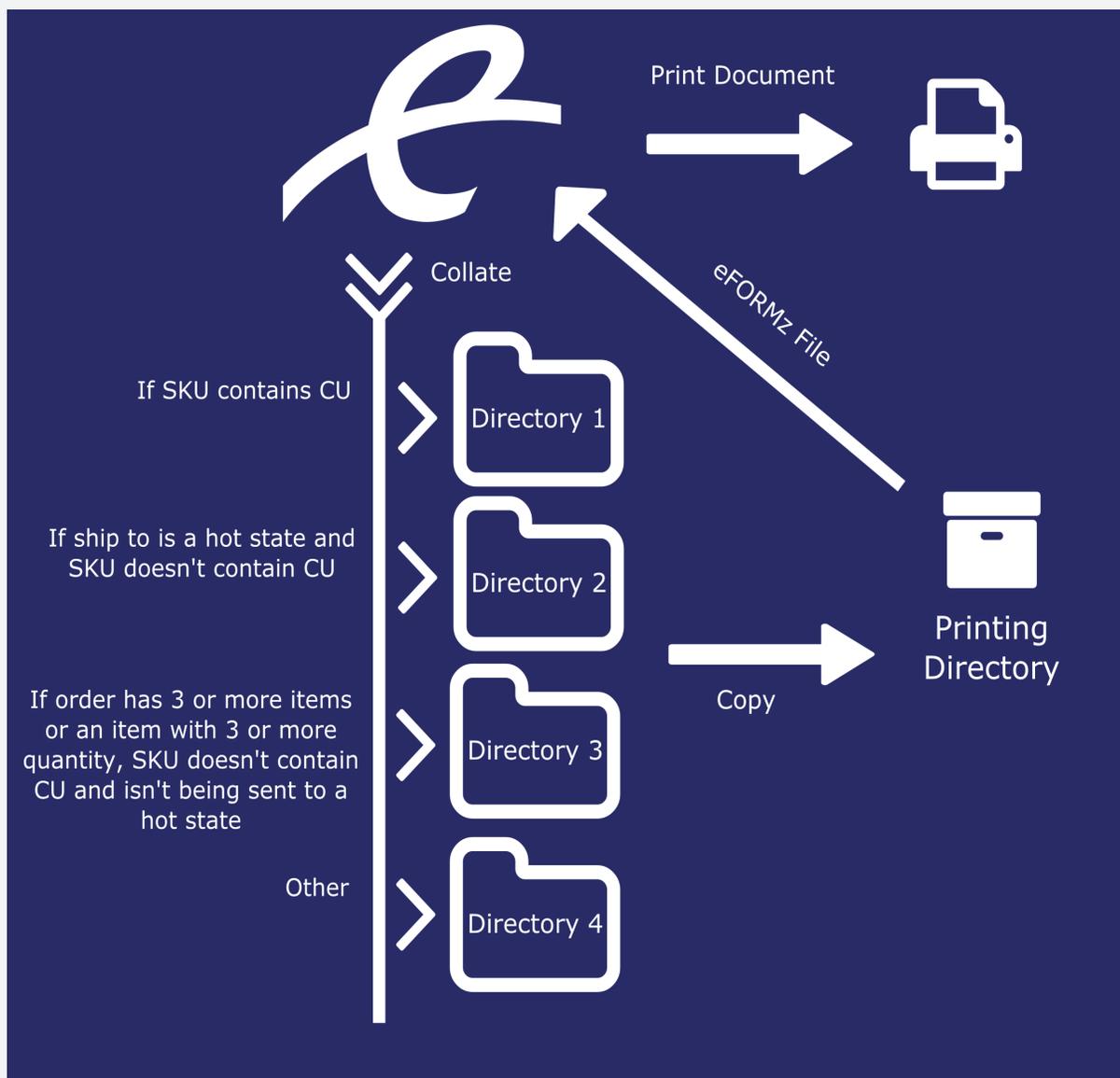
Holl's prints their shipping labels using their Nexternal web client. An eFORMz virtual printer was installed and configured to run on the shipping station to capture the shipping labels. Once captured these shipping labels are placed in a designated directory.



eFORMz processes the shipping label and extracts the tracking number. eFORMz calls a web service provided by Nexternal using the tracking number as the parameter. Next, the web service returns the order information as XML. eFORMz processes the XML and parses the gift message and packing slip. eFORMz also captures the seasonal message image provided by Holl's and places it on the DuplexPackSlip laser label.

Holl's processes the day's orders each morning. They batch shipping labels from Nexternal. eFORMz processes each label and based on the order information, creates an XML file in a specific directory. Orders are sorted by the following categories:

- Orders with any item with a SKU beginning with "CU".
- Any order with a ship to state designated in a text file in the eFORMz directory. This is managed by Holl's and contains a list of States that need heat protective packaging.
- Any order with either multiple line items or a single line item with a quantity greater than three.
- All other orders.



After the orders are sorted into these categories, Holl's copies the XML files of the orders they want the warehouse to process into a print directory. eFORMz then picks up the XML files and prints the DuplexPackSlip laser labels.

PEEL HERE →



HANDCRAFTED SWISS CHOCOLATES

COMPANY NAME ADDRESS 1 CITY STATE ZIP 3 LBS 1 OF 1

SHIP TO: JOHN SMITH ADDRESS 1 CITY WA 98290



WA 123 4-56



UPS GROUND

TRACKING #: 1Z A3Y 486 03 0000 1111



BILLING: P/P

XX.XA XXX/XXXX



24n

FF666666*6 0044445555000011111

TEAR HERE FOR PACKING SLIP

www.holls.com

DuplexPackSlip® PLUS 11/2015 Pat. RE 39,100 and for use under Pat. RE 38,976. Ref. 987654



HANDCRAFTED SWISS CHOCOLATES



Visit us at www.holls.com to sign up for our email list and receive \$5 off your first online order!

We guarantee our chocolates are of the highest quality. If you are unsatisfied with our chocolate experience in any way, please contact us as soon as possible so we can make it right.

800-842-4512 weborders@holls.com 2001 Grand Central Ave Vienna, WV 26105

IN THEIR OWN WORDS

“The DuplexPackSlip laser label solution simplified our fulfillment process. Everything required to fulfill an order is now printed on a single label that is easily applied to the package. The label allows us to incorporate personalized gift messaging and promotional offers that have boosted website visits leading to significant increases in our on-line sales. DuplexPackSlip labels are allowing us to ship smarter and sell more.”

Dominique Holl, President



CONTACT

Minisoft, Inc. 1024 First Street Snohomish, WA 98290 www.minisoft.com sales@minisoft.com 800-682-0200



TWITTER

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