



CASE STUDY

Wine Country Gift Baskets delivers with Minisoft eFORMz and DuplexPackSlip Thermal Labels



ABOUT

Wine Country Gift Baskets

Location - Fullerton, California

Shipping Software - UPS

Use Case - Streamline order fulfillment, support third-party drop ship and reinforce branding with every shipment



THE CHALLENGE

Wine Country Gift Baskets® (WCGB) has been building and selling value-priced, quality gift baskets for individuals and businesses for more than 30 years. During that time, they have revolutionized the gift basket market by working to perfect what is now known simply as the 'wine gift basket.'

Before WCGB adopted the Minisoft DuplexPackSlip (DPS) solution, their business process was very manual. They generated shipping labels off of thermal label printers and pick lists and gift cards off of laser printers. Once these documents and labels were created and printed, employees would match the shipping label with the correct gift card. This process took considerable time and effort. Since it was manual, there were occasional mistakes with order matching. In the gifting business, the worst possible mistake is the wrong gift message being sent to the wrong person (or having no gift message sent at all!)

After an extensive review of their order fulfillment process, WCGB selected the DPS two-sided thermal label solution for streamlining their shipping execution. Using Minisoft eFORMz, the WCGB shipping label was captured from their carrier shipping solution via the eFORMz virtual printer feature. To capture the gift messages, eFORMz was configured to make database calls to pull the gift messages entered by customers through WCGB's e-commerce website. Once the information was captured, eFORMz automatically matched the correct shipping label with the correct gift message. This resulted in 100% matching of the gift message and shipping label. Once matched, eFORMz printed the shipping label and gift message on the front and back of the DPS label.

08/2017
332697
LAB2149
Duplex Slip
Pat. 8,959,783

ATTENTION Gift Message is Under Label

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

SHIP TO: JOHN SMITH
ADDRESS 1
CITY WA 98290

Tear Across **Peel Down**

WA 123 4-56

UPS GROUND
TRACKING #: 1Z A3Y 486 03 0000 1111

XX.XA XX/XXXX

24n

FF666666*6 0044445555000011111

Satisfaction Guarantee: We guarantee your satisfaction. If you are not 100% satisfied with this gift, simply let us know and we'll make it right.

WINE COUNTRY GIFT BASKETS CA

Wine Country Gift Baskets
4225 N. Palm St., Fullerton, CA 92835-1045
(800) 394-0394

Hand Packed Gourmet Gift

BILLING: P/P URC93.5A 10/2017
ADULT SIGNATURE REQUIRED

Order No: D017562312017

12/01/2017 12/03/2017 Qty: 1

WHSE Loc: **40150A1** Item No: **729**

THE SOLUTION

WINE COUNTRY GIFT BASKETS CA

Happy Mother's Day!

Love, John

A Special Message for you

WCGB also took advantage of the white space on the bottom of the DPS label and used eFORMz to print warehouse location information. This further streamlined the order fulfillment process by eliminating the need for a separate laser printer generated pick ticket.



WAREHOUSE
LOCATION
DIRECT-TO-CONSUMER



To reinforce the WCGB brand and to enhance the customer experience, WCGB opted for pre-printed DuplexPackSlip labels. This allowed WCGB to get the reliability of thermal printing with a full color shipping label that could replace their old, expensive gift card stock.



WAREHOUSE
LOCATION
DROPSHIP



WCGB also had drop ship partnerships with several large retailers including Costco, Sams Club, BJ's and Vans. Each drop ship partner wanted their customers to receive gift baskets that looked like they were shipped directly from them. To accommodate this requirement, WCGB utilized DPS labels pre-printed with the graphics of each drop ship partner. The drop ship DPS labels had a similar design to the WCGB-themed direct-to-consumer labels. There was an area on the back of the label for a gift message. The bottom of the front of the label was still used for warehouse picking information.

THIRD PARTY
DROPSHIPPING



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Sam's Club guarantees 100% Member Satisfaction on products and Memberships. For online purchases there are three options for processing a return. OPTION #1 Return to a Sam's Club location. You can take your online order/item with all the accessories, original packaging, and any other items included in the order nationwide. Note: Items cannot be returned to Walmart stores. (Additional options below)

OPTION #2 Request a return through SamsClub.com. Login and go to "My Account" then "Order History". After finding the order, click on Return Item found in the total column on the data grid and follow the instructions. OPTION #3 Request a return by calling the Member Service Center at 888.746.7726. Follow the prompts for "SamsClub.com" and "returns". Please have your membership number and order number available.

Hand Packed Gourmet Gift

Tear Across

Peel Down

sam's club

Happy Mother's Day!

Love, John

A Special Message for you!



ON THE BOX

IN THEIR WORDS



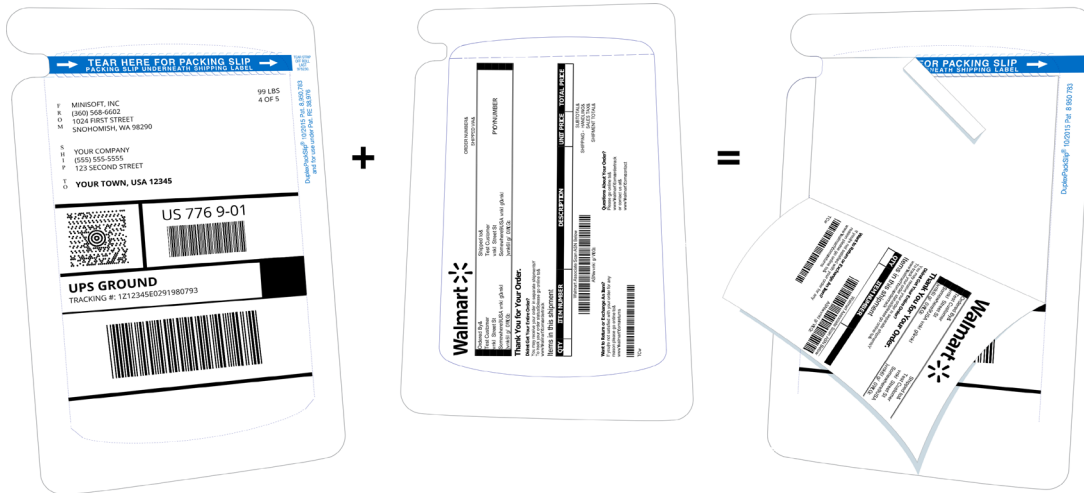
“The DuplexPackSlip labeling solution simplified our order fulfillment process. Everything required to fulfill an order is now printed on a single label that is easily applied to the package. The label allows us to incorporate personalized gift messaging with every shipment. Warehouse location information is printed on the white space of the label which provides us with additional efficiencies in the picking of products in the warehouse. The DPS labeling solution truly allows Wine Country Gift Baskets to ship smarter.”

-Al Niemuth, Senior Director of Information Technologies and Systems

eFORMz: The All-In-One Tool Built Specifically For Supply Chain Execution

eFORMz is the answer for any warehouse, in-store or supply chain document requirement.

eFORMz



DuplexPackSlip
Two-Sided
Transactional
Thermal Labels



The packing slip and shipping label print on one two-sided label. You then apply the label and ship it.



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