

Johnson Plastic Plus | Powered by VAI



The Company

Founded in 1970, Johnson Plastics Plus, a family-owned company, distributes plastic engraving materials and sign supplies and products for personalization throughout the U.S. and to over 40 countries worldwide. The business owns and operates nine warehouse facilities in California, Texas, Ohio, Georgia, Illinois, Oklahoma, Arizona, Pennsylvania, and New York. The company serves over 20,000 customers in the engravable signs and sublimation industry. Johnson was acquired by Romark, LLC in 2015 to better serve the engraving industry. Following its integration with Bur-Lane, Inc., a manufacturer and distributor of engraving plastic and identifying materials and accessories, Johnson was rebranded as Johnson Plastics Plus in 2017.

Industry

Wholesale Distribution, Durable Goods,

Requirements

Warehouse Management, Manufacturing Management, Distribution Management

The Solution

Johnson Plastics Plus was looking for a way to stay ahead of the competition. To leave a lasting impression on customers, executives at Johnson knew that fulfilling its promise of next-day shipping had to be priority number one. However, operating on an outdated Enterprise Resource Planning (ERP) system was preventing the company from making good on its word.

Communication between the company's numerous warehouse operations was complicated, which created slow order response times, causing disruptions in customer service. Because the company stocks products in various warehouse facilities, often, the distributor must coordinate shipping for the entire order from separate warehouses—a complex and cumbersome process without the right software solution.

As Johnson continued to grow, it turned to VAI for the software and IT support needed to integrate the company's entire multi-warehouse operation, easily implement its products, and merge each of the company's warehouse facilities into one seamless operation, visible on a single computer screen.

Excellent customer service is what sets Johnson apart from its biggest competitors. As such, the ability to deliver products

quickly and correctly was among the company's chief concerns in purchasing a new system. The company needed a way for staff, no matter which warehouse facility they were based out of, to easily locate and track products, and get them shipped to customers on time. A software product with this capability is what initially attracted Johnson to VAI.

After a year of research to pinpoint exactly what it was looking for in a potential software vendor, Johnson found everything it needed—and more—with VAI and its powerful product, S2K Enterprise. The company needed the right tools to help manage its supply chain, enterprise resources, and customer relationships. Since it preferred a software vendor that could also serve as an outsourced IT department and respond quickly to any technical needs that might occur, VAI was the perfect choice, given that VAI was equipped and ready to meet those requirements.

VAI's experienced staff goes to great lengths to completely understand the right blend of tools and software applications needed to get every client up and running—and Johnson was no different. Enterprise software implementations—since they touch every aspect of a business—can be a challenging and time-consuming process, but



The Solution continued:

VAI worked closely with the distributor to ensure a successful transition from its old system to S2K Enterprise. During the implementation, VAI worked systematically with the Johnson staff and executives to integrate themselves into every aspect of the conversion.

“The VAI team has access to numerous resources and their response time is

exceptional,” said Ron Caucutt, Business Analyst, Johnson Plastics Plus. “I was very impressed with how well VAI handled our implementation.”

VAI and its S2K Enterprise software met Johnson’s precise warehousing needs, and it corrected the distributor’s biggest source of inaccuracy—locating products in the warehouse and shipping them in a timely manner, which has enabled Johnson to maintain the highest level of

customer service and satisfaction. The S2K software also provided Johnson with support and integration for all the company’s software applications including its website, credit card, and email server. In addition, S2K worked easily with UPS WorldShip™, the system that Johnson uses to ship orders—automatically recording shipping prices and weight, sending the information automatically to UPS, and adjusting Johnson’s records in one fluid process.

The Result

The most significant benefit for Johnson Plastics Plus is the ability to fulfill a single order from multiple warehouse locations, an immense task made easier after the addition of VAI’s S2K Enterprise. Since the software provides an integrated user interface, the customer service department can ship orders from disparate warehouses and adjust stock levels automatically and in real-time—with 100 percent accuracy. Viewing the entire business operation on a single computer screen drastically reduces

order fulfillment delays that were a common problem with the company’s old system.

Additionally, almost 10 percent of the call center workload has been redistributed to Johnson’s Storefront where customers can enter orders, track shipments, and review account status by simply accessing a portal on the company’s website.

With VAI S2K Enterprise, Johnson is better able to serve its customers, which has always been the company’s top priority. In addition, the advanced reporting options available with S2K have equipped the company with the knowledge

to address any business concerns that crop up—now or in the future. Since the launch, Johnson Plastics Plus has been using VAI’s ERP software to:

- Increase customer service levels
- Ship 40 to 50 percent more orders with the same number of people
- Easily locate and track products from all warehouse locations
- Maintain high level of customer service and satisfaction
- Adjust stock levels automatically in real-time, with 100 percent accuracy

“We’ve doubled our sales since implementing VAI’s S2K. Not only have we added another location, but we are also shipping 40 to 50 percent more orders with the same number of people, while continuing to increase our customer service levels.”

– Ron Caucutt, Business Analyst, Johnson Plastics Plus