

Improved Visibility and Accuracy for Global Homegoods Supplier



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-Susan Rivera
Director of Imports &
System Administration

Business Drivers

- Business Changes
- Process Inefficiencies

Revere Mills International Group, Inc. is a leader in the home textiles industry. Over the past 90 years, it has evolved from a door-to-door provider of general merchandise and laundry replacements, to an innovative, creative supplier of home textiles to the retail trade.

Through innovation, integrity, strong supplier partnerships, and excellent customer service, Revere Mills has established itself as a leader in its markets. Today, its products, such as towels, kitchen linens, and robes, can be found at mass merchandisers, specialty home goods retail stores, department stores, drug stores, and supermarkets across the United States.

Revere Mills’ business has changed dramatically over the years—shifting to global manufacturing and importing and to serving mass merchandisers and large retailers. As a result, Revere Mills has constantly had to reinvent itself and its business processes. To remain competitive, it required systems and tools that would enable it to streamline and automate its operations, meet evolving customer requirements, and improve efficiencies. In addition, it required improved information accuracy and visibility to facilitate better decision making and enable ongoing growth.

Changing Business Drives Need for New Solution

As its business evolved and grew, Revere Mills’ previous systems were not able to keep pace with its changing needs. Its partnerships with overseas suppliers required streamlined purchasing capabilities. The shift in its customer set to mass merchants and large retailers required Revere Mills to comply with stringent EDI transaction processing and UCC-128 labeling requirements, which could not be integrated with its existing systems. Information on purchasing, inventory status, and financials resided in separate systems and was not easily accessible across the organisation for analysing business results or to aid in decision making.

As a result, Revere Mills sought a system that would enable it to streamline and integrate its processes and drive efficiency improvements throughout its operations. Improved collaboration and communication with customers and suppliers, real-time inventory tracking and visibility, and improved customer compliance for EDI and UCC-128 labeling needed to be addressed. The system needed to drive efficiency gains and improved visibility throughout its operations.

Profile in Brief

- Family owned and operated importer and distributor of home textiles, since 1916
- Importing from Pakistan, India, China and Turkey
- Headquartered in Des Plaines, Illinois with showrooms in New York, New York

Business Impact

- Business-Wide Integration
- Efficiency Gains
- Improved Compliance
- Data Visibility

Business-Wide Integration Boosts Efficiency

A cross-functional team led the effort to identify and implement a new system for Revere Mills, utilising the help of a consultant. Out of many possible solution partners, Apprise Software was included in the final three solutions reviewed, and was ultimately selected.

“The Apprise Distribution system is truly integrated,” says Susan Rivera, director of imports and system administration for Revere Mills. “It enables us to manage all aspects of our operations more efficiently—from purchasing, importing, warehouse management and accounting, to EDI and customer service.” Apprise Distribution provided the most comprehensive capabilities of the solutions reviewed based on Revere Mills’ needs, a competitive price, and a user-friendly, easy-to-use system.

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Revere Mills had previously been utilising manual processes and disparate systems to support its business operations. As a result, its growth was being hindered, its operations were inefficient, and it lacked real-time visibility into the critical business information that was needed in order to evaluate and improve business performance. Apprise Distribution enabled Revere Mills to integrate and streamline all aspects of its operations—from purchasing, importing, warehouse management and accounting to EDI, sales, and customer service—within a standardised, easy-to-use application that improves real-time data visibility, delivers operational efficiencies, and supports future company growth.

“The implementation of Apprise Distribution was a very positive experience,” says Rivera.

“Implementation was on time, the project management team ensured a smooth transition, and the post-implementation support has been fantastic.”

Having utilised Apprise Distribution for more than two years, Revere Mills is very pleased with the results.

“We have seen a dramatic increase in productivity, with up to a 50 percent improvement in efficiencies across our operations,” says Rivera. Apprise Distribution has improved information visibility throughout Revere Mills and driven efficiency gains through integration in areas such as purchasing, EDI, and customer service. “Apprise Distribution has enabled us to streamline our EDI transaction processing through its EDI Transaction Manager, as well as automate our UCC-128 labeling—improving our compliance with customer requirements enabling us to scale and grow our business,” says Rivera.

As it looks to the future, Revere Mills plans to continue its growth and expansion through increased sales to large retailers and mass merchants. “Our business is growing,” says Rivera. “And with Apprise Software, we have found a partner that is growing with us and who continues to meet our expectations.”



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