

## LunchSkins

### Industry

Retail  
Grocery

### DataTrans Products & Services

WebEDI  
QuickBooks Online

### Trading Partners

Amazon.com  
Bed Bath & Beyond USA  
Bed Bath & Beyond Canada  
C&S Wholesale Grocers  
Safeway  
Target  
Whole Foods

## Case Study: LunchSkins

**LunchSkins'** motto is "A Life Less Plastic". Lunchskins products reduce single-use plastic pollution right from the kitchen counter. Their dishwasher-safe reusable bags can be used again and again, and their best selling paper bags are easy to use once and toss responsibly. In 2020, Lunchskins will be launching their version of the paper straw as long-lasting and 100% naturally compostable and biodegradable.

This woman-owned business set out to eliminate single-use plastic pollution REPLACING 2.6 BILLION PLASTIC BAGS since 2008 was no small feat. LunchSkins designs, manufactures, markets and distributes their products across various markets.

LunchSkins took over in 2008 and is here to stay. LunchSkins landed top reviews and awards as noted:

- "The best eco-friendly containers to save you from Sad Desk Lunch syndrome.", per Washington Post. ([Read more...](#))
- "There are well-designed alternatives coming out in lots of colors and patterns, and they function really well," says Woodruff. The chic, durable baggies from LunchSkins.", in Elle Magazine. ([Read more...](#))
- "Here are the best reusable sandwich bags on the market ranked, in order: #1 LunchSkins Reusable 2-Pack Bag Set.", on USA Today. ([Read more...](#))
- "LunchSkins, an American company that exists since 2008 and has been producing smarter, prettier and eco-friendly alternatives: a reusable sandwich/snack bags made from pastry cloth and a recyclable and sealable plastic-free sandwich/snack bag!" mentioned in Global News Morning Montreal. ([Read more...](#))

All of LunchSkins' success brought an influx volume of orders. With such high demand, LunchSkins needed a seamless fulfillment process that was cost-effective, had the ability to connect to all their retailer partners and provided scalability integrating with their internal processes.

### Challenge

"It was definitely challenging in the beginning" stated Shannon Peters, LunchSkins' CFO, "We encountered several issues with our previous EDI provider, SPS Commerce, and we needed an EDI service that cared about our company and supported our processes."

With high monthly costs, inefficient order processing and manual data entry, Shannon set out to find a new EDI provider that could support their volume, keep monthly costs low and was able to support their operations and integrate with their business system. The search wasn't easy at first but luckily, they found DataTrans Solutions.

### All-in-One Scalable EDI Software

LunchSkins needed a reliable, affordable, easy to use EDI solution to efficiently process and fulfill orders, connect with their retailers and integrate with their business applications. With that criteria in mind, LunchSkins made the switch and partnered with DataTrans Solutions and as Shannon says, "They are truly partners in every sense of the word. I will never use anyone else!"

## ***Affordable***

Like any company, costs are a major pain point. Costs such as pricing, setup fees, monthly costs, labels, and training, all add up quickly. So LunchSkins partnered with DataTrans because DataTrans provided an affordable all-in-one EDI solution. DataTrans takes pride in an all-inclusive, cost-effective solution for users with low entry costs, no hidden fees, lower monthly fees and special drop ship rates. DataTrans feature rich cloud-based portal provides a powerful and intuitive solution that includes UCC-128 labels and printable documents at no additional cost. LunchSkins could easily generate UCC-128 labels, packing slips, and BOLs without incurring an extra fee unlike their previous provider.

## ***Connectivity***

WebEDI, DataTrans cloud-based portal, allowed LunchSkins to manage activity, fulfill orders and connect with all their trading partners on a single platform which was a huge time saver. DataTrans enhanced LunchSkins' operational efficiency by eliminating the need to log into various websites or platforms to process EDI. As LunchSkins signed more deals with trading partners, DataTrans vast network, allowed them to easily connect with all their grocers and retailers.

## ***Scalability***

DataTrans simplified LunchSkins' processing by connecting WebEDI with their then-accounting system QuickBooks Desktop. The QuickBooks integration streamlined the order to invoice processing by connecting two separate systems.

LunchSkins later switched to a QuickBooks cloud platform known as QuickBooks Online and DataTrans team seamlessly migrated LunchSkins to integrate to the online version. As stated by Shannon, "DataTrans services, customer support and tech capabilities/offerings are like no other. We migrated from QuickBooks Enterprise to QuickBooks Online. All I can say is WOW! They had us up and running in no time and communicated with us every step of the way."

## ***Support***

With outsourcing your company's operations, support is crucial for any hiccups that may arise. As noted by Shannon, "I personally have been working with DataTrans for over 10+ years. DataTrans support is awesome to work with and get the job done!" which allows LunchSkins to focus on what they do best, their business.

## **About DataTrans Solutions**

DataTrans Solutions provides an affordable all-in-one EDI and eCommerce solution enabling companies to communicate business data electronically. DataTrans cloud-based EDI software, scales with your business growth by connecting with any retailer or trading partner and seamlessly integrates with any application. Whether you are a small company or a large corporation, DataTrans has the right solution to simplify, streamline and automate your EDI processing and order fulfillment.

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**-Shannon Peters, CFO  
LunchSkins**