



CUSTOMER STORY MISSION LINEN SUPPLY

How Mission Linen Supply quickly responded to sudden market changes with enhanced eCommerce



Mission Linen Supply is a family-owned, privately held company and a leading provider of products and services to hospitality, medical and industrial businesses. Founded in 1930, the company has grown from a one-person operation to a top player in the linen rental and uniform industry, with 25 locations across five western states in the US.

Markets	Headquarters	Industry	Business Model	Worked with Partners
1	Santa Barbara, California, United States	Retail	B2B	Vue Storefront

<h1>200%</h1> <p>increase in product numbers in one year</p>	<h1>6</h1> <p>weeks to create a new website</p>	<h1>1</h1> <p>new business model launched</p>
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The Challenge

When the Covid-19 pandemic hit in 2020, Mission Linen Supply's rental and direct sales numbers were negatively impacted. The pandemic shutdowns forced their main customers — restaurants and hotels — to close their doors. Sales personnel could no longer visit customers and take their orders for them, removing the personal touch, and there was no digital channel for customers to buy from. To remain successful, Mission Linen Supply had to react quickly. That's when they turned to commercetools to embrace online shopping as a way to reach their customers digitally.

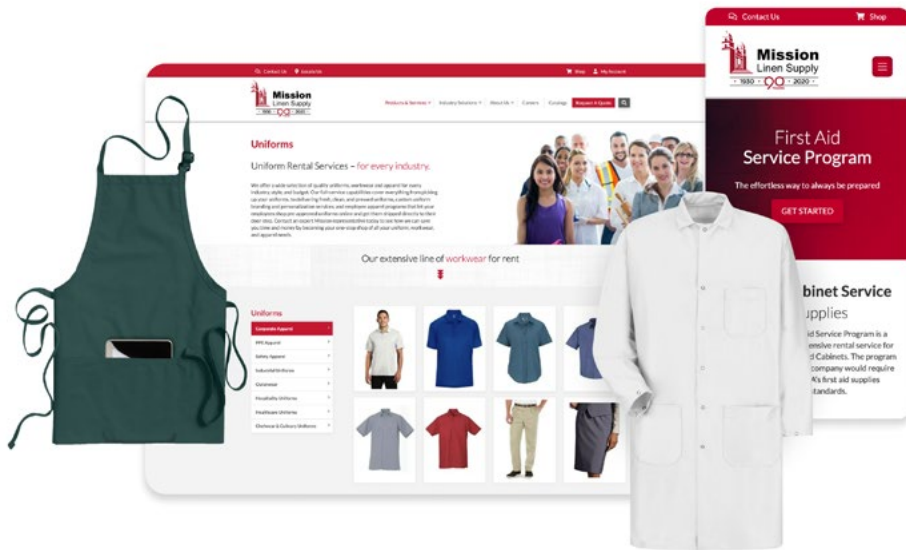
“ The headless approach — in my opinion — is the only approach companies should be looking at today. We were ahead of the curve in using APIs and headless. commercetools has really helped our development team because they can see how we built our APIs, and can then model their own custom APIs off of what commercetools does.

— DAVE PATTISON
CIO AND VICE PRESIDENT INFORMATION TECHNOLOGY, MISSION LINEN SUPPLY

The Solution

In May 2020, Mission Linen Supply rolled out a new **B2B online shop** that sells masks, hand sanitizers, cleaning products and more. These new revenue streams have helped the company weather the pandemic and have been a huge boost for its overall business. Mission Linen Supply was also able to boost its B2B offerings by 200% to adapt to the pandemic, easily adding to the 15,000-strong digital product catalog the company had started off with.

Why it was a success



Using **commercetools Composable Commerce** made it very easy for Mission Linen Supply to get their B2B website exactly how they wanted it and, best of all, launch it in only six weeks. The website now has limitless possibilities for channel expansion, product catalog growth and engaging customer experiences.

commercetools features for Mission Linen Supply



Unified Commerce Checkout

Gained the best of both worlds; adding products to a basket in person with a delivery driver or adding to the same basket online.



Products

Can easily add new products and product ranges, with the number of new products offered to customers increasing by 200% in one year.



Orders

Customers can shop however they want, online or offline, without friction.



commercetools

About commercetools

commercetools founded the headless commerce concept, and is the industry-leading composable commerce platform enabling brands to adapt and lead evolutions in digital commerce. commercetools provides its customers with the agility and tools needed to innovate and iterate on the fly, merge online and offline channels, take advantage of new markets, drive new and higher revenue-generating opportunities, and future-proof their eCommerce business — without incurring technical and operational risks.

Today, commercetools is trusted by some of the world's most iconic brands including Audi, Danone, Eurorail, NBCUniversal, Sephora and Volkswagen Group and many more. To learn more, visit [commercetools.com](https://www.commercetools.com).