



CASE STUDY MISSION LINEN SUPPLY

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



Mission Linen Supply

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.

COMPANY SIZE

431 Million USD

MARKETS

1

HEADQUARTERS

Santa Barbara, California, United States

INDUSTRY

Retail

BUSINESS MODEL

B2B

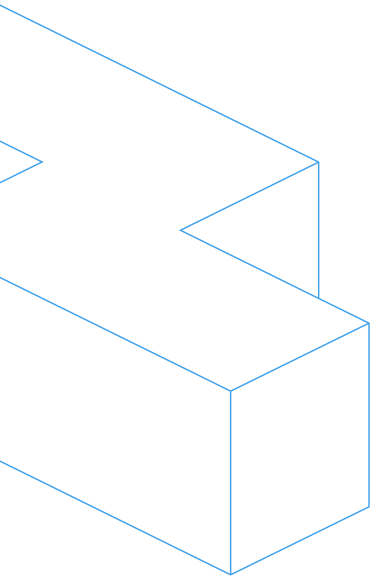
WORKED WITH PARTNERS

Vue Storefront

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 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.



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

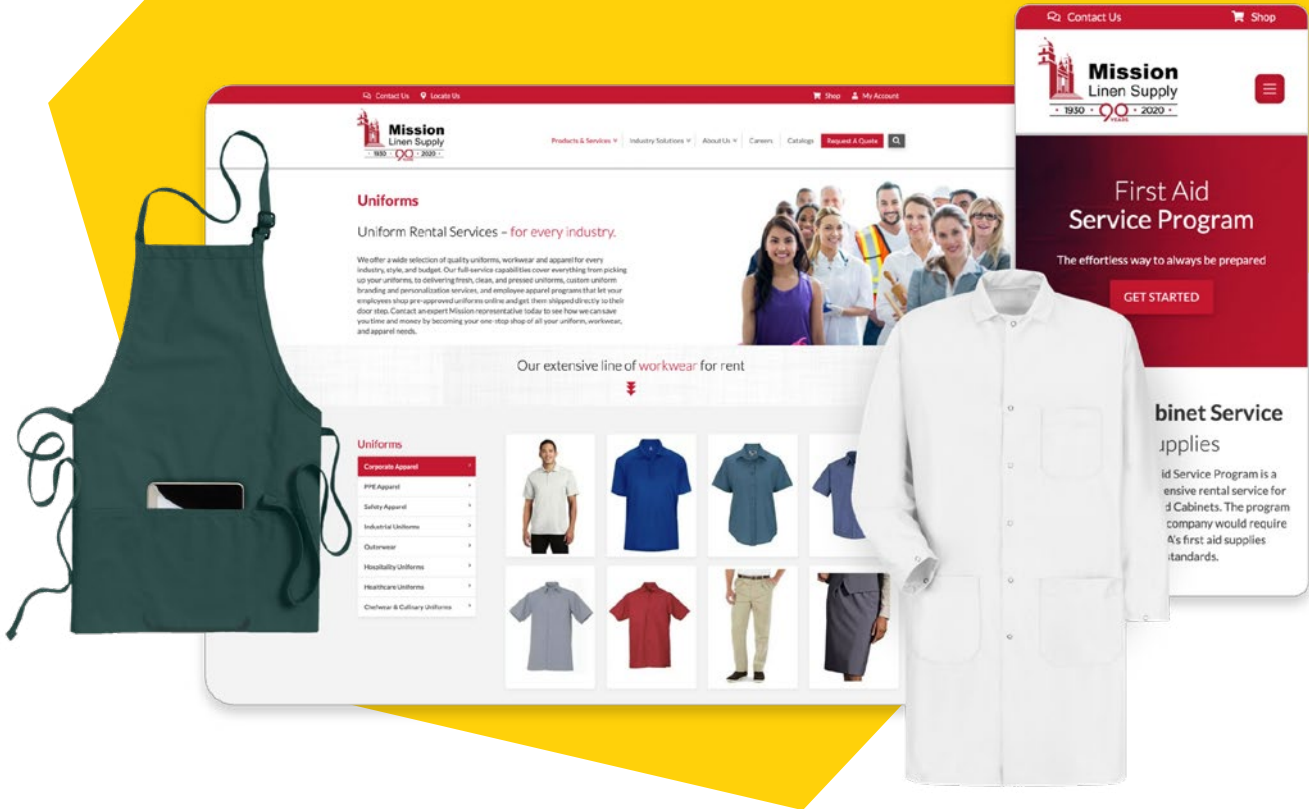
CIO AND VICE PRESIDENT INFORMATION TECHNOLOGY,
MISSION LINEN SUPPLY



Mission
Linen Supply

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.



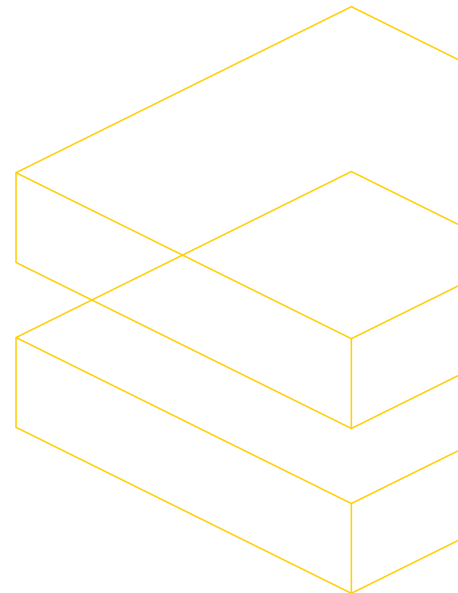
Products

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.



About commercetools



commercetools is the world's leading software for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS commerce portfolio of cloud-native that uses flexible microservices. Using the commercetools portfolio, customers can deliver the best commerce experiences across every touchpoint on a large scale. commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since 2010, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.