

“Using Desktop EDI and EDI\*EXPRESS has allowed us to focus on manufacturing high quality product. As a result, customer return rates are as low as 1 in 10,000”

— SAM WEINER,  
PRESIDENT OF EDGECRAFT

EdgeCraft  
home of  
**Chef's Choice**®

# EDI Puts EdgeCraft at Cutting Edge

## Leading Knife Sharpener Manufacturer Trims Inefficiencies from Supply Chain with GXS EDI Solutions

### Corporate Profile

#### World Leader in Cutting Edge Technology™

EdgeCraft Corporation is at the leading edge of the knife and sharpener market with its Chef's Choice® line of kitchen and commercial products. It has been the leader in professional knife sharpening for over 20 years and manufactures an extensive range of sharpening products. These are designed to sharpen blades from kitchen cutlery to sporting or hunting knives, including fine-edged and serrated blades, as well as fishhooks and garden tools. EdgeCraft also markets hot beverage appliances, waffle makers, electric food slicers and premium quality knives used by chefs, butchers and in other demanding food service environments.

EdgeCraft is a private company that employs approximately 150 people at its headquarters and manufacturing facilities in Avondale, Pennsylvania. Its distribution network spans the world, with thousands of retail partners in 50 countries, including the US, Germany, the UK and Japan.

“EdgeCraft supplies products to high-end department stores, specialty shops, high-end catalogs and Internet accounts”, explained Sam Weiner, President of EdgeCraft.

### The Business Challenge

#### Transact Electronically, Trim Inefficiencies from Supply Chain

As EdgeCraft grew its business, transacting with its many customers became more cumbersome, because they generated several thousand invoices each month and demanded even more order customization. In addition, the larger customers, such as department store Dillard's, required EdgeCraft to deal with them electronically rather than using paper invoices and order forms. It was this necessity that urged a company wide change.

The company needed to eliminate inefficiencies from its supply chain while at the same time responding to customers' demands for greater quality, increased speed and a more customized service.

One major challenge was to find a cheaper and more efficient way to move products from the production line to the retailers' shelves. Weiner said, “Retailers increasingly need items to be ready for the store shelves: price labels pre-applied, anti-theft labels in place, labels inside or outside.”



In addition, larger retailers no longer wanted the standard six-products-to-a-pack boxes but items ready to be shipped to their stores and the master packs tailored to the turnover rates for each of their stores. Customers were also asking for individualized labelling with bar codes that could be easily scanned.

The company turned to Electronic Data Interchange (EDI) to address this range of issues.

## The Solution

### Electronic Trading with GXS's Desktop EDI™

EdgeCraft chose GXS' Desktop EDI™ together with ASN Plus™ and EDI\*EXPRESS™ Service to digitize the exchange of invoices and purchase orders and meet its customers' individual Advance Ship Notice (ASN) requirements. Desktop EDI is a PC-based solution for small and medium-sized businesses from GXS. It offers EDI-translation capabilities as well as business document management, all from a desktop PC. EDI\*Express is a secure, reliable document-exchange service that provides critical information in real-time.

Combined with EDI\*EXPRESS, Desktop EDI enabled EdgeCraft to streamline its operations and cut administrative costs by automating the exchange of orders and invoices. Documents arrive electronically from EdgeCraft to an EDI\*EXPRESS mailbox. EDI\*EXPRESS then immediately routes its business data to EdgeCraft's customers.

The ASN Plus PC-based software works with Desktop EDI to enable EdgeCraft to comply with requirements for Advance Ship Notices (ASNs), container barcoding and invoicing. ASN Plus improves shipment accuracy and enables EdgeCraft to meet the individualized requirements of its customers by using scanning and label technology to pack shipments and produce barcode-shipping labels.

EdgeCraft was one of the early adopters of ASN Plus in 1991, which it installed in-house. Its partners, particularly the retail giant Dayton Hudson, recommended the solution. Using the three products from GXS, EdgeCraft now electronically transmits invoices and purchase orders to its major customers and meets their ASN requirements. It has also kept the option of trading through traditional routes with smaller and more specialist customers.

"We see a continued expansion of EDI into our order processing system. We are moving in the right direction," said Weiner, who added that EdgeCraft had enjoyed working with GXS. "GXS's support has been excellent and we felt that the people there are knowledgeable and offer a fast response."

## The Results

### Twenty Five Percent Savings in Customer Service Costs

Today, two-thirds of EdgeCraft's dollar sales come through EDI, saving the company around 25 percent in customer service costs, where labor intensive data entry and paper handling has been reduced.



### EDGECRAFT'S RESULTS:

- Efficient electronic exchange of POs and invoices
- 25 percent savings in customer service costs
- Reduced claims and costly charge backs
- Customer return rates as low as 1 in 10,000
- Accelerated movement of merchandise to customers
- Improved customer relationships
- Able to integrate EDI into back-end systems
- Cost savings from reducing manual data entry

EdgeCraft also implemented ASN Plus to produce and manage barcode-shipping labels, used to verify shipment contents and improve shipment accuracy and customer services. This has reduced claims and costly charge-backs and allowed merchandise to move more quickly to its final destination.

But above all, EDI has allowed EdgeCraft to retain its business cutting edge by dealing efficiently with key larger customers and maintaining excellent relations.

The company's commitment has always been to manufacturing high quality products and using EDI has allowed it to focus on this. As a result, EdgeCraft's customer return rates are as low as one in 10,000, compared with the typical housewares industry return rates for similar products, of between five and seven percent. "We strive to make the best products in the world," said Weiner.

"We are considered to be the world leaders of knife sharpeners and we want to make sure that our products are as technologically advanced as they can be."

### NORTH AMERICA AND GLOBAL HEADQUARTERS

100 Edison Park Drive  
Gaithersburg, MD 20878  
U.S.A.

+1-800-560-4347 t  
+1-301-340-4000 t  
+1-301-340-5299 f

### EUROPE, MIDDLE EAST AND AFRICA

1 Station Road  
Sunbury-on-Thames  
Middlesex TW16 6SU  
United Kingdom

+44 (0)1932 776047 t  
+44 (0)1932 776216 f

### ASIA PACIFIC

25th Floor, Shell Tower  
Times Square  
Causeway Bay  
Hong Kong

+852 2884-6088 t  
+852 2513-0650 f

[www.gxs.com](http://www.gxs.com)



#### About GXS

GXS is a leading provider of B2B e-commerce solutions that simplify and enhance business process integration and collaboration. Organizations worldwide, including 75 percent of the Fortune 500, leverage GXS' GS1 certified global interoperability and supply chain execution solutions. Active in the global standards arena, GXS offers solutions, powered by the Trading Grid™, that enable customers both large and small, to connect with global partners, synchronize product information and optimize the execution of supply chains. Headquartered in Gaithersburg, MD., GXS provides sales and support to businesses and their partners worldwide. For more information about GXS visit [www.gxs.com](http://www.gxs.com).