



CASE STUDY: OMNI CHANNEL SOLUTION

Draper James
GRACE & CHARM



Draper James, a new southern lifestyle brand and omni-channel retailer launched in 2015 by actress Reese Witherspoon, selected Sunland as its 3PL partner for its fulfillment center and to work with their IT vendors in developing EDI interactions between their website and middleware software vendor. Currently, we are using EDI to handle orders from Draper James' website and using our WMS to handle the process through the points of order batching, piece pick order filling, case replenishment, packing, and FedEx Shipping. As a result of Draper James' successful launch of their initial e-commerce store opening, Sunland was chosen to fulfill orders and redesign the processes and EDI connection to support Draper James' brick and mortar retail stores.