



# Ecommerce 2.0 - The Uniform Industry

*June 2, 2021*

# Agenda

Housekeeping  
Introductions  
Ecommerce 1.0  
Ecommerce 2.0  
Q&A



# Introductions



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# Introductions



Parent Company



Enterprise Product Customization



Enterprise B2B



Milwaukee



Customers



# Sample Uniform Customers



# Uniform Industry

# Ecommerce 1.0

## Product Personalization

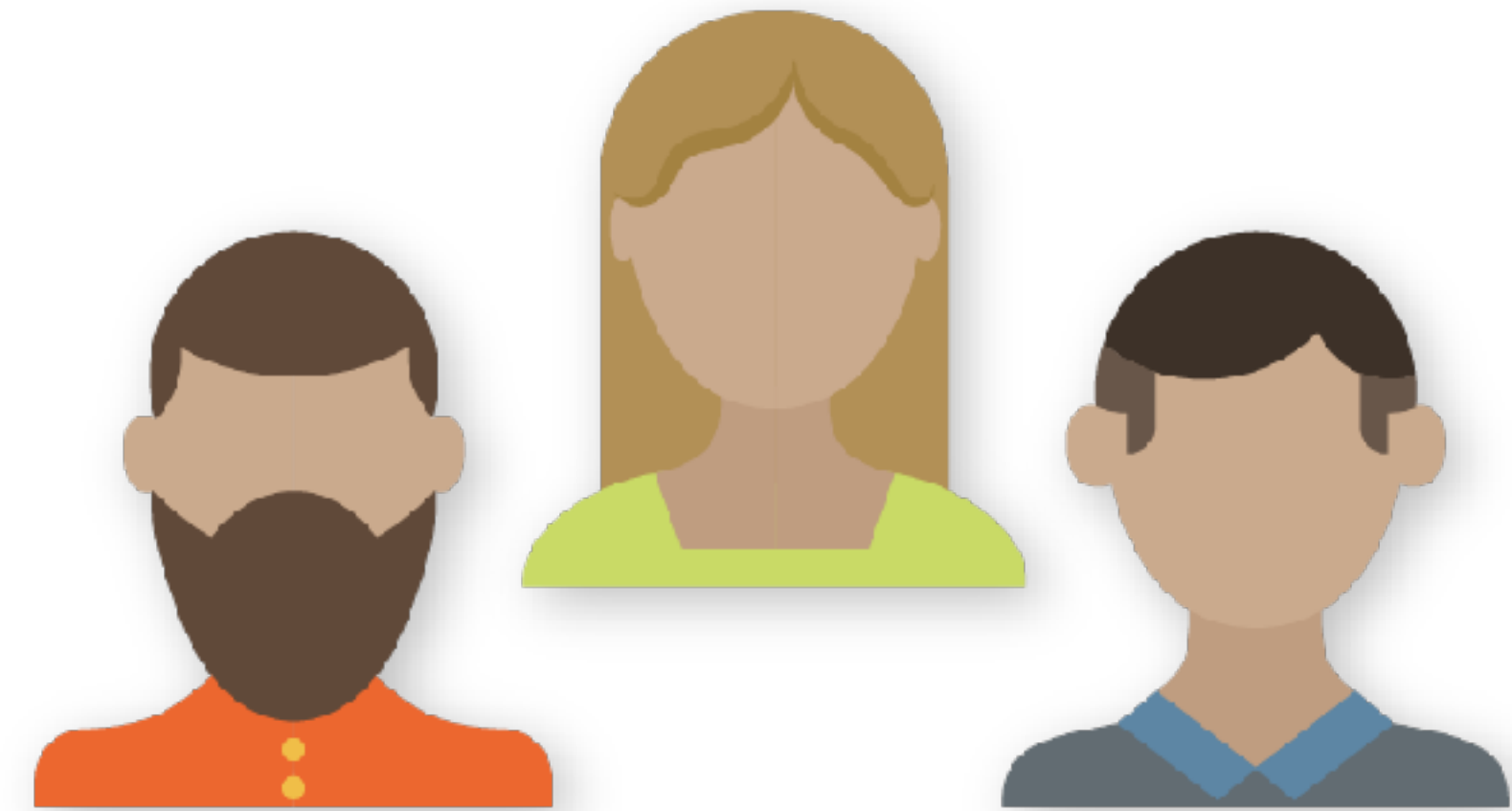
Add a logo or embroidery to a product. Only display approved logos to a specific account or profile within an account.

## Account/Profile Catalogs

Display a specified uniform program based upon login.

## Customer Specific Stores

Create a store specific to a customer that only displays the customers specific uniform program, often by profile.



**What Changed?**



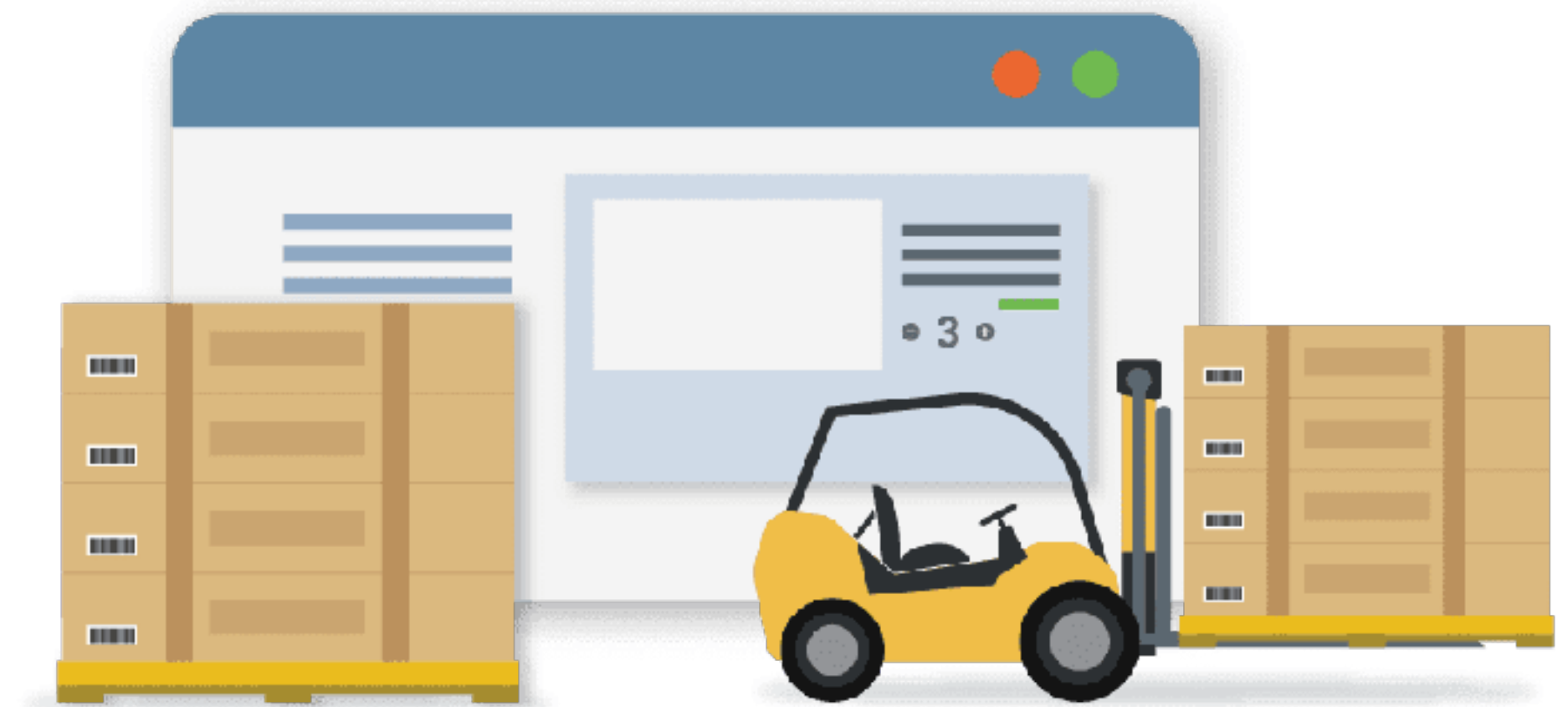
No Explanation Needed

amazon

# Pandemic

## ‘Feeding Frenzy’

62% of companies reported an increase in ecommerce sales of at least 25% last year, including 12% that increased sales by more than 75%.<sup>1</sup>



1. 2021 B2B Ecommerce Market Report from Digital Commerce 360

2. State of eCommerce in Distribution Survey October-December 2020 from Distribution Strategy Group

# The World Changed



70% say that buying from a website is the most convenient way to buy business products or services

Its now twice as likely that a company with an outstanding digital experience will be selected as a supplier

72-86% of B2B e-commerce implementations are re-platforming efforts

1. 2020 AD eCommerce Summit Presentation from Mary Shea, principal analyst, B2B marketing, Forrester Research  
2. McKinsey COVID-19 Decision Maker Pulse Survey  
3. Quintessential Guide to E-Commerce Platforms Survey from Internet Retailer

# Technology Changed

## Product Personalization

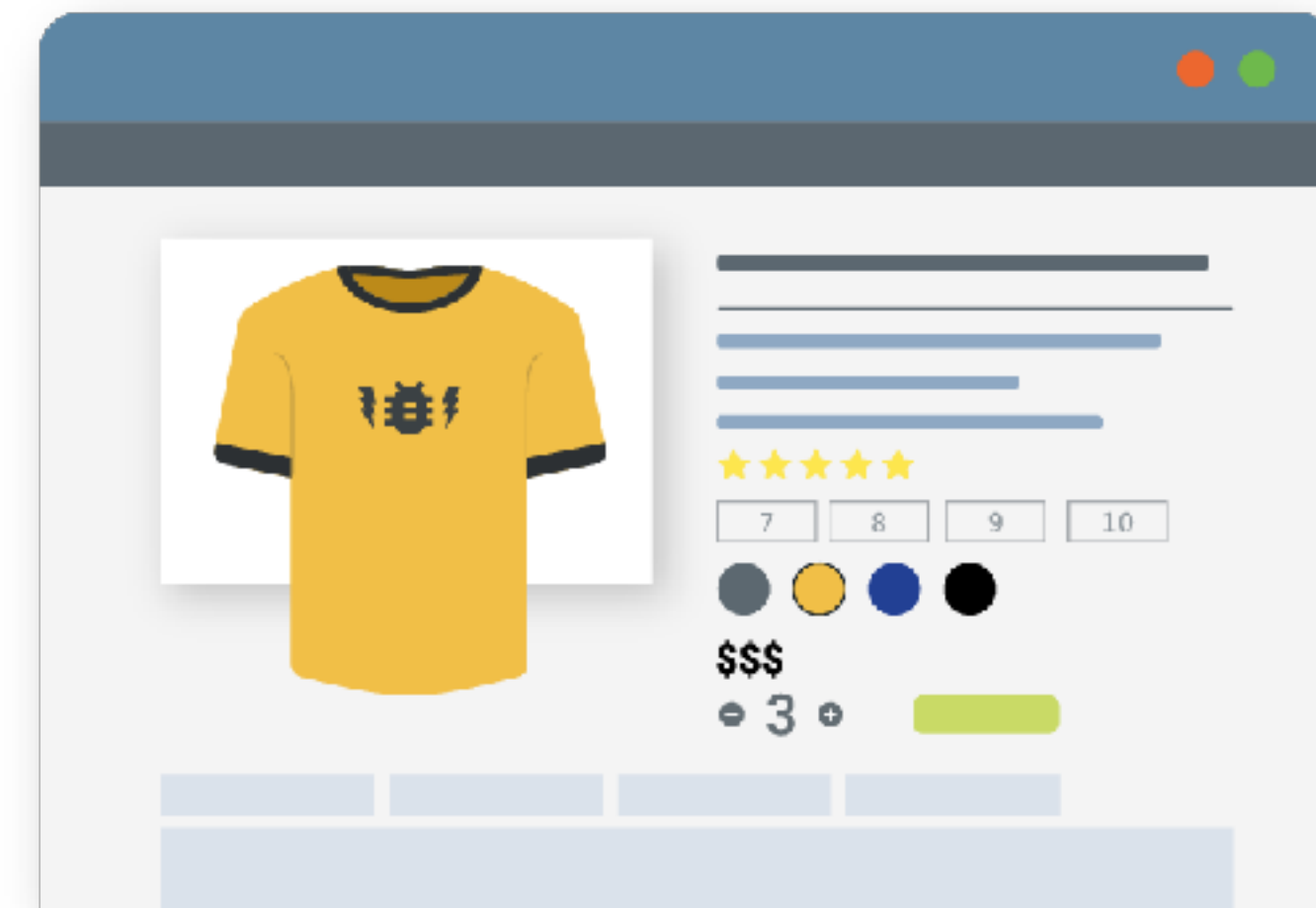
Homegrown software that does not scale. No product visualization or proof. Long turn around cycle of samples. Slow sales cycle.

## Account/Profile Catalogs

Technology stack built on B2C ecommerce platforms that have a single master catalog to single store architecture. Lots of expensive custom code.

## Customer Specific Stores

Monolithic technology that lacks flexibility. Difficulties in creating new stores and improving user experience. Lots of expensive custom code.





# Ecommerce 2.0

# Product Personalization

# Technology Changed

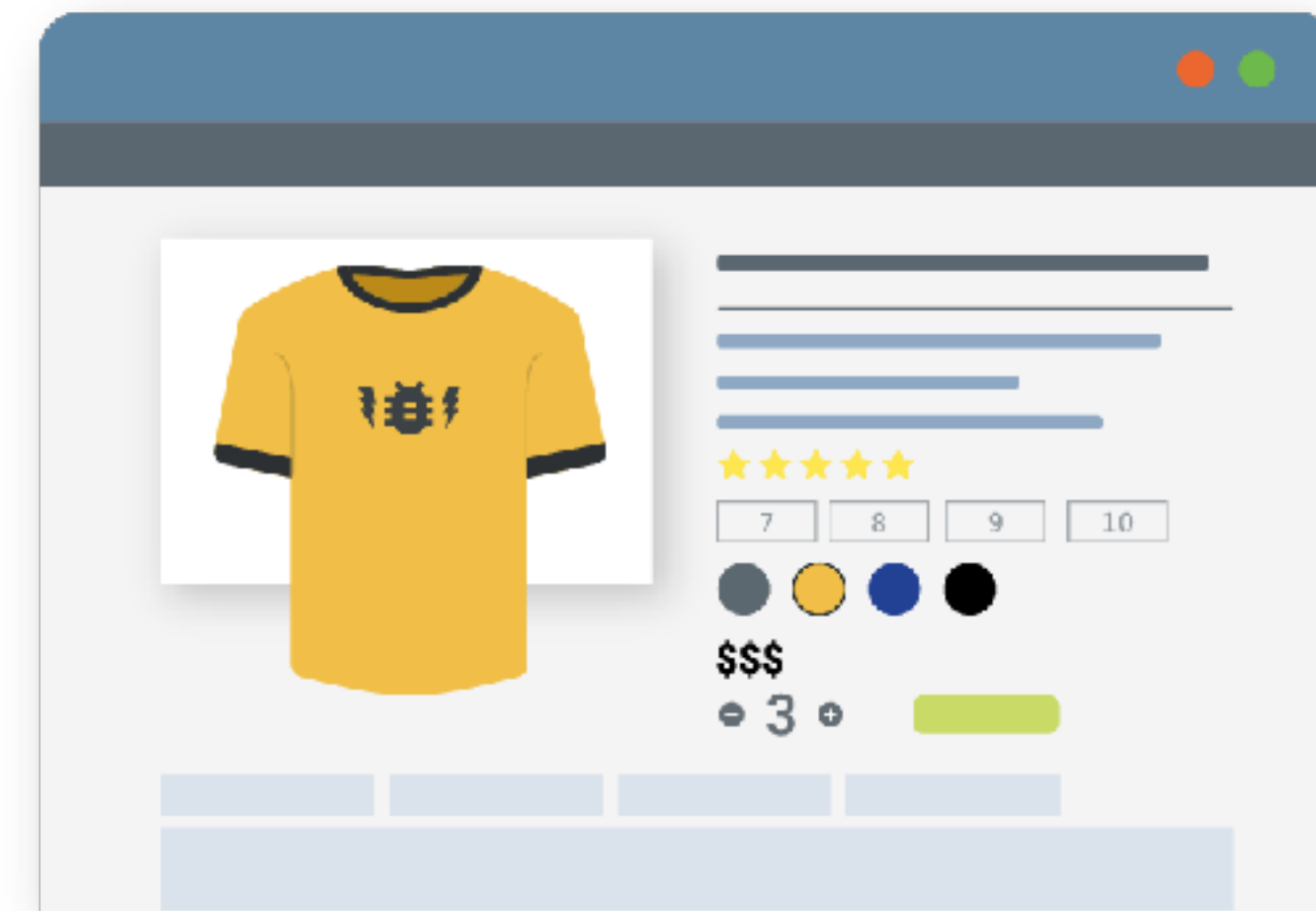
## Product Personalization

Homegrown software that does not scale.

No product visualization or proof.

Long turn around cycle of samples.

Slow sales cycle.



# E-commerce 1.0

[UA EXCLUSIVE](#)   [COLOR](#)   [BRANDS](#)   [WOMEN](#)   [MEN](#)   [PRINTS](#)   [SHOES & ACCESSORIES](#)   **SALE**

# MEMORIAL DAY SALE

up to **20% OFF** SOLIDS FROM EASY STRETCH,  
LAUDERDALE, MOVEMENT  
& MORE ▶

---

**EMBROIDERY OPTIONS**  
 Please allow approximately 9 to 13 days to embroider your items.

**PLEASE SELECT UP TO 3 OF THE FOLLOWING EMBROIDERY OPTIONS TO BEGIN:**  
☒ Name Embroidery  
☐ Stock Design  
☐ New Custom Logo  
☐ Flag Design

CANCEL EMBROIDERY

---

**NAME EMBROIDERY - \$6.99 Per Line**

**NUMBER OF LINES:** 1 ▼ Please select the number of lines you would like embroidered.

**Line One**

**FONT STYLE:**  

<input type="radio"/> Block  <input type="radio"/> Monotype Corsiva Font  <input type="radio"/> Roman Script  <input type="radio"/> Flair	<input type="radio"/> Book Antiqua Font  <input type="radio"/> Orient Express  <input type="radio"/> Brody
---	--


Flair Script is not recommended when using all Caps. Please choose another font.

**THREAD COLOR:**  

Option Selected:

C06. Neon Yellow ▼

**UA Butter-Soft STRETCH Men's V-Neck Scrub Top**  
 Style # BSS705



**Qty: 1   Size: L   Color: LIOLI   Price: 19.99**

**SAVE YOUR EMBROIDERY TEMPLATE**

Want to save your embroidery for later use? Simply enter a name below to save your embroidery template. This template may be added to other items later on.

25 characters max

**PREVIEW & ADD TO CART BELOW**

**EMBROIDERY SUMMARY**

**Line 1:**  
 Font Style:  
 Thread Color: Neon Yellow  
 Placement: Chest-Right Side

Please be sure your embroidery and placement shown above are...



# E-commerce 1.0

**NUMBER OF LINES:**  Please select the number of lines you would like embroidered.

---

### Line One

**FONT STYLE:**

☒ **Block**

☐ *Monotype Corsiva Font*

☐ *Roman Script*

☐ *Flair*

Flair Script is not recommended when using all Caps. Please choose another font.

☐ Book Antiqua Font

☐ Orient Express

☐ Brody

---

**THREAD COLOR:**

Option Selected:

C06. Neon Yellow ▾


Neon Yellow

---

**PLACEMENT:**

Embroidery placement is referred to from the vantage point of person wearing the garment.

☐ Chest-Left Side

☒ Chest-Right Side

☐ Sleeve-Left Shoulder

☐ Sleeve-Right Shoulder

---

**PLEASE ENTER TEXT EXACTLY AS YOU WOULD LIKE IT TO APPEAR:**

UPPER CASE ▾

24 characters max

Text cannot be empty or contain invalid characters.

---

Special instructions and/or comments:

# E-commerce 1.0

WOMEN

MEN

BUSINESS UNIFORMS

PROMOTIONAL PRODUCTS

PERSONALIZED GIFTS

SALE

Men's Custom Embroidered Sweater Fleece Vest

★★★★★

(0)

Write a review

\$44.95 - \$49.95

\$3 Logo & Free Shipping w/\$100 Min with code: WLF53100 Details

Color: Arctic Gray Heather

Enter Quantity

Size Charts

REGULAR #519310CXX \$44.95 each

S

M

L

XL

XXL

Avail. Jun 11

BIG #519308CX2 \$49.95 each

2XL

3XL

Cost of Item(s): \$0.00

APPLY LOGO(S)

ADD TO BAG

PRODUCT DETAILS

YOU M

Me

Embro

Fleec

\$44

Men's Th

Alter

artifi


znode



# E-commerce 1.0


Code: WEPSS100 [DETAILS](#)

[Cancel & Return to Product Details](#)



YOUR LOGO WILL PREVIEW HERE  
(Actual size and colors may vary)

APPLY LOGO(S)



MEN'S CUSTOM EMBROIDERED SWEATER FLEECE VEST

Color: Arctic Gray Heather


Regular: M (QTY: 1)

Item Cost: \$44.95

LOGO 1

1. SELECT A LOGO

You are shopping as a guest. [Sign in](#) to access logo(s) saved to your account.



znodenotag  
(1).png

Estimated Cost:

+ Upload File  
(10mb Max)

JPG, GIF, TIF, PNG,  
BMP, PDF, AI, PSD,  
EPS, DST, CDR

artifi

znode



# E-commerce 1.0

WOMEN


MEN

BUSINESS UNIFORMS

PROMOTIONAL PRODUCTS

PERSONALIZED GIFTS

SALE




MEN'S CUSTOM EMBROIDERED SWEATER FLEECE VEST

Color: Arctic Gray Heather

Regular: M (QTY: 1)


Item Cost: \$44.95



LOGO 1

1. SELECT A LOGO

You are shopping as a guest. [Sign in](#) to access logo(s) saved to your account.



znodenotag (1).png

Estimated Cost: \$6.95


+ Upload File (10mb Max)

JPG, GIF, TIF, PNG, BMP, PDF, AI, PSD, EPS, DST, CDR

i

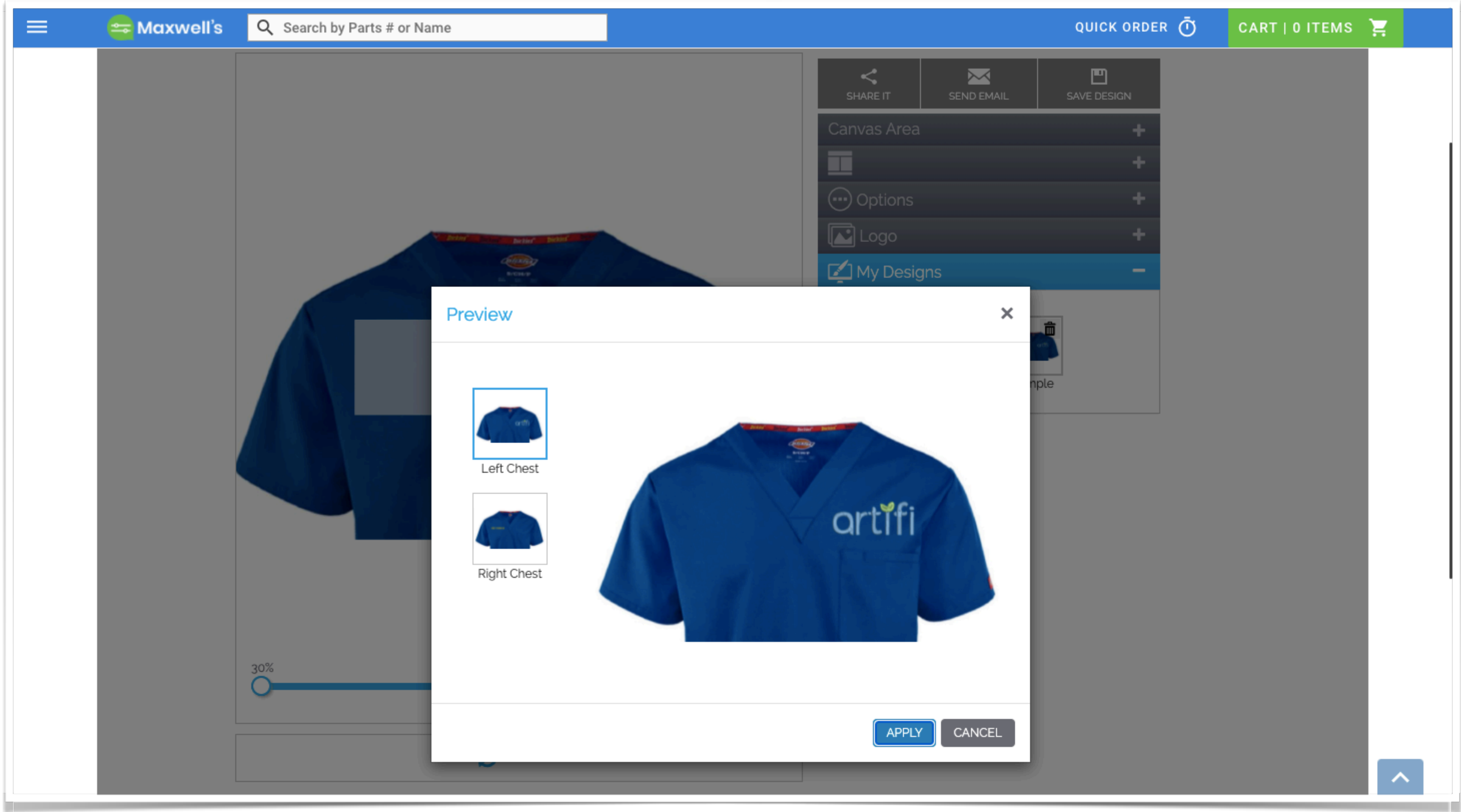
A \$29.00 one-time embroidery set up fee will be charged when you place your order with this logo (set up fee based on stitch count, [Learn more](#))

artifi

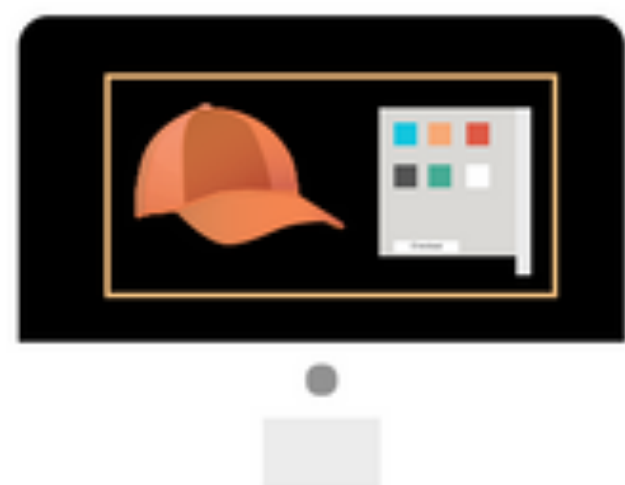




# E-commerce 2.0



# Ecommerce 2.0



## Shopper Experience

- OOB UI
- Custom UI
- Match CSS



## Dynamic Rendering

- Live visualization
- Configuration
- Personalization
- Virtual Proof



## Administration

- Upload products
- Manage rules
- Control experience
- Independence



## Commerce

- APIs + integrations
- Order files
- SaaS



## Output Files

- Production files
- Integrations

# Ecommerce 2.0

## Product Personalization

Improved customer experience

Real time virtual proof - improved customer satisfaction

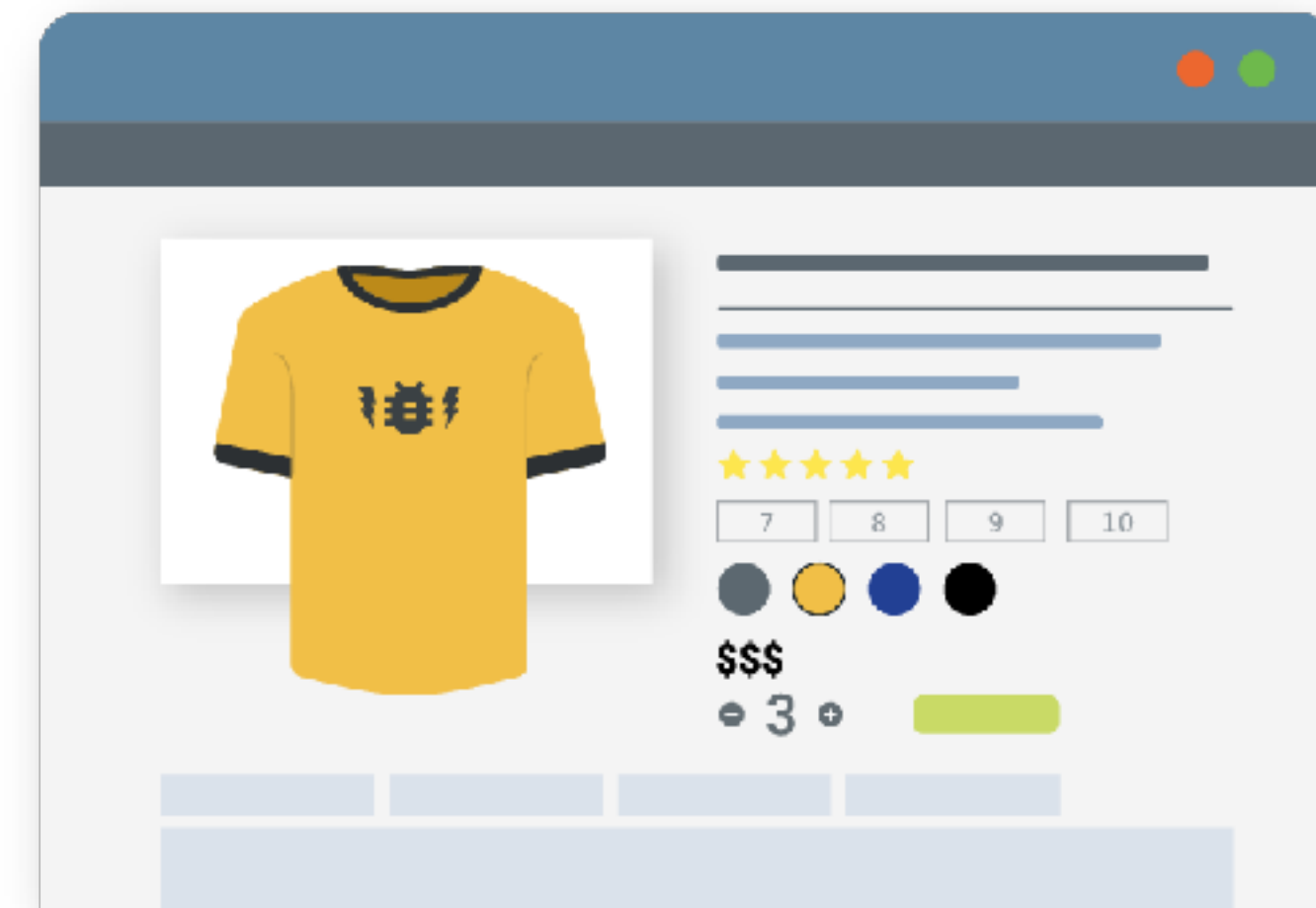
Reduced sales cycle - 5 days to 5 minutes

Automation of embroidery file creation

Logos by account

Smaller agile teams

Scale - create product/category templates and apply them across multiple stores



# Program Catalogs and Stores



# Ecommerce 1.0

## Account/Profile Catalogs

Technology stack built on B2C ecommerce platforms.

## Customer Specific Stores

Monolithic technology that lacks flexibility.

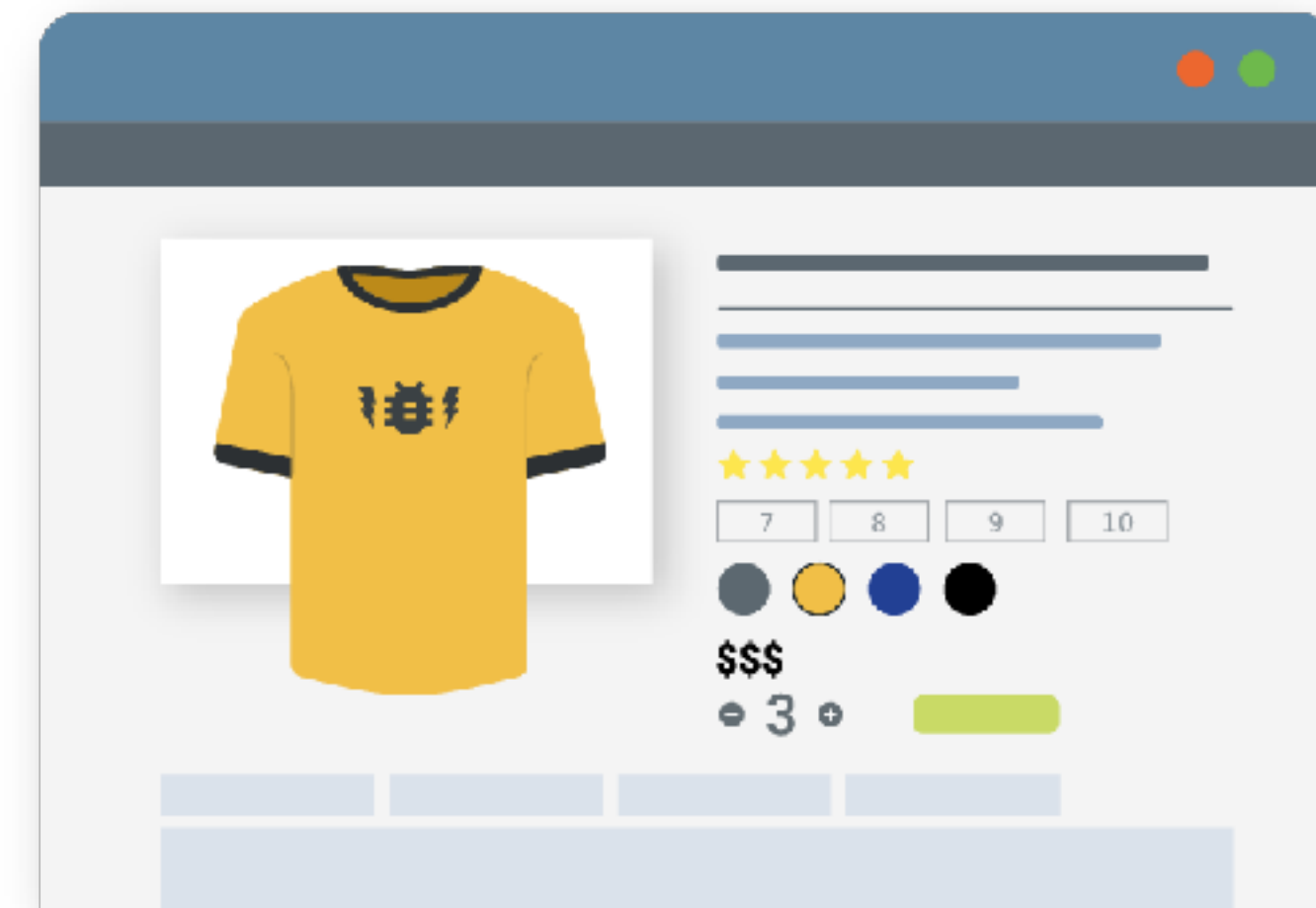
Difficulties in creating new stores and improving user experience.

Lots of expensive custom code

Replication of data

Slow speed-to-market

Big IT budgets and teams



# E-commerce 2.0

CHECK ORDER STATUS | CONTACT US | NEW SHOPPER TUTORIAL | SIGN IN OR CREATE AN ACCOUNT

SCHOOL UNIFORMS by TOMMY  HILFIGER 

FIND YOUR SCHOOL

SHOP BY SCHOOL NAME OR CODE

SHOP BY SCHOOL NAME OR CODE

Q

\_\_\_\_\_ or \_\_\_\_\_

SHOP COMPLETE CATALOG

(Not Your School's Approved Selections)



DELIVERING ALL-AMERICAN STYLE

WITH MODERN DESIGNS



JOIN OUR PROGRAM

School Uniforms by Tommy Hilfiger guarantees the best in quality, comfort, style, and service.

LEARN MORE

CAREERS

ABOUT US

CALIFORNIA TRANSPARENCY ACT


SIGN UP FOR LATEST NEWS AND SPECIAL OFFERS:

artifi

znode



# E-commerce 2.0

 **Staples**

Promotional Products

CHAT

1-800-491-3003

HELP

ACCOUNT

CART


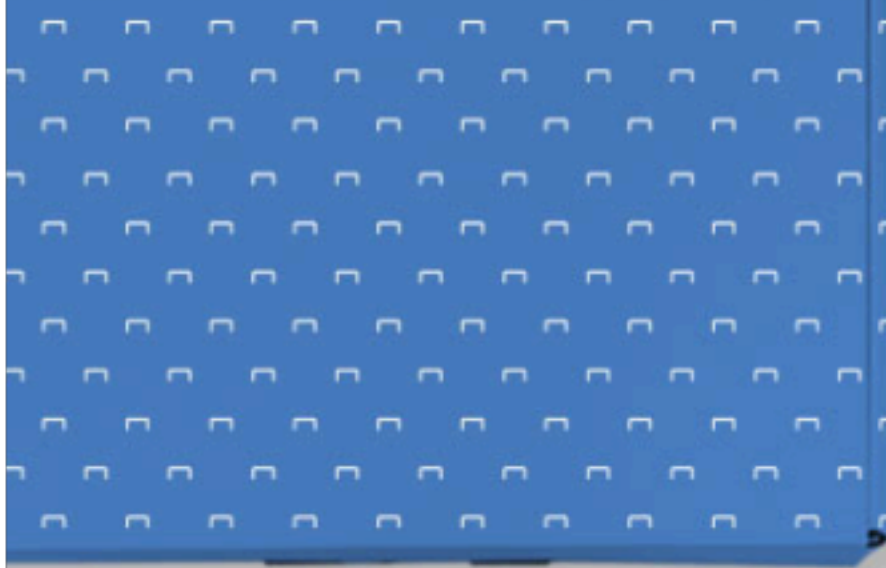
PRODUCTS









GET IDEAS



ABOUT US






Search...

ORDER EARLY, all shippers are reporting delayed transit times.












### Mix and Match

Create your own kit with our collection of kitting essentials that you can easily customize online and assemble on your own, or with the help of our fulfillment experts. Let us do the heavy lifting.

For more information about our fulfillment options or additional kitting services, use our live on-site chat feature or get in touch with your Staples Promo Representative.

Start Shopping

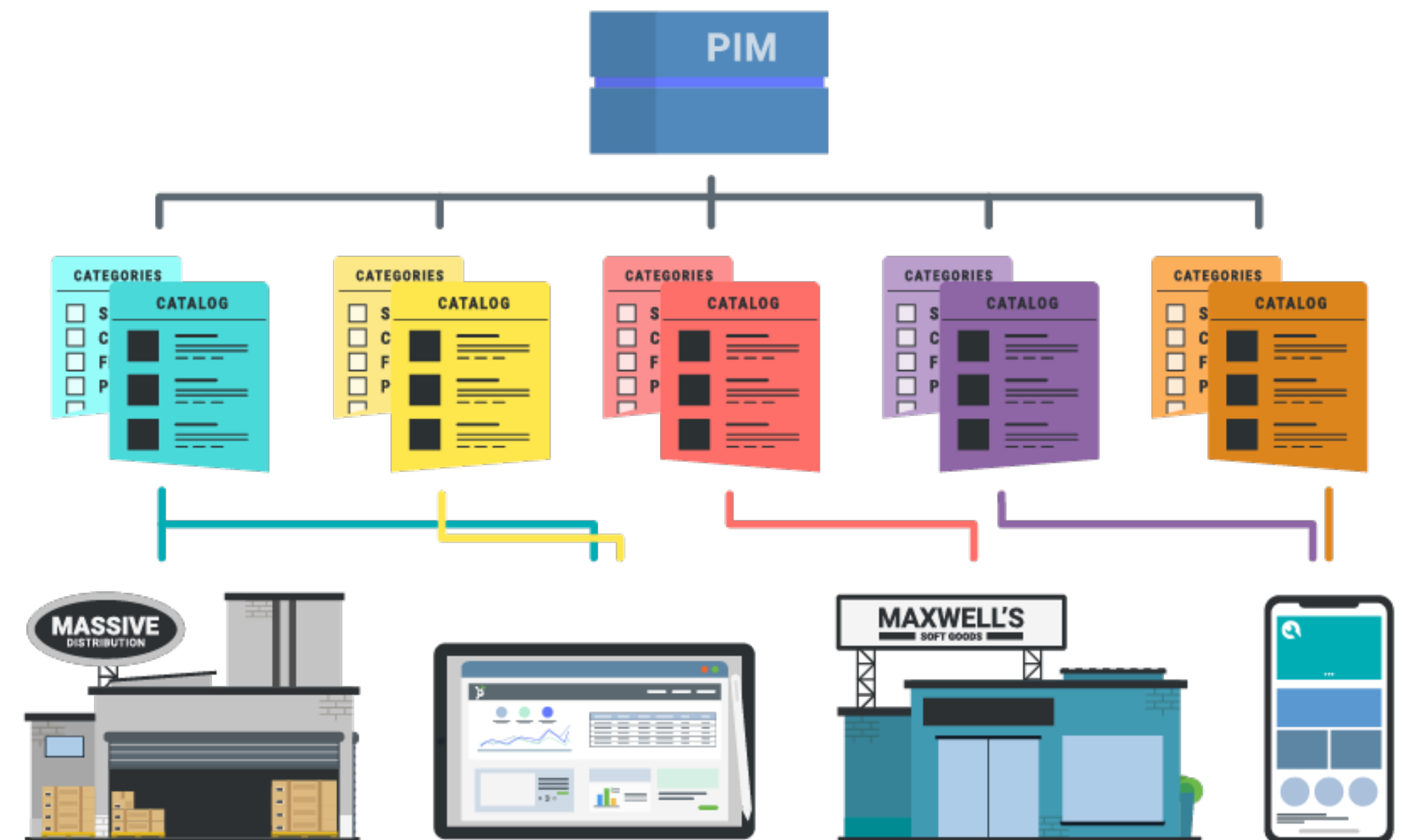


# Ecommerce 2.0

## Manage Programs, Specifications and More

Flexible technology that mirrors the needs of the uniform industry:

- Stores
  - themes (by brand/customer)
  - catalog(s) = programs and specifications
  - users, accounts & profiles
  - SKU by purchasing profile
  - categories
  - pricing
  - warehousing
  - shipping
  - payments
  - taxes
  - etc

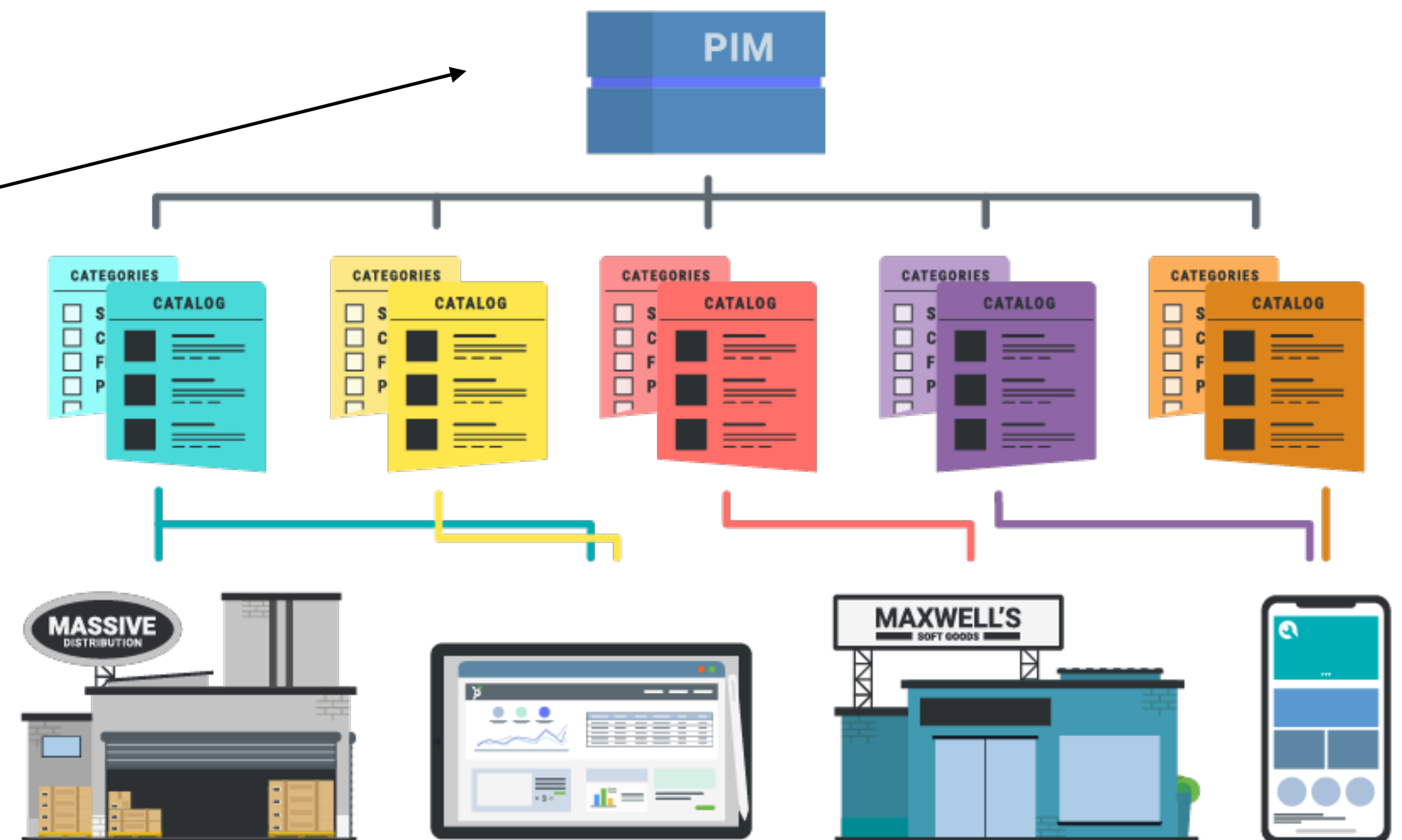


# Ecommerce 2.0

## Manage Programs, Specifications and More

Flexible technology that mirrors the needs of the uniform industry:

- Product information management
  - Decoration = attributes
- Specifications by customer = catalogs
  - Serve multiple-segments
  - Serve multiple job functions/profiles
  - Programs using profiles
- Account Specific e-Stores





# Ecommerce 2.0

## Customer Experience

Platform enables growth and self-service:

- Account section
  - Self-serve
  - Approval workflow
  - Returns
- Customer Service
  - Filter by program
  - Order on-behalf
  - Impersonation
  - One admin
- Administration
  - Customized by program

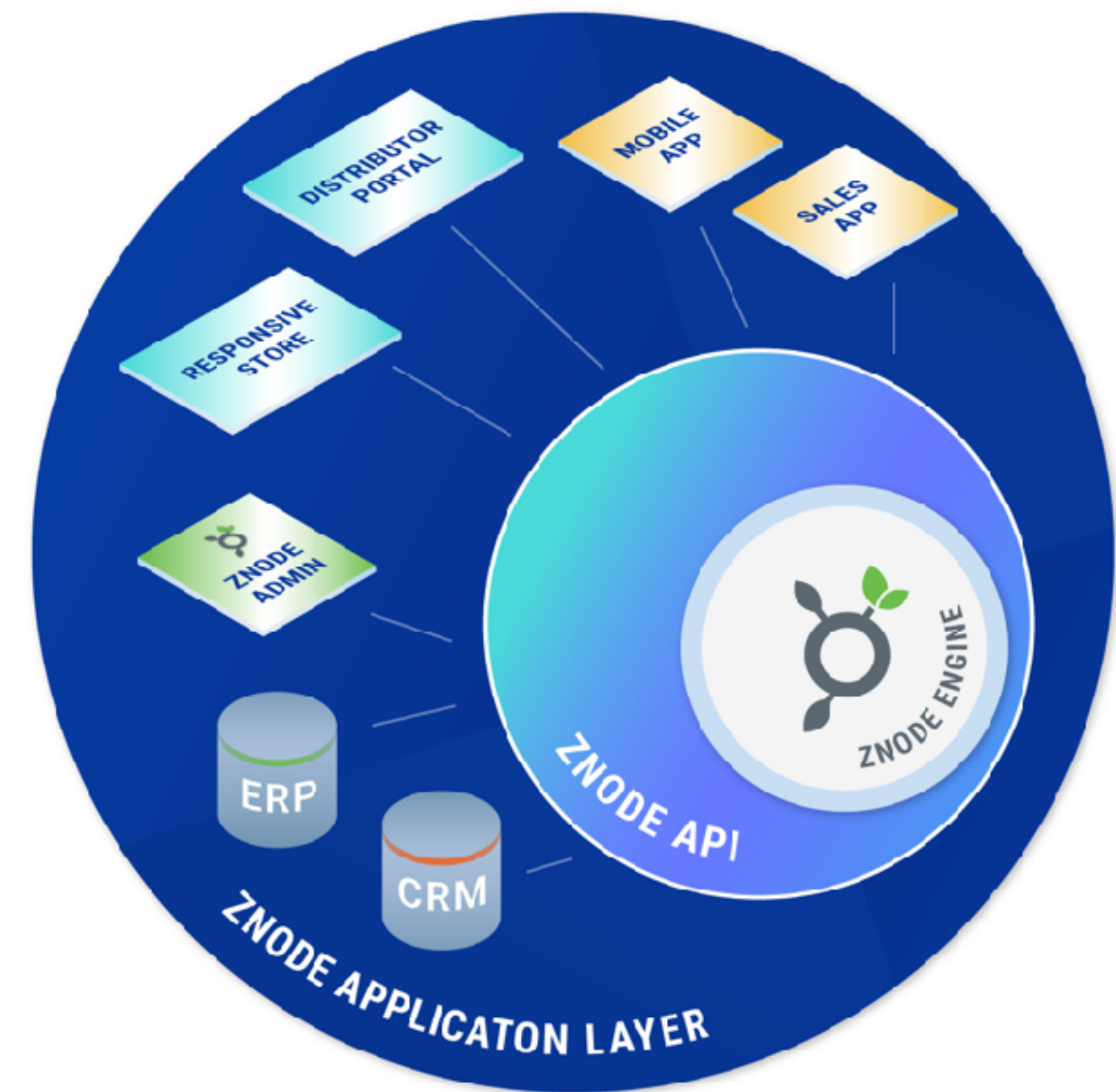


# Ecommerce 2.0

## Flexibility and User Experience

Flexible platform enables growth:

- API first architecture
- Unlimited user experiences
- Spin up stores/programs in days, not weeks or months



# Ecommerce 2.0

## Account/Profile Catalogs

Unlimited catalogs by user/account (customer)/  
profile (segment)

## Customer Specific Stores

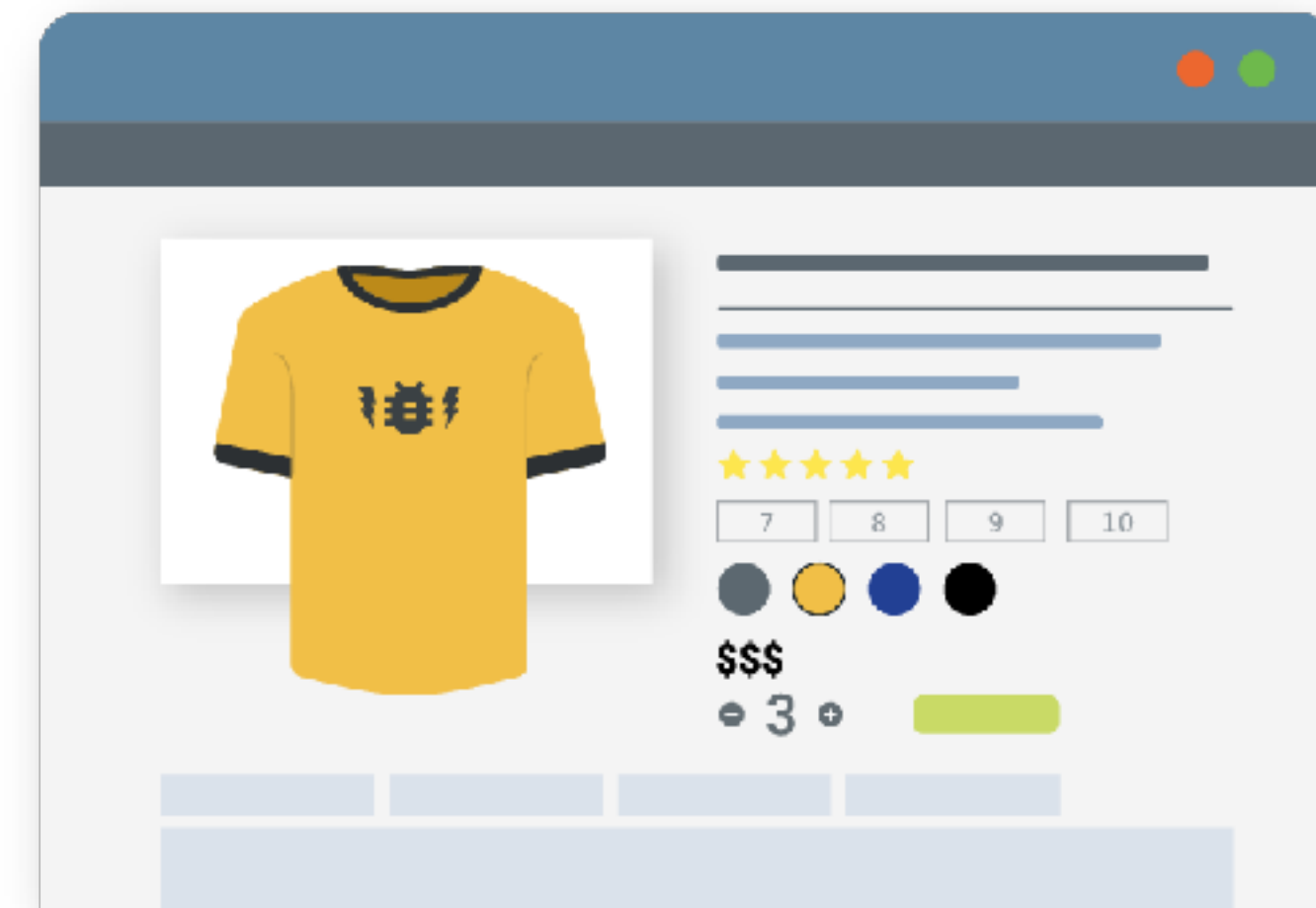
Unlimited customer specific stores with unique  
rules ie pricing, catalogs, customization attributes

Speed-to-market

Demo stores to win large programs

No replication of data

Smaller IT budgets and agile teams



**Questions?**

**Serious about ECommerce 2.0?**

*Download the presentation at [znode.com](http://znode.com)  
and request a demo.*



