

## Newport-Layton Home Fashions Success Story

### ComplyLink SQL Version

*"We can have three people working on the system simultaneously without noticing any ill effects to the system or printing speed."*

**Joe Callsen**, IT Director,  
Newport Layton Home  
Fashions

#### Overview

Newport-Layton Home Fashions, a Portland Oregon based corporation that manufactures bedding, decorative pillows and other home textile products, was founded in 1954 by Irvin Layton. In 1989 Irv's sons, Jeff and Larry Layton, took over management of the company. The company had 35 employees with annual sales of 3 million dollars in 1989 and has now grown to over 150 employees with annual sales over 27 million dollars.

Currently, Newport- Layton Home Fashions sells home textile products to most major retailers in the USA, including Costco Wholesale, Marshalls, Bloomingdales, and Dillards. Their successful business was developed by working closely with customers to meet all of their special needs: Quality high fashion products, reasonable prices, fast delivery, strong customer service, and computer and software systems to fulfill their EDI and ASN requirements.

Newport-Layton Home Fashions has been using ComplyLink for several years to successfully meet their UCC-128 label and ASN needs.

#### The Challenge

Success.

The volume of orders being shipped by Newport-Layton Home Fashions increased from about a dozen a day to sometimes hundreds per day. There were times when they could not ship all of the orders for a certain day because they could not produce all of the labels and ASNs in the time allotted. As the company grew, the demands being placed on ComplyLink had also grown.

The problem wasn't that ComplyLink was extremely slow. The problem was that only one person could use ComplyLink at a time. They had multiple workstations connected to one Microsoft Access database, but if two people tried to work on the system at the same time the system would come to a halt.



*“Now, if we have to ship hundreds of orders for three or four different customers, we can have several individuals working at the same time; packing, printing, and creating ASNs without any issues.”*

**Jan Smith**, EDI Manager,  
Newport Layton Home  
Fashions

With only one person able to truly use ComplyLink, another independent workstation with ComplyLink was installed to try and alleviate the problems. Having two separate systems worked for a short time, but eventually it became too much work to maintain two separate systems.

### **e-SupplyLink Solution**

Joe Callsen, Newport-Layton's IT Director, contacted Shawn Ferrier at e-SupplyLink to discuss alternatives to having two different systems. Shawn presented the SQL VERSION OF COMPLYLINK to Joe and they discussed the ability of the SQL version of ComplyLink to handle multiple users simultaneously as well as its ability to handle large amounts of data with ease. The speed of ComplyLink would also be improved by using the SQL Version of ComplyLink.

The team at Newport-Layton Home Fashions decided to test the SQL version of ComplyLink on a trial basis. The SQL Version of ComplyLink was installed for Newport-Layton and Jan Smith, the EDI Manager, had the opportunity to use the product. He was able to see firsthand the benefits of the SQL Version of ComplyLink. The packing speed and printing speed both increased, but more important to Jan, “We could have multiple users on the system at one time.”

After the trial period, Newport-Layton Home Fashions purchased the SQL Version of ComplyLink. The installation of the SQL Version of ComplyLink went very smoothly after the trial version of the product had been used.

### **The Results**

“The major benefit we saw with the SQL Version was that it was a true multi-user system. We can have three people working on the system simultaneously without noticing any ill effects to the system or printing speed,” explained Joe Callsen, IT Director, Newport-Layton Home Fashions.

The increased speed of packing and printing, along with the ability to have multiple people accessing the system at one time has eliminated their problem of not being able to ship orders on time. Labels and ASNs can now be created for multiple customers at one time, and two or three simultaneous users has become routine.

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