

# HATLEY

## INTEGRATION IS EVERYTHING



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Like many apparel businesses that survived the pandemic's worst, premium pajama brand Hatley came away from it all with a thicker skin.

That's one reason recent challenges — inflation, interest rates, fuel prices, port strikes, Red Sea shipping disruptions, new environmental regulations — feel like par for the course. Just another day in paradise. The pandemic was a sink-or-swim period for the family-owned business, but it powered through and survived.

*"I can now officially say: I have seen it all," states CEO Jeremy Oldland, a 25-year veteran of the Montreal-based company. "Bad things happen. You've just got to be prepared. You've got to roll with it."*

## ECOMMERCE: CONNECTING THE DIGITAL DOTS

Soft wholesale demand from brick-and-mortar retail stores is one of the hard things Hatley is having to roll with. Thankfully, ecommerce is growing, and Hatley is seizing on that opportunity to grow sales globally. The brand reaches consumers in 38 countries. The lion's share of sales come from Canada and the United States, but there's healthy demand in Europe and the U.K., too.

What technology strategy supports Hatley's ecommerce growth strategies? Oldland has one word: Integration.

The company's top tech priority is to continue connecting its CGS BlueCherry® ERP core business solution to all things ecommerce: online marketplaces, EDI, shipping providers, retail customer websites and hatley.com.

*"Everything's integrations now," Oldland said. "People don't talk with one another. Our computers are talking with their computers. It's all about how your technology talks with the ecommerce websites." >*

- Hatley counts on CGS to help it navigate this complex web of integrations, making sure connections are seamless and automated. Every customer has specific requirements for order management, fulfillment, shipping confirmations and inventory visibility. Compliance is necessary.

Plus, ecommerce customers aren't going to hold the proverbial hand to get these mission-critical integrations done right. *"The biggest seller in the world is Amazon ... and they don't have a phone number,"* Oldland said. *"If you want to sell on Amazon properly, then you need to be able to integrate with their networks, and there's no one at Amazon who's going to take a phone call to walk you through it."*

Strong ecommerce sales are a testament to Hatley's successful digital integration. *"We're 'all in' on ecommerce these days,"* said Oldland.

## SUPPLY CHAIN: RELATIONSHIPS MATTER

Hatley's high-quality, fashionable sleepwear collections attract shoppers who are looking for something special, differentiated from the pajama pack. With prices well above those of the mass merchants,

Hatley's products are popular as gifts for birthdays, baby showers and other occasions. The company has never been one to chase cheap labor. Instead, it prioritizes long-term relationships and excellent quality.

Long-time, dedicated partnerships with two production partners — one in India, the other in China — are essential to brand reputation, reliability and excellent customer experience for retailers and consumers alike. *"With our volumes, we could probably*

*use five factories, but as I discovered many years ago, it's a lot of work to jump around, and we must have consistent quality,"* said Oldland. *"What happens when you chase too many factories and keep chasing pennies? You get massive reductions in quality."*

The company's Indian manufacturing base has supported Hatley's growth for many years. The business gives back to the community there through Sevalaya, a non-governmental organization provided essential food, shelter and education to children in more than 40 Indian villages.

This is one example of how Hatley is committed to being a true partner with suppliers. It's a symbiotic relationship. When shipping costs finally came down and labor costs stabilized, Hatley's manufacturing partners were able to offer lower full-package freight-on-board (FOB) prices. Keen to drive sales amid sluggish consumer demand, Hatley has passed along these cost savings to customers.

Hatley and its suppliers share purchase orders, invoices, packing lists and other shipping documents through the BlueCherry® Supply Chain Management (SCM) solution. *"Particularly in India, the factories are not always technologically advanced. With this solution, they can get us what we need,"* Oldland said.

The company is confident in its supply chain, though there are always new hurdles. On the radar now: limited organic cotton supply and new environmental regulations for fabric dyeing and rubber boot manufacturing. But for Hatley, powering through such problems is the norm.

*"You just have to continually push forward and make it happen,"* said Oldland. With that, the Hatley pajama brand successfully rolls on. ■