



Case Study Mission Linen Supply

Mission Linen Supply

Founded:	1930
Headquarters:	Santa Barbara, California, USA
Industry:	B2B Services
Revenue:	431 Million USD
Employees:	2,500
Partner:	



Vue Storefront

The company

Mission Linen Supply is a family-owned, privately held company and a leading provider of products and services to hospitality, medical and industrial businesses. Founded in 1930, the company has grown from a one-man operation to a leading player in the linen rental and uniform business with 25 locations across five western states in the US.

The challenge

Mission Linen Supply needed to expand their business, modernize their digital commerce and adapt to rapidly changing market conditions by quickly adding products and launching new business models. COVID-19 also made it necessary to accelerate the development of their D2C and B2C commerce channels.

The solution

In a matter of weeks – in the midst of the global pandemic – Mission Linen Supply added two new business models and hundreds of new products to their existing commercetools implementation.

The result

Mission Linen Supply launched a B2C eCommerce site in only six weeks, added new products, such as PPE safety apparel, masks, hygiene products and more, to their existing digital platform's product catalog and launched a B2C online shop in December 2020.