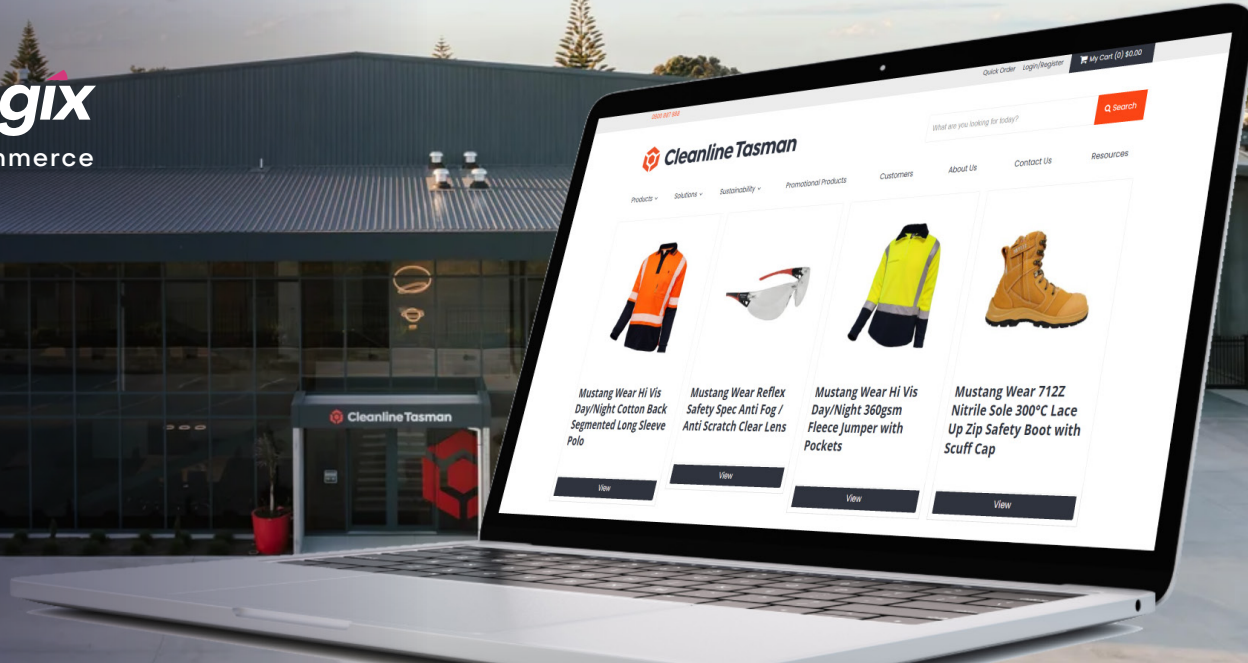




Cleanline Tasman

Client Success Story

Cleanline Tasman Transforms PPE & Workwear Ordering

Cleanline Tasman is a trusted supplier of workwear, uniforms, PPE, and safety equipment across New Zealand. With decades of experience, the company has built a reputation for delivering high-quality products and exceptional service to businesses nationwide.

However, as customer expectations evolved towards digital convenience, Cleanline Tasman recognised the need to innovate.

The company set out to disrupt the traditional PPE and workwear sector by introducing a world-class digital platform. Their vision was clear: create a customer portal that simplifies uniform management, integrated seamlessly with their HarmoniQ ERP system, and empowered businesses with self-service capabilities.

Challenge

Cleanline Tasman faced several critical challenges in achieving this transformation:

- **Delivering a world-class customer portal** with uniform management and employee budget control.
- Providing **real-time access to order and account data** through HarmoniQ ERP integration.
- Translating the **complex requirements of PPE and workwear ordering**—including kits, budgets,

PRODUCTS

HarmoniQ

BENEFITS

- Increased Customer Satisfaction and Loyalty
- Operational Efficiency and Cost Savings
- Competitive Advantage and New Business Wins

COUNTRY

New Zealand

and approval workflows—into a seamless digital experience.

- Enabling **self-service online ordering** for B2B customers, reducing reliance on manual processes.

Consequently, these challenges required a solution that could combine ease of use, scalability, and compliance while, at the same time, maintaining the company's commitment to quality and service.

Solution

To meet these objectives, Cleanline Tasman implemented a **fully integrated eCommerce platform** designed for the unique needs of PPE and uniform management. Key features included:

- **HarmoniQ ERP Integration** for real-time data accuracy, ensuring customers always have up-to-date order and account information.
- **SmartPack functionality** to manage kits, budgets, and approval processes effortlessly.
- **Customisable product lists** and predefined expenditure limits for employees, ensuring compliance and control.
- **24/7 access** for customers to place orders anytime, anywhere, on any device.

As a result, this solution not only streamlined operations but also, in addition, delivered a modern and intuitive experience that aligned with the expectations of today's B2B buyers.

Implementation

The implementation process focused on **collaboration and precision**. Cleanline Tasman worked closely with technology partners to:

- Map out complex ordering workflows for PPE and uniforms.
- Configure HarmoniQ ERP integration for real-time synchronisation of inventory, pricing, and account data.
- Moreover, the team aimed to develop user-friendly interfaces for both administrators and employees.
- Test and refine SmartPack features to ensure seamless kit and budget management.

As a result, the platform launched successfully, delivering immediate value to customers and internal teams.



Result

The impact of Cleanline Tasman's digital transformation has been significant:

- **Winning key new contracts** thanks to an industry-leading digital platform.
- **Driving repeat business** through a superior eCommerce experience.
- **Improving customer satisfaction** with convenience and transparency.
- **Reducing operational costs** by eliminating manual data entry and administrative overhead.
- **Providing 24/7 access** for customers to manage orders anytime, anywhere, on any device.
- **Enhancing control** with predefined product lists, order frequency, and budget limits.

Consequently, Cleanline Tasman has positioned itself as a digital leader in the PPE and workwear industry, setting a new standard for customer experience.



Want to learn more?

Speak with one of our experts.

Get Started

Outcomes

- **Enhanced Customer Experience** – A modern, intuitive portal offering 24/7 access and self-service ordering.
- **Operational Efficiency** – Significant cost savings by eliminating manual data entry and reducing administrative workload.
- **Real-Time Data Accuracy** – HarmoniQ ERP integration ensures customers always have up-to-date order and account information.
- **Improved Compliance & Control** – Predefined product lists, order frequency, and budget limits for employees.
- **Increased Customer Satisfaction** – Faster, easier ordering processes leading to stronger client relationships.
- **Higher Repeat Business** – eCommerce platform driving loyalty and ongoing revenue growth.
- **Competitive Advantage** – Winning key new contracts by delivering an industry-leading digital solution.