

## Case Study: heart&core



### Background

Founded in 2009, Minneapolis-based heart&core is a WBENC-certified business that manufactures a post-surgical bra line for women recovering from breast, heart, and lung surgery.

In 2016, they were awarded a new contract with DLA Troop Support to manufacture t-shirts. Now shipping more than 90,000 items each month, heart&core needed a fast, reliable solution for label printing and item-level tracking.

### Challenge

Although heart&core had previous experience working with RFID tags, the new DLA contracts represented a major learning curve, as well as massive volumes of label printing and rigorous item-level tracking requirements. They needed the right equipment, software, and know-how to be able to track inventory at the item, box, and pallet level. The shipment volume also required the label printer to be running constantly in order to prevent any shipping delays.

### Objectives

- Get up to speed quickly on DoD processes and requirements
- Print the required shipping labels accurately and reliably
- Easily track shipments at the item, box, and pallet level
- Minimize shipment delays

## **How Odyssey helps**

heart&core was working with a different company for basic RFID tags, boxes, and labels, but was not satisfied with their level of responsiveness and knowledgeability. When they began working with Odyssey in early 2017, they immediately noticed a difference. “It was like night and day,” said Jen Swendseid, CEO and co-founder of heart&core. The Odyssey team was focused on educating Swendseid and her staff about how to use the hardware and software, showing them the ropes until they felt comfortable running the process on their own. With everything from loading new printer cartridges to navigating the software, Odyssey provided phone and video chat support to make sure the heart&core team could easily handle the constant pace of label printing that their new DLA contracts required. As Swendseid put it, “I knew that no matter what, they would get us through it.”

In addition to providing education, software, equipment, and personalized support, Odyssey also offered proactive suggestions to streamline heart&core’s processes. Odyssey Director of Sales & Marketing Jamie Lusk reached out to recommend a new scanner that would soon be available; one that could scan at the box level and automatically connect all the individual item codes. Instead of the cumbersome and time-consuming process of scanning item-by-item, heart&core can simply scan each box once and capture all the necessary information for its contents.

## **Results**

As heart&core entered a new space and took on large DLA contracts, Odyssey provided the guidance and support they needed to scale up their fulfillment operations. Odyssey’s iRAPT Console software and scanning equipment saves heart&core valuable time and streamlines their shipment processes. The new scanner that allows box-level scanning instead of item-level has put heart&core a step ahead of other suppliers.

“There are so many components to these contracts that we have to have everything running efficiently and smoothly; and if there’s an issue, we need to get it taken care of immediately or it delays shipment. Odyssey has created a great support system, and their partnership has helped us be successful with our contracts.” — Jen Swendseid, CEO and co-founder of heart&core