

# Case Study:

## MANN LAKE



### Industry

Retail & wholesale  
beekeeping supplies

### ERP

NetSuite

### Website

[www.mannlakeltd.com](http://www.mannlakeltd.com)

## Overview

Founded in 1983 in Hackensack, MN, Mann Lake is the leader in quality manufacturing, innovation, and customer service in the beekeeping industry. It serves both commercial businesses and small-scale hobbyists with the goal of keeping bees flourishing. Mann Lake has also expanded to offer supplies and products for poultry and goat farming. The company currently has seven locations in Minnesota, California, Pennsylvania, Texas, Florida, Kentucky and Oregon.

## Benefits & Key Outcomes



Reduced order processing times  
by 50%



Removed the need to hire 10-12  
additional employees to keep up  
with order demand

## Challenge

After making the switch to NetSuite in 2020, Mann Lake knew that to continue to grow the business, it needed to find a shipping solution to work hand-in-hand with its new ERP. The company has approximately 12,000 SKUs, ranging from one-pound boxes to 60-pound boxes with varying dimensions. In addition, certain shipments qualify as HAZMAT and require special handling, instructions and labeling. Mann Lake's previous shipping software wasn't able to automate processes nor integrate with NetSuite and all of its carriers. "With our old process, one person would pick, another person would pack and push the boxes down the line where a third person would process them all – and that's where we had a bottleneck," said Shana Rowlette, CFO at Mann Lake.

Before implementing ShipHawk, Mann Lake manually rate shopped between UPS, USPS and FedEx. That involved a team member looking up shipping rates on each carrier's portal with three separate steps to pull in an order. It was time consuming to compare different rates, service levels, and to identify backup carriers if one was experiencing delays. This manual process also increased the likelihood of errors.



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Mann Lake needed to reduce the number of manual decisions that employees had to make to select the best packing options for each order. Training a new employee was time consuming and the process was difficult to learn. It often led to mistakes that resulted in increased shipping costs, for example, an employee would select a more expensive carrier or service level than needed to meet a customer delivery expectation. Learning the steps to select the best packing choice, considering dimensional requirements, weight breaks, and shipping volume contracts took a lot of time.

### Solution

Since making the switch to ShipHawk, Mann Lake has been able to streamline the fulfillment process and reduced order processing times by 50% - saving a minute and a half of time needed to process each order. “Not only has ShipHawk improved the speed at which we process packages, but it has also consolidated order processing in fewer steps by fewer workers,” said Rowlette. Each packer is now processing their own orders instead of six different team members – one at each location or station – moving the same order down the line.

**“ Had we not made the switch to ShipHawk, we would have had to hire an additional 10-12 people just to keep up with our order volume.**

- Shana Rowlette, CFO at Mann Lake

ShipHawk’s packing algorithm calculates final packed weights and dimensions for each shipment and delivers packing and shipping rate intelligence in real time. Every order is packed in the optimal carton, automatically considering weight, dimensions, value, fragility, or special handling requirements, including hazardous materials. “The Smart Packing™ solution tells us how to optimally pack everything, so our employees aren’t spending unnecessary time trying to figure out the best box or cheapest carrier,” said Rowlette.

Mann Lake has implemented ShipHawk’s shipping solution in all seven distribution centers. “It was a smooth transition. Our team really likes ShipHawk,” said Rowlette.