



#### AT A GLANCE

- GXS to help expand business into Europe
- Orders and invoices quickly exchanged with major retail customers
- User-friendly EDI solution enables 'pain-free' operation
- Trading partner onboarding completed within 2 weeks
- Less errors within electronic documents improves customer service

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—SIMON DAMP,  
EUROPEAN SALES DIRECTOR,  
GORILLA GLUE

## Gorilla Glue

### Corporate Profile

In only 10 years, Gorilla Glue established itself as the leading brand of adhesives and tapes in the US. The company’s name came from the fact that its glue was discovered in Indonesia. It offered consumers new levels of flexibility and strength and the strength of its products are the secret to the success of Gorilla Glue.

When the company introduced Gorilla tape in 2006, it was marketed as the ‘toughest tape on the planet’. It quickly gained prominence with Popular Science featuring it as one of the ‘Best of What’s New 2006’. Remarkably, the tape is almost 150% stronger than traditional duct tape.

The company’s mission is to produce a range of adhesive and tape products that consistently deliver high quality results that get the job done first time. Gorilla Glue very quickly established its products as best sellers in large hardware stores, supermarkets and online stores. It is currently ranked within the 50 Top Sellers on Amazon.

### Business Challenge

In 2009, the company began to expand its business into Europe. It established a European headquarters in the UK and built partner relationships with retailers and wholesalers. Within six months the company had signed up leading European outlets, including Tesco.

Like most large retail organisations, Tesco require that its suppliers trade electronically and they require suppliers to use an EDI solution. During its start up phase in Europe, Gorilla Glue had been working with smaller partners and had not required a B2B e-commerce solution. It received orders via fax or email, these were printed off and manually entered into its back office systems.

Gorilla Glue understood that to grow its business in the way that it required, it needed an EDI solution that would meet the requirements of Tesco and would also provide a flexible platform to trade electronically with other customers whatever their specific system requirements might be. The selection process was slightly simplified as Tesco recommended four EDI solutions from which Gorilla Glue could choose. One of those solutions was GXS Freeway.

Simon Damp, European Sales Director at Gorilla Glue says: “We had two criteria for our choice of EDI solution. It had to be very easy to use. We wanted something that would help to make our lives pain-free and not a solution that would be another burden on our busy staff. It had to be flexible and it had to be capable of letting us trade with our customers in the way that they wanted.”

One last factor affected the final decision. The level of personal service that Gorilla Glue could expect from its EDI provider. Damp comments: “We were comfortable in the knowledge that that the solution would work fine for us, but it’s also been reassuring to know that help is always close at hand if you need it.” Gorilla Glue selected GXS Freeway Entry.

## The Solution

GXS Freeway Entry is an affordable EDI solution that enables small and medium sized businesses to create, send, receive, print and manage EDI documents including orders, invoices and delivery. It supports a wide range of EDI standards including ANSI X12, EDIFACT and the Tradacoms standard that is widely used in the retail industry. As importantly, it is extremely user-friendly and can be operated without any formal training.

The key strength of GXS for Gorilla Glue was that the company was able to concentrate on running the business while GXS took care of the EDI element of its trading relationships. Damp explains: “We didn’t want to involve ourselves in the technical aspects of electronic trading. We just wanted to be in a position to receive electronic orders and send invoices. Now, when we want to add another new customer, we simply inform GXS and they just manage the whole process for us. This is great for a small company like ours, and means we can take on new business without being concerned about the technical EDI work.”

The process of onboarding a new customer takes under two weeks. Following the successful set-up with Tesco, Gorilla Glue is now using GXS Freeway with a number of large UK retailers, enabling Gorilla Glue to exchange orders and invoices with their customers electronically. The ordering process can be accomplished at the click of a mouse which has increased the speed and ease with which the company operates.

Ease of use is only one of the benefits that GXS Freeway has brought to Gorilla Glue. According to Damp, it has also increased business efficiency: “The promise our products make to customers is to get the job right first time. GXS Freeway has helped us to do that with our orders and invoices. We have been able to eliminate a good deal of the manual entry that was previously involved. This has meant better quality data in our systems and less errors. It has helped us maintain the excellent customers service levels we require.” The company has experienced double digit year-on-year growth since beginning its European operations.

## The Future

As the European business grows rapidly and the company signs up more new customers, GXS will have a key role to play in facilitating how Gorilla Glue works with its trading partners. The GXS solution has the flexibility that the company requires to adapt quickly to the varying demands of different partners.

Damp explains: “At the moment, we are exchanging orders and invoices. However, we selected GXS Freeway because it gives us the capability to do much more. The real benefit is that it allows us to bolt on more services as our customers ask for them. We have a solution that is future-proof. It grows as we grow.”



### About GXS

GXS is a leading B2B integration services provider and operates the world's largest integration cloud, GXS Trading Grid®. Our software and services help more than 400,000 businesses, including two-thirds of the Fortune 500 and 22 of the top 25 supply chains, extend their partner networks, automate receiving processes, manage electronic payments, and improve supply chain visibility. GXS Managed Services, our unique approach to improving B2B integration operations, combines GXS Trading Grid® with our process orchestration services and global team to manage a company's multi-enterprise processes. Based in Gaithersburg, Maryland, GXS has direct operations in 20 countries, employing more than 2,400 professionals. To learn more, see <http://www.gxs.co.uk>, read our blog at <http://www.gxsblogs.com>, follow us on Twitter at <http://twitter.com/gxs> and join us on LinkedIn at <http://www.linkedin.com/company/gxs>. You can also access our public filings with the Securities and Exchange Commission at <http://www.sec.gov/edgar.shtml>.

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