



PLANET DOG SELECTS B2BGATEWAY'S FULL SERVICE EDI SOLUTIONS TO MEET TRADING PARTNERS' NEEDS

March 25, 2015 | Boston, MA -- Planet Dog, a leading manufacturer of socially-responsible, values-based dog products, has partnered with B2BGateway to fully-integrate with their NetSuite ERP system. B2BGateway's cloud-based EDI solutions completely remove the need to hand key data and expedite the order-to-payment process for Planet Dog's partner base.

Since incorporating in 1997, Planet Dog has been bringing people and dogs together for fun and mutual support through their sustainable, durable, made-in-the-USA product line. The heart of the business is the Planet Dog Foundation, their philanthropic arm, which receives 2% of every sale. With award-winning products such as the doggie-durable, non-toxic and mint-scented Orbee-Tuff Snoop puzzle or the Double-Tuff Diamond Plate balls, Planet Dog is an innovative leader in the ever-thriving pet market.

With twenty partners ranging from LL Bean to Life is Good, B2BGateway's EDI solution for NetSuite processes each transaction in live time, giving Planet Dog instant access to orders and payments. Having a direct integration into NetSuite, Planet Dog is able to focus on the business of providing some of the best products on the market.

"It used to take four to six hours for customer service to process EDI orders every week," claimed Sean Callahan, Planet Dog's Director of Operations. "Setting up EDI thru B2BGateway made that a 20-30 minute process. We are still working on the fulfillment side where the time savings will be even greater."

"Planet Dog's product line and corporate values make them such a strong industry leader," stated Louisa Gooding, director of sales and strategic relationships at B2BGateway. "Helping them to leverage their growth and streamlining their processes is mutually beneficial for both parties, and the nature of our business."

About B2BGateway: B2BGateway, a GS1 Accredited solution provider, is a leading global EDI (Electronic Data Interchange) provider with offices in North America and Europe. B2BGateway offers 24/7 customer support with each client assigned a designated setup team. B2BGateway EDI solutions are simple to use, competitively priced, highly effective and can increase profitability by reducing costs associated with manual data entry. For further information please call +1 (401) 491 9595/+353 61 708533 or log onto www.B2BGateway.Net

About Planet Dog: Planet Dog is a pet supply design house located in Westbrook, Maine. Their core product line is US-made with a 100% guarantee, with 2% of sales being donated to the Planet Dog Foundation. For more information on Planet Dog, please log onto <http://www.planetdog.com> or visit them at <https://www.facebook.com/planetdog1997>