

# Noka Organics squeezes every retail opportunity with Crisp EDI

The Noka logo is displayed in a white box. It consists of the word "Noka" in a bold, black, sans-serif font, followed by a registered trademark symbol (®).

## Situation

In order to ensure retail compliance with their first national account, the #1 leading US retailer, Noka signed up with a well-known EDI provider. Unfortunately, lack of training and significant challenges led to massive cleanup efforts and put their valuable distribution at risk.

## Solution

Since solving initial pains for foundational partners, Crisp has been with Noka every step of the way into new doors, including Target, Costco, Publix, and various regional retailers through distributors like KeHE. Beyond streamlined order processing, Crisp's master data management (MDM) capabilities have also proved essential, with the team easily hard-coding product hierarchies and attributes to keep orders accurate and reliable across retail partners.

## Key results

- **1+ day time-savings** per week
- Full distribution with **Top 5 US grocers**
- **Clean product data** leveraging MDM solution

“

Crisp saves hours of manual work a week, while providing real-time order visibility to efficiently ramp up our supply.”

**Angie Bensen**

Operations Manager, Noka Organics