

eTurns TrackStock Case Study

How Loeb Electric Uses eTurns to Deliver
Data-driven VMI Replenishment for Contractors

COMPANY **Loeb Electric**

Electrical Distributor | Columbus, Ohio
Founded 1912 | Family-Owned

“Once our contractor customers use Loeb Electric’s VMI consignment services with the eTurns VMI inventory tracking app, they stick with it and are loyal to us - some for over 7 years. They appreciate the auto-replenishment with min/maxes, the automatic job-costing info we send them, and the ability to track and return unused material.”

— Geno Bringardner, Manager of Contractor Services, Loeb Electric

Loeb uses eTurns to power its Vendor Managed Inventory (VMI) program, enabling auto-replenishment with min/maxes, consigned inventory management, job-costing, and ERP integration.

The Problem Being Solved

In the electrical industry, inventory challenges often show up as early-morning emergency calls, rushed deliveries, and job sites running short of critical materials. Contractors are forced to focus on “what do we need tomorrow?” instead of planning ahead.

Loeb Electric and its contractors faced these problems:

- Last-minute orders and emergency deliveries
- Inability to do job-costing without item usage data
- Overstocking and hoarding on job sites
- Limited visibility into item usage
- Manual order entry and invoicing labor

Traditionally, contractors ordered only after inventory was fully depleted, forcing them to think one day ahead instead of planning multiple days in advance.

How eTurns Works at Loeb Electric

Min/Max Inventory by Item or Bin Location

- Inventory levels are defined by minimum and maximum thresholds
- Settings can be applied per item (summing all bins) or per item/bin location
- Enables accurate replenishment before shortages occur

Real-Time Usage Visibility

- Tracks what materials are actually consumed and where
- Helps contractors plan 5–7 days ahead
- Reduces emergency orders and job disruptions

ERP Integration (CMI & Consignment)

- eTurns integrates with Loeb Electric’s ERP system via EDI/API
- Replenishment orders and job-costing data flow automatically into the ERP
- No manual order entry by staff
- Billing is automated and sent within 24 hours

User-Defined Job Costing Fields

Up to 10 user-defined fields per item

- Supports:
 - Multi-floor buildings
 - Multi-cost-center jobs
 - Hospitals, campuses, large projects
- Eliminates manual Excel tracking

“With eTurns, we’re able to get material to our customers ahead of time — often a day or two before they actually need it.”

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Operational Benefits

For Loeb Electric

- Lower daily delivery costs
- Faster warehouse picking (more full-case orders)
- Optimized delivery routes
- Ability to scale without increasing headcount
- Project managers oversee more accounts efficiently

"Replenishment orders flow straight into our ERP system. Our sales team doesn't touch them, and billing is automated within 24 hours."

For Contractors

- Reduced overbuying - more profits
- Fewer emergency orders and stockouts
- Real-time job cost tracking
- Faster returns and credits for unused material
- Less capital tied up in excess inventory

"Before eTurns, job-costing was all done in Excel. Now it's automated, accurate, and available in real time for our contractor customers."

Example Outcome:

Loeb's Contractor Customer Reduced Overbuy and Waste by using eTurns VMI

Loeb Electric had a small-to-mid-size electrical contractor complete two similar ~\$1M projects with them, one where the contractor didn't use the eTurns app to track consigned inventory from Loeb Electric and one where they did. The contractor reaped significant savings from the consignment program tracked with the eTurns VMI app.

Without eTurns VMI:

- Traditional ordering
- Overstocked materials
- ~6 truckloads of unused material at project close
- Time and labor required to return inventory

With eTurns VMI:

- Inventory tracked in real time
- Ordering aligned to actual usage
- Zero contractor truckloads at project end
- One Loeb Electric pickup
- Immediate credit issued for unused material

Result:

The contractor had no carrying costs, no wasted labor, and significantly improved profitability. "The customer didn't carry any excess material costs at the end of the project — and that made a huge difference."



Fast, Seamless Integration

Implementing eTurns was faster than expected.

"We thought integration would take weeks. It took days. The eTurns team helped us get everything connected and working quickly."

The Result – A Differentiated VMI Offering For Loeb

By combining eTurns with its VMI and CMI programs, Loeb Electric has created a differentiated service offering that:

- Manages consigned and customer-owned inventory
- Improves contractor profitability
- Reduces waste and overbuy
- Scales efficiently for the distributor
- Strengthens long-term customer relationships

Why Loeb Electric Recommends eTurns

"If you're looking for a VMI solution, ERP integration, and a system that can handle multiple locations and projects, eTurns is a great option. It gives you flexibility without adding complexity."

KEY TAKEAWAYS

- eTurns enables proactive inventory planning instead of reactive ordering
- Contractors gain job costing info, visibility, and reduced waste
- Distributors scale VMI/CMI programs efficiently
- ERP integration removes manual labor
- Both parties operate more profitably

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