

Reinventing work pants for modern DIYers.

Luggerz® chooses PayPal Business in a Box to manage ecommerce, payments, and accounting, using integrated and easy-to-manage tools.



Company

Luggerz
San Francisco, CA
luggerz.com

Founders

Michael and Ronnie Genotti, Mattison Clark

Industry

Apparel

“PayPal Business in a Box brings big-business tactics to our small business. The pre-vetted tools saved us an enormous amount of time in setting up our store, making what could have been a complicated process easy.”

– MATTISON CLARK
CFO, Luggerz



1 week

Amount of time it took to build the Luggerz website.**

Summary.

While living in Sweden, Michael Genotti, chief of operations for [Luggerz](#), discovered rugged work pants with insertable kneepads – perfect for home repair projects. He teamed up with his brother Ronnie Genotti* and Mattison Clark to create a version for the U.S. market, adding innovative, removable tool pockets. The Luggerz founders* launched the company’s website using PayPal Business in a Box, an integrated set of tools for website hosting and ecommerce, payments, and accounting. Business in a Box helped the founders quickly build a WooCommerce online store with payments built in, and manage their business with Xero’s accounting and finance tools.

The challenge.

- Find trusted, integrated tools to help start their ecommerce business.
- Reduce the time needed to research and set up ecommerce, payment, and accounting systems.
- Build a website with features flexible enough to grow with their business.
- Manage all transactions efficiently to stay on top of their financial health.

The solution.

- PayPal [Business in a Box](#) offers Luggerz the tools to sell online, accept payments, and manage their finances – all in one package.
- WooCommerce provides a customizable platform for building an online store, including plugins for accounting and sales tax management.
- PayPal payment processing can be set up within WooCommerce with just a few clicks.
- Online accounting and bookkeeping software from Xero automatically tracks transactions and expenses from PayPal and WooCommerce.

The results.

- Business in a Box empowered Luggerz to launch quickly and begin selling – giving the founders more time to focus on product design and marketing.*
- Luggerz founders built their WooCommerce website in about a week.** The website integrates with payment and shipping tools, helping Luggerz process and ship orders quickly.
- PayPal processes 100%** of the company’s payments, with transparent fees so the founders know exactly what they’re paying.
- Xero gives Luggerz real-time views into cash flow, and generates reports quickly for tax planning.

Learn more.

Find out more about Luggerz on the PayPal [Business Resource Center](#). To learn how PayPal can help your business sell more, go to paypal.com/business or call us at 855-787-9088.

*Luggerz co-founder Ronnie Genotti also consults for PayPal. The founders were not compensated for their story.

** Based on the company’s internal data. Results not typical.