



**PRIMA**  
SOLUTIONS  
From Aptean



**Gymphlex**  
ENGLAND



**PRIMANET  
PROVIDES A GROUP  
SOLUTION TO  
MANAGE UK &  
INTERNATIONAL  
PRODUCT  
MANUFACTURE.**



Founded in 1906, Leicester based Grahame Gardner Ltd have been designing, manufacturing and supplying the very finest quality uniforms for over 100 years.

Grahame Gardner became a firm favourite of the Healthcare industry – supplying hospitals, departments and healthcare associations with stock and bespoke ranges of Workwear, clothing hundreds of thousands of healthcare professionals.

But it's not just the Healthcare sector that they supply - catering, hospitality, spa and beauty, leisurewear, corporatewear businesses are just some of the other categories the business clothes.

In 1936 the business was divided into two separate companies with Grahame Gardner focusing on workwear and Gymphlex specialising in sportswear. This enabled each business to focus on their own areas of expertise.

Grahame Gardner now has 24 different brands under its wing, each designed to meet the specific needs of the businesses they supply. They have remained at the forefront of innovation and introduced technologically advanced garments and fabrics to their clients.

This has led to the range continually evolving with flexibility being key; a huge range of garments, extensive colour palettes, design options and in-house embroidery all enable customers to find a uniform as unique as them and help to differentiate them from their competitors.

The launch of Vitality, The Designerwear Collection heralded the beginning of their entry into the world of more fashion orientated Workwear. Vitality was developed specifically for an industry which demands style, showcasing exclusive and prestigious styles and becoming a preferred supplier for beauty therapists and salons around the UK.

Simple, understated and boldly British, Gymphlex was founded to deliver functional, stylish sports clothing to the people. Durable enough for the Armed Services and versatile enough for schools across the country, Gymphlex was soon established as the go-to premium British sportswear label, creating exceptional clothing for athletes, and fashion houses such as Barbour and Burberry.

Their popularity in Japan followed organically, and Gymphlex now manufactures the majority of their garments there.

Today, you're more likely to see Gymphlex on the streets of Tokyo and London than on the track and field, but it's their rich heritage and history that keep them moving forward.

Gymphlex is a fusion of British heritage and contemporary Japanese craftsmanship. Their garments are simple, understated and effortless.

Precision and detail inform every item made, from their quality zips, components and stitching, to their superior Japanese loom-woven fabrics.

Creating just two collections each year, the brand takes time to honour and craft every single item before they bring them to launch. Gymphlex is not fast fashion. One hundred and thirteen years in the making, Gymphlex is here for the long run.



## PARTNERING WITH PRIMA

PrimaNet was first introduced into Grahame Gardner in 1991 to support the business in meeting the rapidly changing demands of the industry.

Prima Solution's partnership success with Grahame Gardner led to Gymphlex moving to the PrimaNet software suite for its own growing needs.

Having a group solution and a system that can change and evolve with the business was essential, as was the ability to manage manufacturing both at home and internationally.

Prima was tasked with supporting the business in a number of areas, including:

- The complexities of dealing with many variables in products, such as different colours, sizes, fits etc.
- Disjointed connections to external systems used by suppliers and customers
- Disparate business processes and systems
- Managing multiple manufacturing locations and complex embroidery and embellishment requirements
- Improve order processing times
- Manual processes causing inefficient working, increased errors and holding back growth
- Inconsistent data created issues with stock planning and business decisions were being made without true insight
- Improving the customer experience

## OUR COMMITMENT TO YOU

*Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.*

## GET IN TOUCH

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## THE PRIMA SOLUTION

With two very distinct businesses, Prima's suite of software has delivered a number of benefits to the business, including:

- Scalability to manage and adapt to the growing needs of the business
- Visibility of stock across all channels and customer transactions for real-time access to stock and sales figures to optimise inventory levels and maximise sales opportunities
- Provides seamless communication across the entire supply chain to enhance communications, building stronger working relationships and more collaborative working with the full supply chain
- Flexible reporting and data analysis simplifies and supports the complex business processes to provide strategic and operational reporting insights for better business decisions
- Enables customers to order their workwear and manage their own expenditure, reducing overheads on order processing
- Accurate tracking of orders, stock levels and returns within a centralised system



## THE IMPACT

- With services ranging from the provision of standard stock through to personalised products, bespoke designs and managed service contracts, PrimaNet fulfils these challenging requirements through effective stock control and planning, sourcing of components and finished goods, manufacturing process management and efficient order processing, to name a few.
- Web-based self-service allows customers to access the system online to place orders, progress check, chase orders and amend order details. Not only does this provide a more efficient way to operate, but it creates a partnership between the supplier and the customers for the mutual benefit of both businesses.



To find out more about Graham Gardner, visit: <https://www.grahamegardner.co.uk/>  
To find out more about Gymphlex, visit: <https://www.gymphlex.co.uk/>