

PRIMA
SOLUTIONS
From Aptean


GRENSON
ENGLAND 1866

PRIMANET ENABLES GRENSON TO MAKE INFORMED STRATEGIC & OPERATIONAL DECISIONS ACROSS THE BUSINESS.



Founded in 1866 by William Green, Grenson is a long-established footwear manufacturer based in Northamptonshire, internationally renowned for high quality shoemaking and fine manufacturing.

Grenson was one of the first footwear manufacturers to use the Goodyear welt method, which is now the hallmark of British shoes, becoming very popular in the 1940's as worn by Hollywood actors such as Fred Astaire, Cary Grant and Montgomery Clift and more recently by the likes of Holly Willoughby and Jennifer Saunders.

The business has been making shoes continuously for over 150 years and they are only in their third factory in all that time.

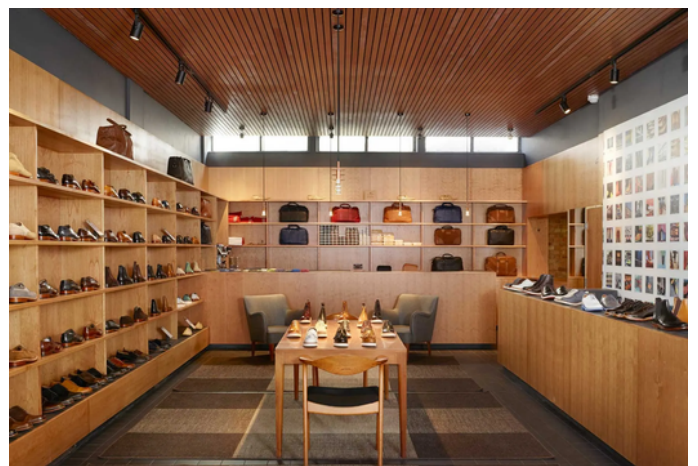
It takes up to 8 weeks to make a pair of shoes and involves well over 200 individual operations. The 'Goodyear Welted' process was invented in England during the 1800's and is a time consuming way of making shoes, but it means that the product lasts longer than any other type of shoe.

This shoemaking technique involves many individual processes, but the key benefit is that the shoes are strong and last a long time. It also means that the shoe can be re-soled many times over making them a wonderful investment.

Grenson opened their first owned retail store in 2008 and their first overseas store in New York in 2016.

During this time the brand also launched their first womens collection which was then followed by an accessories range, including its first signature fragrance called Grenson 66, a watch collection and dog accessories, all handmade in the Grenson factory.

The Grenson:LAB programme was launched in 2013 in Liberty, London. This is a service where Grenson will make one of their styles to your own specification. You can choose the colours, sole, stitching, eyelets and laces. This services is also offered through their retail partners so that they can create exclusive styles for their own collections.



PARTNERING WITH PRIMA

This forward-thinking company operates as a truly multi-channel business with a growing number of own retail stores, a long-standing wholesale division and a rapidly growing eCommerce channel. Always evolving, Grenson identified the need to establish a modern ERP system to facilitate their multi-channel business processes and act as a real platform for future growth.

The business faced a number of challenges with their current systems and processes, including:

- An integrated and centralised database facilitating real-time data access
- Efficient and effective business processes supported by a modern IT system
- Improved reporting capability
- Improved customer service
- A system to support business growth



THE PRIMA SOLUTION

PrimaNet provides a highly functional, adaptable and easy-to-use software solution, simplifying processes and providing huge efficiencies throughout the business. PrimaNet also delivers:

- Acting as a central source of customer data, the Customer Services module is key for order progression, providing the right information at the right time so that Grenson can always provide an exceptional service
- Tracking of wholesale orders is also much easier, to provide quick and meaningful feedback to clients, to meet their high expectations in terms of service and availability
- Product development is the central store for all design and development activities for shoes and accessories made in the UK and overseas, to streamline communications right through from idea to reality
- With unrivalled flexibility, the product development module accurately captures the inspired creativity within Grenson products, to produce range sheets for every season with ease
- Specification sheets include all relevant product data covering the entire production process, acting as a factory production ticket for high quality products every time
- Implemented in Grenson's Rushden factory, PrimaNet Production is fully integrated and provides a slick production process for quick and easy order progression and analysis
- Increasing visibility throughout the production process, the system allows Grenson to be flexible in the management of their production facility and fulfil demand in good time - perfect for their many unique orders
- With four UK stores, one New York store and a growing global footprint, the PrimaNet Retail solution provides the ability to streamline store replenishment processes, so that Grenson can monitor and manage stock proactively. As a result, this ensures the perfect balance using ideal stock level data, for satisfied customers every time
- Moreover, less cash is tied up in stock, so the company has more funds to develop and grow further!

THE IMPACT

As a highly functional, adaptable and easy-to-use software solution, PrimaNet has simplified the processes at Grenson for huge efficiencies throughout. With the ability to make well-informed decisions and offer exceptional customer service, Grenson can now focus on their ambitious growth plans with PrimaNet providing the ultimate platform for future growth.

- PrimaNet provides one version of the truth across the entire business so that Grenson can provide a superb service to their customers by ensuring the right product is in the right place at the right time
- As PrimaNet is integrated in real-time to the Grenson e-Commerce website, mail order sales are picked, packed and dispatched much more quickly
- Reflecting accurate stock levels, prices and promotions, the website provides Grenson customers with the excellent service they expect as standard
- With complete integration, Grenson now has access to detailed management reports, including their weekly KPI report which provides sales and stock level information from across the business. As a result, the team at Grenson is now making informed strategic and operational decisions



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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“We chose to work with Prima Solutions because their experience in the footwear sector is extensive and they really understand the operational requirements of a business like ours. They really took the time to understand our business needs and worked closely with the team to achieve our goals and forge long lasting relationships.”

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Managing Director



To find out more about Grenson, visit:
<https://www.grenson.com/>
Get in touch to discover how we can help your business succeed.