PRIMA SOLUTIONS

Aykroyd & Sons
...We've got character!
ESTABLISHED 1918 LTD

PRIMANET GIVES THE BUSINESS COMPLETE CONTROL AND EFFICIENCY AMONGST PROCESSES, BUT ALSO TAKES CARE OF IMPORTANT ROYALTY COSTS FOR LICENSE BASED PRODUCTS.

Leading UK manufacturer and distributor of licensed nightwear and swimwear, Aykroyd & Sons are a family run business who recently celebrated 100 years of trading.

First established in 1918 by John Henry Aykroyd, twins David and Nigel Aykroyd have been at the helm of the company since the early 1970's with their children also joining in recent years.

Aykroyd and Sons are proud and delighted to be at the forefront of Character Licensing. Over many years since the initial concept of garment printing they have developed and strengthened significant partnerships with a considerable portfolio of world famous International Licensing organisations and brands.

Traditionally these license partnerships enabled them to design and manufacture a substantial and innovative range of garments for children of all ages in both nightwear and swimwear.

The company has now developed these licenses to include an extensive range of Mens and Ladies nightwear and to this end they have an active partnership with Millarose Design house who specialise in Adult nightwear design.

In the early 1980's Aykroyd introduced their own In House Design Department and this development immediately made a significant impact on their transition into Licensed Character Clothing.

The Company then focused on children's nightwear manufacture and continued to run its centralised UK manufacturing factory in Bala North Wales until 2007. General market conditions then forced them to concentrate sourcing on overseas production and a versatile world wide sourcing structure has been built since that time.

The business continues to grow by supplying retailers with top quality clothing developed in partnership with big license names such as Walt Disney Co, Warner Brothers, and 20th Century Fox. With design, printing and production facilities based from Altrincham to Shanghai, today the business continues to develop and maintain growth.

Aykroyd & Sons recognise their responsibility to minimise the potential of causing harm to the environment. They strive to sustain and improve the environment through the careful consideration of design, selection of material and operational procedures throughout their supply chain.

The company has won numerous awards for their work and is an ideal example of how their processes and systems give them a competitive edge.

PARTNERING WITH PRIMA

As a business that supplies some of the biggest names in retail, Aykroyd's needed complete control over all aspects of its product development right through to product stock control. Some of the challenges the business faced included:
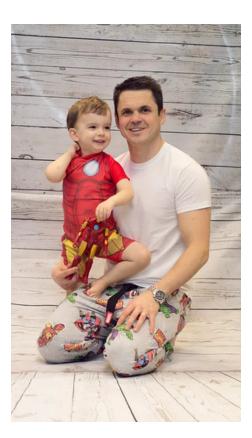
- An overview of the design and production process
- One system to handle costs and royalty payments
- Synchronised processes to improve efficiency, reduce cost & eradicate errors caused by miscommunication
- Centralised customer data
- Easy to view, real-time data and stock management
- Managing multiple warehouses and factory locations across the globe
- Being able to interrogate business data for strategic decision-making
- A scalable system to adapt and grow with the business
- Manage critical events, from initial idea to product development, manufacturing through to distribution
- Collaborative working across the entire supply chain with access to centralised data by all parties

THE PRIMA SOLUTION

PrimaNet was chosen after discovering how much time could be saved with a system that handles all stages of each product's critical path whilst also handling costs and projected royalties. Primanet has delivered:

- A transformed product design and development process - bringing together all of the disparate spreadsheets, CAD designs, Word documents, email correspondence, graphics/images into a central, single point of access
- Streamlined the product lifecycle process from fabric and trim management to multiple designs and range selection with a more efficient workflow and improved delivery times to market
- The Product Development module acts as a complete product management centre for the business, helping to manage the key stages of the process
- Promotes enhanced collaborative working with suppliers and factories globally with multi-lingual capacity
- Full reporting capability on all data entered enabling the creation of strategic decision making reports
- Encourages collaborative supply chain management
- Greater accuracy, substantially reducing errors
- Open and extended visibilty of key deadlines
- Enhanced customer interaction by quickly processing orders and providing a faster response to queries, all within a single function
- A single view of order, customer and stock status

- The PrimaNet Product Development module not only gives the business complete control and efficiency amongst processes, but also takes care of important royalty costs for license based products
- When Aykroyd's buy a license for a character line, the PrimaNet Product Development application calculates the projected royalties against agreed royalty guarantee figures, throughout the entire product development process, so that the business always has a clear and accurate projection of how a product is doing against its royalty costs. Once the product is developed, PrimaNet Product Development automatically feeds the accurate costs into PrimaNet Order Management, which then takes care of sourcing, stock control, despatch and invoicing
- PrimaNet's business intelligence and reporting software delivers a great return on investment, reporting has moved from an entirely manual process, turning days worth of work necessary for the business' reports into a task that takes just minutes
- Customer service teams now have a simple, fast and effective order entry system with a single screen overview providing a fully immersive and streamlined order management experience
- Promotional management encourages up-sell, cross-sell, complimentary and alternative product options for improved customer service and sales opportunities

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 simple fact is the business could not function the way it does without the PrimaNet Product Development system. The time it takes from concept to development of products is astoundingly quick in comparison to how it worked before we had a system controlling it. Whilst our processes have always been smooth and well thought out, PrimaNet adds a whole new level of efficiency not only across product development, but now our entire business."

Managing Director

To find out more about Aykroyd & Sons, visit:
https://www.aykroyds.shop/
Get in touch to discover how we can help your business succeed.