

**PRIMANET HAS BEEN SUPPORTING AND DELIVERING JOHN SMEDLEY'S HIGHLY FUNCTIONAL, SUSTAINABLE SUPPLY FOR OVER 27 YEARS.**



Specialising in crafting beautiful, high-quality garments that are designed to last, made in England, and distributed the world over, John Smedley is the oldest and most iconic knitwear brand, still operating from their original and oldest manufacturing factory in the world.

2019 marked the 235th year of John Smedley, a brand that has remained a British, family run business, now managed by Ian Maclean an 8th generation member of the Smedley family.

The business began exporting across the globe in 1914 and soon became established as one of Britain's most famous clothing brands. A true multi-channel business with a mix of sales channels including, owned retail stores, wholesale and e-commerce.

The company has nearly 400 employees manufacturing around 400,000 fine Merino and cotton garments each year, for customers in the United Kingdom and to over 30 export markets around the world.

Their iconic style spans from their best-selling polo shirt, unchanged since 1932 right through to their recent unisex capsule "Singular", always striving to produce the highest quality garments with a contemporary look that will transcend the generations.

The brand has been popular with many famous faces through the years, including Hollywood stars Marilyn Monroe and Daniel Craig, top British designers, Sir Paul Smith and Dame Vivienne Westwood – and the Royal Family too.

John Smedley received a Royal Warrant in 2013 and Ian Maclean was awarded an MBE in 2022 for services to the fashion industry and the covid-19 response. The Queen has also visited their Derbyshire factory on two separate occasions.

While manufacturing in England is important to John Smedley, so is the provenance of their high-quality luxury fibres. In 1995 they began a unique sourcing programme with a specially selected number of wool growers in New Zealand which they still maintain today. It means they have complete control and traceability for their merino wool knitwear and its provenance.

John Smedley makes a conscious effort to ensure that all their operations are as environmentally friendly as possible – whilst maintaining their compulsory demands for high quality and providing the highest possible levels of functionality. This is the case right down to the minute details; their recyclable packaging is just one element of this.

## PARTNERING WITH PRIMA

The implementation of PrimaNet back in 1994 saw both companies working closely together on a complete overhaul of processes as well as implementing new systems. The company faced a number of challenges with their existing systems:



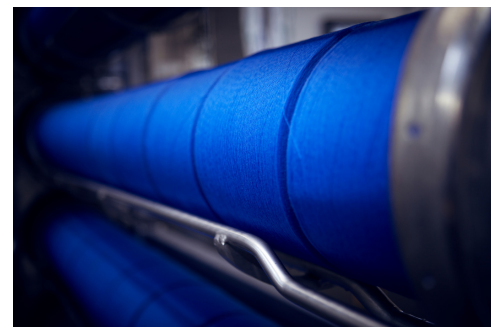
- Multiple channels operating as independent business silos
- Disparate systems and processes created additional workload and room for error
- Lack of detailed business analytics
- Systems unable to cope with the growing global audience
- Inability to trace materials throughout the product lifecycle to support sustainability claims
- Manual processes created inefficiencies at various stages of design, production and supply
- Understanding the true stock position across all channels
- Stock and order tracking visibility

PrimaNet sits at the core of the John Smedley solution, delivering efficient and effective process management for sales, purchasing, manufacture and stock control.

## THE PRIMA SOLUTION

Prima Solutions provide the latest technology throughout John Smedley's business operations, including the software needed to create their high-functioning, sustainable supply chain. PrimaNet has delivered:

- True, omni-channel processing with a single view of products and customers in real-time
- Seamless communication across the entire supply chain to enhance communications, building stronger working relationships and more collaborative working across the full supply chain
- Interactive stock planning to effectively meet the anticipated demand for goods across all channels
- Provides a single view of data across the whole business for one version of the truth
- Much greater accuracy, substantially reducing errors and order processing overheads
- Improved capability to track and facilitate timely deliveries
- Real-time alerts to potential issues
- The corporate website is now a controlled extension of the business



## THE IMPACT

Over the years a solid partnership has developed as our two companies continue to progress in their respective fields, recently culminating in John Smedley implementing the very latest PrimaNet suite of software applications throughout their business operation, making the most of modern technologies and the associated benefits.

- The business is able to trace all of its raw materials from source; The PrimaNet manufacturing application then takes this information and captures where that raw material has been used, right down to individual items, colours or multiples thereof. This level of tracking makes the auditing process far quicker and easier, and the data can then be used to support their sustainability claims
- PrimaNet has empowered John Smedley's wholesale customers and sales agents to place and track orders anytime and anywhere, using a dedicated online portal
- Business Intelligence provides vitally accurate and timely information, with an array of configurable reports and enquiries as standard. Scalable, secure and intuitive, this powerful information adds real value to John Smedley's key decision makers to drive the business forward



### 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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*“As a result of our long-standing partnership with Prima Solutions, we've built a great deal of mutual respect as we've grown from our base as the world's longest established manufacturer to a multi-channel sales and distribution business on a global scale.*

*This has allowed us to take full advantage of the latest technologies as they develop and to streamline our entire operation with a finely tuned set of integrated processes, seamlessly supported by the most modern of software applications.”*

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**Managing Director**



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