



**PRIMANET HAS SUPPORTED  
LOAKE'S BUSINESS IN THE  
MOVE TO A MULTI-CHANNEL  
BRAND FROM A PURE  
WHOLESALE MODEL.**

Since 1880, Loake Shoemakers has produced some of the world's finest footwear from their Wood Street factory in Kettering, Northamptonshire.

Family-owned since the very beginning, the business has a proud history and heritage as traditional shoemakers. Today, five generations and more than 140 years later, the Loake association with fine, handmade footwear lives on.

Alongside their English Goodyear welted footwear they also design and produce a range of shoes outside the UK, using a variety of constructions. This enables the business to offer a complete selection of shoes suitable for every occasion.

Loake estimates that they have made over 60 million pairs of Goodyear welted shoes since they began, exporting to more than 50 countries and becoming a favourite with discerning customers worldwide. The business is proud to still produce more than half of its shoes at its UK factory.

The business has been transformed from a manufacturer to a brand over the last 40 years. With a well-established wholesale distribution network, a strong online presence with their own social media profiles and transactional website and a growing portfolio of 18 UK stores - a mixture of wholly owned and joint venture, four of which are in London. These platforms mean that the business has been able to build the brand and engage their customers along the way.

The brand now has almost 700 stockists worldwide, Selfridges, John Lewis and Charles Clinkard are amongst some of their UK stockists. The brand has also opened its very own factory outlet shop in Market Harborough, Leicestershire, with a separate e-Commerce site to specifically support this stream.

The heritage brand has stood fast in its no discounting policy during times that many retailers and brands have become insolvent. Instead, they have focused on their excellent distribution policy and creating more range extensions.

Their domestic and export sales growth has been driven by their commitment to stock availability. Customers can access approximately 80,000 pairs of shoes held in their warehouses to continually drive sales.

Loake was granted a Royal Warrant for the manufacture of Men's Footwear in 2007 and in 2012 Loake was awarded the prestigious title of 'Men's Footwear Brand of the Year' from both Drapers and the British Footwear Association, which they won again in 2019.

Loake's are always looking at ways to make a positive difference to their local and global community by minimising their impact on the environment and working to become as sustainable as possible.

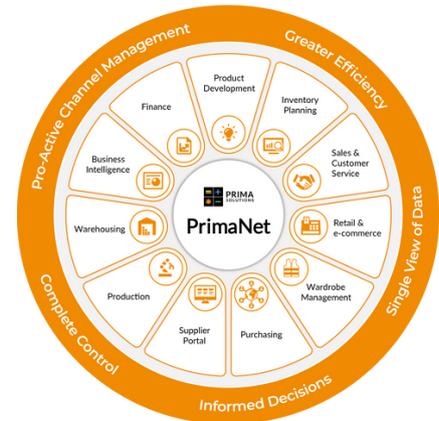
The main constituent material in their product is leather a natural by-product & fully biodegradable. Their mission is to make their product as sustainable as possible and to ensure that all production processes are efficient and renewable.

For many years they have been offering a repair service for their product in the true spirit of sustainability and they continue to support the ethos of renew, reuse & repair.

## PARTNERING WITH PRIMA

With products ranging from in stock/classic styles and seasonal ranges to bespoke, made to order footwear created to a customer's exacting individual requirements, the company needed a system that could manage every eventuality. The business faced a number of challenges with their current systems and processes, including:

- Managing a varied product portfolio
- Managing and maintaining complex Bill of Materials (BOM's) and costings
- Managing manufacturing locations both domestic and internationally
- Data duplication and manual input errors
- Progress tracking visibility
- Disparate processes and systems
- Provide the data insights for more proactive customer marketing
- Improving the customer experience
- Engage more directly with their customers



Prima's suite of software has been a significant enabler in Loake's business growth and provided the technology to take it forward with confidence.

## THE PRIMA SOLUTION

The heritage brand has a comprehensive collection of handmade, comfortable footwear with a pair of Goodyear Welted Loake shoes taking up to 8 weeks to make; by some 130 skilled craftsmen, making up to 75 shoe parts and entailing over 200 different operations. Prima's specialist industry software is able to deal with all elements in this process. PrimaNet also delivers:

- The Manufacturing module to manage UK manufacture, remote production monitoring and third party operations all in one system
- Stock Planning and Materials Requirement Planning provide an automated system which streamlines the product lifecycle process for a more efficient workflow and improved delivery times to market
- Tighter control of component stock with purchasing and stock control functionality
- Ability to plan ahead to ensure specialist leather suppliers are able to meet demand without over-stocking to release business captitol and running out of stock when there is a 6 month+ leadtime
- PrimaNet is able to link last planning into the production process to ensure that there are no delays in the process
- PrimaNet provides full visibility of stock across channels and customer transactions for real-time access to stock and sales figures to optimise their inventory and maximise sales. The system is able to support the business and it's users as it continues to grow with true scalability.
- Strategic and operational insights are provided by the flexible reporting and data analysis tools to ensure the business is always one step ahead of the competition



# THE IMPACT

After working with Prima Solutions for almost two decades, the business has changed into a true multi-channel brand. The software that Prima delivers not only facilitates these changes, but coupled with the expertise that the Prima team brings into the process, Loake have been able to manage each change with minimal disruption to their business.

- The PrimaNet system is able to manage the intricate processes involved in the manufacture of Loake's shoes, including a 'Just in Time' service to increase efficiency and decrease waste by only receiving raw materials as they are needed to maintain a reduced stock holding and continually feed the production process
- Direct access to both online and offline information means Loake are able to review KPI's and make time-critical, strategic decisions on-the-go. Furthermore, secure, focused and personalised information is delivered direct to a user's device, helping Loake stay competitive in today's globalised, 24/7 business environment
- With the increasing store portfolio, the Retail Management application has been essential. Delivering real-time information to store staff and providing the ability to capture and share customer information to establish a single view of customers across all channels
- PrimaNet Retail is fully integrated into the head office system, providing real-time sales information on demand. The latest generation of touch-screen tills make a great first impression taking the business to the next level, whilst enhancing the user experience, speeding up the sales process, and ultimately improving the end customer experience
- Utilising web services technology, PrimaNet's e-Commerce module enables Loake to make their website a controlled extension of their business. Providing an exceptional level of stock control and avoiding out of stock situations, Loake are able to deliver outstanding customer service with the website offering the same quality of customer service and information that would be given in person

## 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 have worked with Prima Solutions for well over a decade. During that time, our business has changed into a true multichannel organisation. The software that Prima delivers not only facilitates these changes, but coupled with the expertise that the Prima team brings into the process, we have been able to manage each change with minimal disruption to our business”*

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**Finance Director**



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