JOHN SMEDLEY & PRIMA SOLUTIONS: A TRUE PARTNERSHIP
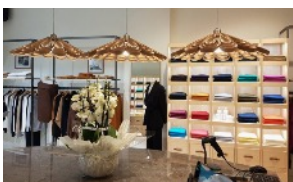
A WORLD CLASS BRITISH BRAND

2019 marked the 235th year of John Smedley, the oldest and most iconic knitwear brand who still operates from the oldest manufacturing factory in the world.

Prima Solutions has been proud to work with this iconic British clothing brand for more than 25 years.

John Smedley produce high-quality knitwear from the Derbyshire mill they have occupied for more than two centuries – now the oldest manufacturing factory in the world. Many of the company's employees are from families who have worked there for generations.

The brand has been popular with many famous faces down 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 The Queen has visited their factory twice.

Now firmly established on the global stage, John Smedley has also received three top fashion export awards. The company has nearly 400 employees and manufactures around 400,000 fine Merino and cotton garments each year, for customers in the UK and around the world.

> "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."

MANAGING DIRECTOR JOHN SMEDLEY

A TRUE PARTNERSHIP

The implementation of PrimaNet in 1994 saw both companies working closely together on a complete overhaul of processes as well as implementing new systems.

The result created a business fit and ready to deliver its plans in the 21st century.

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 latest PrimaNet suite of software applications throughout their business operation, making the most of modern technologies and the associated benefits.

POWERFUL PROCESS MANAGEMENT

PrimaNet Order Management sits at the core of the John Smedley solution, delivering efficient and effective process management for sales, purchasing, manufacture and stock control. Some of the benefits include:

► Visibility of stock across all channels

► Real-time access to stock, sales and production figures

► Visibility of the entire production process

► Flexible reporting and data analysis

► True scalability as their business grows

A NEW WAY OF ORDERING

PrimaNet Trade Web allows John Smedley's wholesale customers and sales agents to place and track orders anytime and anywhere, using a dedicated online portal.

► Reducing order processing overheads

► Providing access to domestic & International markets

► Real-time access to product, stock & order history

► Powerful image management

► Browser based sales ordering

INFORMED DECISION MAKING

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.

E-COMMERCE OPPORTUNITIES

John Smedley's integration between their PrimaNet Order Management system and their **e-commerce** website is a fundamental part of their multi-channel solution, providing:

► True stock position

► Fast, accurate and reliable data

► Easy tracking of stock & orders

► Very high standards of customer service

FROM IDEA TO REALITY

Product Development allows John Smedley to originate products, as well as storing images and specifications against each product in a centralised user-defined repository, for an easy access flow of information. It also:

► Streamlines the product lifecycle process

► Acts as complete product management centre

► Is highly configurable to fit the development process

► Keeps stakeholders fully informed

PRIDE IN PRODUCTION

PrimaNet Production enables John Smedley to maintain and continue their manufacturing legacy of excellence.

Linked to Product Development to support materials availability checking as well as order progression, analysis and visibility, the business can confidently progress, retaining its focus in producing the world's finest quality knitwear.

Visit the John Smedley website here: https://www.johnsmedley.com/uk/

To discover how we can help your business succeed, email us at: info@primasolutions.co.uk

Read more about our customers at: https://www.primasolutions.co.uk/customers/