



## PRIMANET BRINGS BUSINESS DEVELOPMENT BENEFITS FOR TDP



Established in 1982, TDP Textiles based in Swadlincote, Derbyshire, is recognised as a market leader in the licensed apparel market, supplying globally recognised entertainment, branded and sports licensed clothing to all of the UK's best known retailers.

Managing over 100 licensed properties, they sell enough children's underwear every year for each child in the UK to have one piece each!

Licenses include: Disney Frozen, L.O.L. Surprise, several football clubs including Chelsea, Manchester City and Liverpool, Marvel Avengers, DC Comics and many more.

### THE BUSINESS CHALLENGE

TDP Textiles were looking for a software solution with the functionality of an off-the-shelf Management Information System featuring Product Development, Stock Control, Sales Order Processing and Financial Management.

The system needed to be able to hold initial design ideas about an order and allow the user to build on that information as it became available.

PrimaNet Product Development gives the business complete control and manages royalty costs for license based products. Every time the company buys a license for a character line, the application calculates the projected royalties against agreed royalty guarantee figures throughout the entire process. This ensures that the business always has an accurate projection of how the product is performing against the royalty costs.

The Critical Path application provides an intuitive, open and easy to track monitoring system for key milestones in the design to market lifecycle. Synchronised processes improve efficiency, reduce costs and eradicate costly errors caused by miscommunication and missed or delayed tasks.

Product specification forms provide critical defining information about a product including directions on manufacture for factories to ensure that the final product meets the required standard.

"TDP Textiles is a business which changes year on year and we believe in supplying a quality product, on time and at the right price. We are here for this reason and Prima Solutions has played a part in our business development."

**FINANCE DIRECTOR, TDP TEXTILES**

### THE PARTNERSHIP

A partnership between a customer and its suppliers can be as important as the products and services a supplier provides.

TDP Textiles and Prima Solutions both agree that the effective partnership that has built up between them for over 25 years has made a huge difference and continues to deliver substantial mutual benefit.

"When we first approached Prima Solutions back in 1991, we had used other software packages which simply did not do the job. We were very sceptical at first and looked at a number of suppliers before choosing to work with Prima Solutions.

Prima evaluated our requirements and worked with us to develop a system which is easy to use and has the functionality to do exactly the job we wanted. All staff have access to the Prima system from around the world and we are now more efficient in our handling of customer needs.

We have enjoyed many benefits since implementing the software. In fact so many that I could not put a figure on it. We no longer have a number of systems in the office; we all operate on a networked solution."

**FINANCE DIRECTOR, TDP TEXTILES**

### WINNING FORMULA

TDP has been named amongst the world's leading Licensee's in a 2018 global report, the business has also had a lot of success on the awards front:

- Universal Studios Softlines Licensee of the Year 2018
- Warner Brothers Licensee of the Year 2018
- Nickelodeon Licensee of the Year 2018
- Hasbro Partnership Award
- Retail Development award on the amazing PJ Masks from E one Entertainment

Named as one of the East Midlands fastest growing companies



To find out more about TDP Textiles, visit their website at: <http://www.tdptextiles.com/>  
Get in touch to discover how we can help you business succeed?

Email us at: [info@primasolutions.co.uk](mailto:info@primasolutions.co.uk)