**PRIMA SOLUTIONS**

**Character World**

## PRIMANET REVOLUTIONISES BUSINESS PROCESSES AT CHARACTER WORLD

Founded as a family business in 1998, Character World is led by joint Managing Directors, Danny and Mark Schweiger following the retirement of their father, Tommy Schweiger in 2008.

Already the UK's largest supplier of licensed character bedding and bedroom accessories, the Manchester based company has ambitious plans for its future.

Their vision is to be the No 1 Home Lifestyle partner of choice.  With a sophisticated distribution network across Europe, they are able to service retailers with the very best bedding and accessories from all major entertainment companies.

Designing and manufacturing quality products  that protect but also enhance the integrity and reputation of the licensors and brands that they work with.

Character World is more than just a duvet, they offer a world of imagination through their various products.

At the start of 2015 following significant growth the previous year, the leadership team recognised that its processes and IT systems were becoming stretched, struggling to  cope with the ever–complex nature of the business.

### THE BUSINESS CHALLENGE

Character World briefly considered taking a piecemeal approach, addressing one area at a time but it soon became apparent that they needed a solid  platform from which they could deliver improvements right across the board.

Following a detailed selection process, Character World chose PrimaNet, the industry specific system to turn their growth plans into reality.

Through undertaking the process as a partnership, Prima were able to understand Character World's business practices and process and then able to suggest relevant improvements which Character World saw were the right choices to make.

> "One of the things we really like about the team at Prima  is the ongoing relationship and their ability to listen to our objectives and to suggest process improvements  supported by proven software.
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> They have worked very closely with us  and we have been very impressed by the quality and strength of their team and with the glowing references we received when we visited two of their customers"
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> **ADAM HOWARTH,**
>
> **SUPPLY CHAIN DIRECTOR**

# THE PRIMA SOLUTION

Prima's solution covers all aspects of the business from product development and sourcing, to warehousing, distribution and critical performance reporting.

Processes were then vastly improved, delivering more efficient working and facilitating a much improved customer service. Its real-time single view of stock and the supply chain, along with the powerful link it provides to strategic sourcing and distribution partners enables everyone to pull in the same direction.

PrimaNet has revolutionised the way Character World handles its business, leading to a way of working that is faster, error free and capable of spanning the growing complexity of its business.

Gone are the multiple spreadsheets attempting to cover the vast elements of the multi-faceted business. Now there is a well-structured, easy to use work flow manager ensuring that each person in the business is working effectively and efficiently.

With partners throughout Europe and the US, the company continues to go from strength to strength. Character World are constantly looking for new and innovative ideas to make their products more exciting and bedroom makeovers more magical.

> "Prima's PrimaNet software has really revolutionised the way we develop products and interact with our customers; given how complex our business has become it was essential. All of us could not be more pleased with the changes that Prima have driven in our business."
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> **ADAM HOWARTH,**
>
> **SUPPLY CHAIN DIRECTOR**

## KEY BENEFITS INCLUDE:

► Shortens lead time to product selection
► Controls costings and improves margins
► Reduces communication errors
► Provides priority management
► Creates more accurate delivery dates
► Multi-site communication
► One shared data source throughout the fashion and apparel supply chain
► Provides total business integration

In 2019, the business implemented Direct Delivery Integration, enabling direct delivery to end customers for a number of e-commerce Retailers.

Using PrimaNet Order Management Character World are able to utilise EDI technology to process and direct despatch (delivery) to the customer. This provides a more streamlined and efficient order process, eliminating errors.

Character World have been named in the Top 150 global leading licensees in License Global for the last 5 years.

Character World are continuing to grow and expand their licensing offer with new agreements with L.O.L Surprise OMG, PlayStation, Baby Shark and Ryan's World to name a few in the last 12 months alone.

Character World continue to go from strength to strength across their business and Prima Solutions are proud to be part of their growth.

To find out more about Character World, visit their website at: https://www.characterworld.com/
**Get in touch to discover how we can help your business succeed?**
Email us at: info@primasolutions.co.uk