

PRIMANET HAS ENABLED US TO TAKE CONTROL OF OUR SUPPLY CHAIN AND MANAGE COSTS TO TAKE FULL ADVANTAGE OF GLOBAL OPPORTUNITIES

Tinc is a UK, family-founded company that designs, makes, and distributes lifestyle stationery, gadgets, and gifts for kids of all ages.

The name derives from the three core values of Think, Inspire & Create; something that Tinc tries to achieve with every product and promotion they offer.

Since its launch in 2011, the brand has become a true multi channel business, with 15 owned retail stores, an e-commerce website, listed on Amazon across Europe and through international franchises.

Since 2013, Tinc has also offered a full range to a wider, lucrative wholesale market, with competitive pricing and great supporting collateral helping the brand to reach entirely new audiences. John Lewis was their first high profile reseller, and the brand is now available in all stores throughout the UK.

The brand was also awarded Start Up Awards Business of the year in 2013.

With the success of Tinc in John Lewis, the brand received rapid interest from other resellers both at home and overseas. Amongst these are several full-blown franchises, giving Tinc physical store fronts in Qatar, Kuwait, Nairobi, and Delhi.

More recently, Tinc has signed contracts with WH Smiths to launch several in store concessions which continue to grow in number week on week.

PARTNERING WITH PRIMA

The rapidly expanding business needed to invest in new technology to ensure their future success and sought a partner who they could work with to continually adapt and support their ever-changing multi-channel business.

The new system would need to manage a diverse retail estate, transform data into real-time actionable insights and provide efficient process management across sales, purchasing and stock control functions.

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Managing Director

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THE PRIMA SOLUTION

Implementing the PrimaNet suite of software has delivered a number of benefits to the business, including:

- A centralised, integrated system and processes for a single view of the business
- Stock management software manages sales demand for goods from all channels
- Provides real-time visibility of stock across the entire supply chain, whilst cost management maximises the brand's growth potential
- A retail management and EPOS solution that supports all sales channels, including high street and concessions
- Delivers focused information in real-time to support the selling activity of staff
- Captures and shares stronger customer information to establish a single view of customers across all channels
- True scalability to manage and adapt as the business grows
- Create, modify and distribute focused personalised reports to explore data, data relationships and trends

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THE IMPACT

- PrimaNet has given Tinc accurate visibility of stock in multiple locations, ensuring high order fulfilment and improved availability for all customers
- Unified business analytics provide collaborative analysis to maximise cash flow and make the most of market opportunities
- Product, stock management and customers lie at the core of all activities to provide strategic customer data management and an improved customer experience
- Working in partnership with the team at Prima, Tinc have successfully launched a new, shop-in-shop concept within 18+ WHSmith stores across the UK



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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<https://tinc.co.uk/>
Get in touch to discover how we can help your business succeed.