



BERKSHIRE LABELS DRIVE EFFICIENCIES FORWARD

Berkshire Labels is one of the UK's leading producers of high quality labels to the food, drink, cosmetics and security sectors. The company's £10 million turnover is split fairly equally between Berkshire Labels and its sister company, Wessex Print and Signage based in Poole, Dorset a supplier of point of sale products with print management, in-house litho, digital and flatbed silk screen and wide format inkjet for display graphics.

A purpose built 20,000 sq ft head office and production facility in Hungerford is home to a fully comprehensive in-house studio where creative design and layout is supplied via digital proofs prior to pre press. Some eight narrow web presses are employed in the production of labels using both UV flexo and letterpress processes. This range of presses provides printing in up to eight colours in web widths of up to 330mm and a variation of finishing includes cold and hot foiling, screen printing, lamination and several other finishing techniques where additional coupons or holograms can be applied on line. Other added value products include thermochromic, scratch and sniff, scratch off, and self-adhesive tamper evident and security sealing solutions.

The company is an advocate of the benefits of using a Management Information System (MIS) and was a Jenem user. Managing director Paul Roscoe explains: "We liked the Jenem system because its latest version covered everything we wanted it to, or so we thought. However, we looked long and hard at what the new Shuttleworth System had to offer the overall business and knew that we had to upgrade and move forward with Shuttleworth."

Controlling three different companies wasn't quite as simple to set up the new MIS in the same way that we were used to working, but we took time to set the new MIS up properly so that we could get the best out of it and maximise its full potential.

"Wessex Print and Signage, because it was a litho company, really liked the new system. This was mostly because of the bespoke estimating system and the flexibility of working with litho, screen and digital. And, because we aren't just a labels company, when taking the sister companies into consideration, we felt that we needed to make sure that we had a system that suited everybody that was required to use it," says Mr. Roscoe.

One of the first converts to the new MIS was the company's accounts department when it discovered that The Shuttleworth System was able to allow invoicing in Euros and Dollars. They were even more pleased once it was demonstrated that they could export BACs payments from Access Accounts and e-mail their invoices straight over to the customer.

"We found that during the up scaling of the MIS process we were in a position to address a range of issues that we were still producing manually such as producing address labels and planning cards. Again, with the estimating we found that where we were manually adjusting things to make slight changes The Shuttleworth System meant that we could take a look at our production processes with fresh eyes and find new ways of working that would facilitate further automation of repetitive tasks," he says.



CASE STUDY



BERKSHIRE LABELS DRIVE EFFICIENCIES FORWARD



One example is the ability to import customer purchase orders into the system and this, according to Mr. Roscoe, will continue to play an important part in the way that the company moves its business forwards. "We offer a total printing facility from repro to despatch and on top of this we also offer a complete stock management service with regular call off's. One customer has some 1200 different lines and we have to maintain sufficient stock to support at least three call off's per week which could be as many as 250 or 350 different lines. The call off links can take a long time for us to work through and as such we have had somebody employed full time for three days a week just to deal with this one particular customer's call off requirements.

"We approached Shuttleworth at a User Meeting and asked whether or not this process could be automated through the MIS and they were able to design an import routine for us in Globetrader which means that our customers can now submit an Excel spreadsheet containing all of the relevant data such as order numbers, date the work is required, product part numbers, specifications, a product description and quantities. All of this is now imported into Shuttleworth which automatically produces a picking note. This sort of business efficiency has enabled us to free up the time of one person for three days a week to work across a range of other accounts instead of being dedicated to just the one," he says.

Despite the many automated workflow benefits that an MIS brings, Berkshire Labels continues to maintain a manual planning board which has proved highly reliable and trustworthy over the years. Therefore there is a strong reluctance to automate such a visual reminder of everything that is currently passing through production, and as such the MIS is relied upon to produce a fully detailed job planning card which contains every facet of detail of each and every job currently in production.

Having an MIS is one thing. Using it regularly to monitor the effectiveness of your business is another thing entirely, and those that do will reap the rewards to be gained from having their finger placed firmly over the pulse of their business.

"I use our MIS on a daily basis to monitor many areas, aged debtor's reports being a good example," says Mr. Roscoe in conclusion. "This is a brand new report that Shuttleworth devised for us that makes it very easy to see at a glance which customers are on either 30 days or 60 days and may now be overdue. As for any other reports I tend to go into the system and produce them as and when necessary, but more often than not I am often found to be looking at customer expenditure reports and supplier reports which detail how successful we have been in achieving our sales objectives. The new MIS implementation fits very well into our overall business plans to continually drive our efficiencies forward."

“ We found that during the up scaling of the MIS process we were in a position to address a range of issues that we were still producing manually such as producing address labels and planning cards. ”



Paul Roscoe
Managing Director

CASE STUDY

