



## SHUTTLEWORTH MIS WILL HELP MULTI LABELS WIN NEW BUSINESS

When Daventry based Multi Labels moved into its £1m purpose built factory during the latter half of 2005, the company, as part of its relocation investment strategy, was set to upgrade its Management Information System to a Shuttleworth Labels System.

However, following the move the Management of Multi Labels felt that the business should continue running the incumbent MIS until it could comfortably switch over to the Shuttleworth System.

It would be a further year before the Shuttleworth Labels MIS was put into production at Multi Labels, and this ultimately proved to be a wise move. At first, both Management Information Systems were run in tandem to ensure that there was a smooth transition between switching off the old system and the adoption of the new, and as Finance Manager James Slack observes: "We were initially obsessed with getting the MIS up and running properly, but we decided that having moved into brand new premises it would be unwise to try and change our working culture all at the same time."

Multi Labels had chosen to adopt a full Shuttleworth Labels MIS which included modules for Estimating, Stock Control, Sales Order Processing, Purchasing, Production Planning, Costing and Invoicing, Customer Relationship Management and Shop Floor Data Collection using Shuttleworth's latest browser based data collection module DataFlow.

"In many respects the delay meant that we were able to configure the Shuttleworth System around the new factory, so it was a bonus for us really. We ran both systems side by side for about a year before finally switching 100% over to Shuttleworth in the autumn of 2007. Since then we have gone from strength to strength, and in just over a year of working with the Shuttleworth Labels System we have been able to analyse nearly every facet of our business and make well informed business decisions that have strongly helped to improve productivity and efficiency," he says.



Since moving to its new premises the Company has grown by some 60% and its 2008 turnover is expected to reach £4.3m. "This would not have been possible without the Shuttleworth System," says James Slack.

"Having the Shuttleworth MIS has helped us to diversify our labelling business to become more efficient and ultimately more profitable. For example, having a system in place that allows us to quote ever more accurately means that we ultimately have more control over our cost price, and this means that we can be more competitive in the markets that we serve," he says.

The Company's once core business of food, chemicals, cosmetics and toiletries labelling has now diversified and today some 50% of the Company's recent growth can be attributed to its expansion into the brewery and distillery sectors for the provision of high quality self adhesive alcohol label products. To accommodate this new business growth Multi Labels has extended its production

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workspace with the addition of a mezzanine floor which is home to its finishing and packing department. This expansion formed part of a recent investment strategy that included the addition of a Gallus EM410S ten station label press.

"The investments in both buildings and equipment have come from using the Shuttleworth MIS to help us to examine our profitability and to fully understand how we can narrow the field against the type of companies that we are competing against in the market. We wouldn't have considered reinvesting a further £1m in our business if we had not been able to accurately interrogate our own productivity data," he says.

Multi Labels is now in the process of using its Shuttleworth MIS to further streamline and narrow the field of workflow between the company's artwork department, pre press and its labels presses to fully automate workflow from the moment an order is taken through to the eventual production, delivery and final invoice.

"What we're going to see now is the Shuttleworth MIS becoming a real driving force within our business to help us analyse our cost base," he says. "We want to develop closer relationships with

Shuttleworth because we recognise the value of the way that we can utilise push button reporting. Within minutes we can be looking at and reviewing our actual costs of production instead of spending ages number crunching on a PC. The business benefit is that we can quickly and easily review any machine downtime, or how long our production processes are taking. I am particularly keen to ensure that we are quoting accurately and are being effective in winning new business, and that what we are quoting and scheduling is actually accurate. It's a very powerful business tool," says James Slack.

James Slack is confident that the Company's Shuttleworth MIS will help Multi Labels to win new business. "When our customers come and take a look around our plant they can clearly see that we have a top flight MIS that is situated at the hub of everything we do. When combined with the very latest and the best label production equipment, it gives them the confidence that they are dealing with a significant market producer of high quality label products. To see an organised factory working with these systems in place is a very impressive thing for a customer to see and as such it will enable us to secure even more new business contracts," he concludes.

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Finance Manager, Multi Labels

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