



QUALVIS MAINTAINS ITS COMPETITIVE EDGE

Qualvis Packaging Solutions, based in Leicester, is one of the leading manufacturers of printed folding cartons in the UK. With over 30 years of experience they supply the food and non-food sector and are an approved supplier to leading supermarkets such as Tesco, Sainsbury's, Waitrose, Asda and Morrisons. They are continually seeking to develop new markets, as well as priding themselves on looking at ways to ensure their present clients receive the highest levels of service supported by excellent communications.



This ethos is fully supported by Qualvis' everyday commitment to supply and utilise the latest technology.

One recent example is their migration to a new Management Information System (MIS) supplied by industry leading Shuttleworth Business Systems.

This process was achieved "remarkably painlessly" according to Dave Vale, Business Systems Manager at Qualvis.

"Shuttleworth provided our team with a full training programme and fully supported us after implementation with experts on-site for two weeks after we went live.

Since completion in June 2008 any problems, queries or updates have been dealt with immediately, to our complete satisfaction. We are delighted with the on-going partnership."

The Challenges and Solutions

Dave explains why it was business critical for Qualvis to upgrade their MIS system.

"We needed a system that would be fully integrated across the entire business. The Shuttleworth MIS allowed us to integrate our estimating, sales order processing, costings, invoicing, shop floor data collection, Customer Relations and Account Management Information Systems together for the very first time."

Customer Relationship Management: The CRM package is able to establish customer buying habits and keep accurate records of all communications with clients, so that anyone at Qualvis can see instantly the previous account history. "This has greatly impressed our customers as we are able to respond to their needs and requirements in a quick and professional manner.

We are also using CRM for on-going marketing activity and have recently published a newsletter using records and details recorded on the system. Vital information from potential sales leads gathered at events such as exhibitions has also been analysed and evaluated.



CASE STUDY



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For example, it is a fundamental requirement for FSC that we are able to track the usage of FSC board throughout the production process, ensuring that all the correct FSC information is highlighted on subsequent documents and labels.

This is where The Shuttleworth MIS really added considerable value by enabling us to 'tick all the boxes' for the auditor.

The system simply automates the entire process including the production of our annual report detailing FSC usage and traceability; The Shuttleworth MIS is able to compile and store this information throughout the year automating the production of this essential document'.

The Benefits

Dave concludes: "There is no doubt that the new system has added considerably to improving efficiencies across estimating, production, sales and delivery of our work. It has been vital in achieving our certification targets such as FSC.

The CRM package has proved an invaluable business software tool for marketing planning and execution.

The MIS system has enabled us to use everyday information to improve efficiencies and reduce costs, all of which is helping us to make targeted and informed decisions about our business; unquestionably helping Qualvis to maintain our edge in this highly competitive market."

This information helps us to give a more proficient response to customer needs and assists us to target our marketing activity accordingly."

Estimating efficiencies have been significantly improved with the new system. "We are able to monitor and amend job profiles and information on a day-to-day basis; study costings and areas of expense so that efficiencies can be put into place.

For example, the shop floor data collection has helped to record running speeds on press much more accurately, which has aided precise production planning, delivery scheduling and, of course, tightened up the estimating process by retaining historical running information."

Certifications: At Qualvis the necessity for FSC (Forest Stewardship Certification) and BRC (British Retail Consortium for Global Standards in Packaging Materials) accreditation was imperative for both our present clients and for winning business with new customers.

"FSC certification was gained in May 09 and was assisted considerably by us having The Shuttleworth MIS. One of the challenges associated with both certification processes is the need to be compliant with stringent regulations.

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Dave Vale
Business Systems Manager

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