

SHUTTLEWORTH LABELS MIS BRINGS EFFICIENCIES TO SUPERIOR LABELS



Superior Labels was established in 1990 and since then has become a constantly expanding success story. Starting out with just one plain label converter in a small factory unit, within three years the business had grown sufficiently to enable a move into a purpose built factory, warehouse and offices in Swineshead, Lincolnshire. Further business expansion was to follow in 2002 when the company acquired Anchor Labels of Cambridgeshire, a £1m turnover business.

Today, Superior Labels is firmly positioned as a key supplier of label products to the food, pharmaceutical, toiletries and automotive sectors.

Some 70% of the company's production capacity is dedicated to producing efficient and cost effective label and film products for the food and drinks industry.

Superior Labels' credibility as a leading label producer is substantiated by its status as an approved supplier to major retail brands such as Tesco, Asda, Somerfield, Morrisons and Sainsbury's among many other household retail names.

The company's modern label manufacturing methods are far reaching and include labels that are produced in either rolled, fan folded or in sheeted format.

In terms of printing it can offer up to 8 colour UV flexo process, cold and hot foil blocking, consecutive numbering and many other simple processes. These varying label types are produced for a wide range of supermarket, retail, data processing, ticketing and many other applications.

Other services include sequential numbering, tray cards, liners and ticket boards which are managed on behalf of customers direct from stock.

Once an all Mark Andy production house, Superior Labels has steadily moved its

label production over to a fleet of modern Gidue Combat label presses.

Sharon Preston, customer services manager at Superior Labels says: "We think that these Gidue Combat presses provide us with much better operating efficiencies. They enable us to print onto a wider range of films, papers, plastics and boards than we could ever do before."

The company's steady growth can in part be attributed to good business practices and its early adoption of a management information system (MIS). Its first MIS was a Jenem system that was principally used for invoicing and job processing.

"We had no stock control whatsoever with the Jenem system. We calculated that the amount of time being spent on administration was costing us the equivalent of a full time person, so we took the decision to upgrade from Jenem to a label specific MIS application.

We looked at all of the major vendors, including Shuttleworth, but eventually turned to Compass Business Systems, who at the time had pretty much the de facto standard label MIS system. What I didn't know at the time was that Shuttleworth was in the process of acquiring Compass!" she says.

Shuttleworth, who had already acquired Jenem Computers Limited in 2002, was concluding its negotiations with Compass Business Systems to acquire the company and its labels MIS business.



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"I'd seen the Shuttleworth MIS and I really liked the way that Shuttleworth presented itself as a company. However, at the time we had just acquired Anchor Labels and were under considerable time pressure to ensure that we'd have an efficient MIS already in place to help us manage the changeover.

We had no idea that Shuttleworth was about to buy Compass – and Shuttleworth, to their credit, couldn't tell us anything about it because they were under a non disclosure agreement with Compass.

While this was going on behind the scenes, we had decided to invest in the Compass MIS. You could have knocked me down with a feather when I later took a call from Shuttleworth's joint managing director Andy King who told me that they had just bought Compass Business Systems!" she says.

Shuttleworth's decision to acquire Compass Business Systems clearly demonstrates Shuttleworth's strategy of maximising its investment in both product and support systems by continually growing its user base, both organically and through acquisition in the UK and in overseas markets.

Following the announcement of Shuttleworth's decision to acquire Compass, Superior Labels chose to move with the Shuttleworth Labels MIS and commenced installation with modules for estimating, job processing, invoicing and stock control.

Since installing its label specific Shuttleworth MIS, the company has demonstrated a steady growth in turnover by as much as £1m per year, and today stands as a £5m turnover business that is set for further expansion, with plans currently in place for the addition of an expanded warehouse

with capacity for increased customer stock holding.

Further MIS developments include additional modules for shop floor data capture, scheduling, and warehouse management.

"Without investment in these additional modules it is likely that we would require more staff, and since this is an on going cost it makes more economical sense for us to invest in the MIS software which in turn should mean reductions in the supply chain.

Of course, having an MIS means that we are now a highly efficient company, but to truly get the best out of the system it does require you to input a lot of good quality data before it can truly work for your business. That said, we're now looking at developing the customer relationship management module for marketing and customer relations and will be moving forward with further Shuttleworth MIS applications that we believe will make us even more efficient in the near future," concludes Sharon Preston.

“ Having an MIS means that we are now a highly efficient company, and the support we receive from Shuttleworth's backroom support team is second to none. We are now moving forward with other MIS applications that we believe will make us even more efficient. ”



Sharon Preston,
Customer Services Manager, Superior Labels