

## “Professional Friendly Support”

### Snugpak Ltd



Susan Fletcher—MD  
& Suzy Berry  
Snugpak Ltd.

“DCS don’t baffle us with science, and will explain in layman’s terms what is needed. They manage us very well and are like another department within our company.”

Snugpak is a Yorkshire based company based in Silsden near Keighley and has been trading since the 1970s. The team of 50 manufacture and supply high-end resilient, insulated outdoor clothing, compact sleeping bags, sleeping mats and accessories to the outdoor adventurer, as well as the military forces.

A leading British company, they continue to supply the UK and international markets, with a growing customer base in the Middle East. Each year the team introduces new products and have recently developed the self-inflating sleep mattress, cocoon and insulated jacket.

Snugpak’s products and business acumen have been recognised through prestigious British Awards, not only The Queens Award for Enterprise but they also scooped three Keighley and Airedale Business Awards in 2017: Overall Local Business of the Year, Large Business of the Year as well as the Manufacturing/Engineering Business of the Year. Also this year they were announced as a category winner in the UK Outdoor Industry Awards



### Moving to Intact iQ

For many years, Snugpak was using an ERP System called Exchequer and when the supplier changed their route to market, DCS supported them in sourcing a new system. Their previous system was meeting most of their business needs across sales, purchasing, warehousing (hand-held bar-coders) and stock control, though there were tasks that it couldn’t perform.

When iQ was demonstrated to the team at DCS’s roadshow, Suzy Berry, Snugpak’s Senior Executive Assistant exclaimed that they were “blown away”. It could not only replicate what we needed, but could offer so much more and be customized to parts of our business.”

Susan Fletcher and Suzy Berry realised straight away that it was flexible enough to grow with their evolving needs, could manage their Returns, as well as support the manufacturing processes; managing their raw materials which was proving to be a challenge with their existing system.

The transition of the move was exceptional and there was no downtime, according to Suzy, “We had training prior to the move and were fully supported by Sandra, Peter and the team from Deans Computer Services.” As Senior Executive Assistant, Suzy was responsible for setting up the system for the team before they could roll with it.

**“iQ was such a simple system to use and set up, that it was not overwhelming for me. To be honest, you don’t need to be an IT Whizz to use it either.”**

**Suzy Berry - Senior Executive Assistant, Snugpak Ltd**



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### What stood out about iQ?

- Flexibility to access and search for information in anyway, without information overload.
- Easy to use – very logical and a common sense system.
- Easy to set up management reports.
- Looked like a Windows Microsoft system with its screen views.
- Ability to tailor the system and screen views to different roles and departments; simplifying the process and not overwhelming the end user.

### Why DCS?

Susan Fletcher explained that they have been working with DCS PLC for over 20 years and there are many reasons for their flourishing relationship:

- Always provide realistic and appropriate support and options, bearing in mind our resources and capabilities.
- Understand our business well, they know when we need hand holding and when we can manage.



### New Benefits & Future Plans

Snugpak has set up different views for each department which really helped with engagement: **Marketing** can view the product ranges, **Sales** can view their orders, quotes and purchases, **Buying** can see sales and outstanding orders and the **Sales Director** can have his ‘finger on the pulse’ at all times with the visual dashboard, as well as the ability to monitor Agents in the UK.

Other benefits included the removal of manual tasks and the use of spreadsheets for managing their Returns. Susan and Suzy have future plans to really utilise the system, which will include managing their Returns as well as using it to update their raw materials such as cotton, zips etc. which will eradicate manual stock take of 1000s of small items.

“It costs money to undertake a stock control, so there are huge financial savings to a small company like us using it for Returns”, according to Susan Fletcher, Managing Director.

DCS were able to customize the integration of their current warehouse system, adding the additional benefit of using Wi-Fi, speeding up the despatch process significantly.

**“When recommending DCS to a new company, I would also tell them that the team always want to help you, they are so accommodating and friendly and nothing is ever too much to ask for.”**

**Susan Fletcher - Managing Director, Snugpak Ltd**

