

## Labelgraphics adopts LEAN strategy to support business growth

### Overview

**Customer:** Labelgraphics (Glasgow) Ltd was registered in 1982 and entered the label market with a philosophy to produce the highest quality self adhesive labels combined with a reliable service that would satisfy the demands of any customer.

### Situation

Labelgraphics' new MD was looking to grow the business rapidly. To support its investment and growth plan, the company wanted to implement a LEAN business strategy and a modern, fully integrated business management system.

### Solution

Labelgraphics chose Microsoft Dynamics AX and a LEAN Manufacturing approach to support its investment in plant and machinery and provide complete control over its production capabilities.

### Benefits

- A system to help manage the improved printing capability
- Streamlined, error-free quotation management process
- An extremely valuable facility to import customers' forecasts electronically to aid planning
- Complete pricing transparency and consistency for Labelgraphics' customers
- Improved customer relations
- Huge reduction in manual errors
- Massive efficiency gains in the supply chain right across the business
- Clear sight of efficiency rates in the manufacturing process
- A completely robust, reliable system that requires minimal maintenance.

**"We wanted to know precisely where we made a profit and continue to monitor performance to ensure that this level of profitability was maintained or improved. As Microsoft Dynamics AX is a fully integrated system with all information in one central database, it enables us to do exactly that."**

Eddie Owens, Finance Director, Labelgraphics

### Situation

When Labelgraphics decided to spend approximately 2 million euros on new plant and machinery, the business knew it needed a robust and reliable software system to support the company's new printing capability and ambitious growth plans.

Labelgraphics needed a dynamic, flexible and robust integrated business software system that would allow it to fully exploit the new investment and drive the business forward.

Labelgraphics specialises in the production of self-adhesive labels. Based in a 36,000 sq ft



facility in Glasgow, it prides itself on quality, reliability and the ability to turn jobs around quickly and effectively.

The company has ambitious growth plans and could see the commercial necessity of integrating several bespoke systems. The incumbent systems were slow, labour-intensive, difficult to maintain and not always accurate.



## Case Study: Labelgraphics



**“Once we had met with Integrys, we knew they had the ability to provide us with the solution we needed. Their knowledge of Microsoft technologies and Dynamics AX was second-to-none, and they came highly recommended by Microsoft. Furthermore, their assistance and support since the installation has been excellent.”**

**“We can now track everything, see everything and produce the necessary dynamic reports and enquiries very easily. This means we can make meaningful business decisions in real time, all of the time.”**

Peter Mulvenny,  
Operations Director,  
Labelgraphics

### Solution

Labelgraphics chose Microsoft Dynamics AX to complement and support its huge investment in plant and machinery and give it complete control over its production capabilities.

Eddie Owens, Finance Director, explains, “We are a successful and profitable business and we need the capability to easily monitor performance to ensure that this level of profitability is maintained or improved. As Microsoft Dynamics AX is a fully integrated system with all information in one central database, it enables us to do exactly that. For example, we now know exactly the length of

time each job takes and the materials used. The management reports reveal the materials conversion rate so we can clearly see the efficiency rates of our production, which allows us to save money by targeting specific areas for improvement.”

“Furthermore, the review of our business processes revealed that some of our junior members of staff were critical to the success of the business - a human error at the early basic input stage could create huge financial penalties further down the line.”

### Benefits

#### The financial perspective

Labelgraphics recognised that it could make significant cost and efficiency savings by improving its core business processes.

Eddie Owens, Finance Director explains, “With the old system, it was very time consuming, there were many bottlenecks and we always relied on our people to come up with the correct costing and quotations. Having separate stand-alone systems meant a lot of duplicity of work.”

Owens continues, “We used to have two directors checking costs each day, but now we have confidence in Dynamics AX to do the job for us, which has reduced the time directors spend on this by about 50%.”

There is also an extremely valuable facility for Labelgraphics to import their customers’

forecasts electronically, which are used to automatically drive high-level accurate business planning and detailed call-off order management. This brings Labelgraphics closer to its clients and a secondary benefit is that it is a rapid, automated process that is error-free.

#### The users’ perspective

Dynamics has been warmly embraced by users. Those users that are familiar with Microsoft desktop tools have found it easier to use the system from the outset.

Scott Entwistle, IT Manager, explains, “With Dynamics we could hit the ground running because the User Interface looks very similar to that of Microsoft Outlook, and I could also easily make changes to the screens to suit the needs of the users.”



**"We can see enormous benefits right across the business. The system is so powerful and flexible that all the managers are now constantly looking at new ways to save the company money and increase sales opportunities."**

Peter Mulvenny,  
Operations Director,  
Labelgraphics

**"Another bonus of Dynamics AX is that maintenance is minimal. It has certainly made my life easier. My time is now spent helping users get more business benefits out of the system rather than fixing faults with the previous system. The wider business can see how many more positive things we can do with this amount of information at our fingertips."**

Scott Entwistle,  
IT Manager,  
Labelgraphics

### Benefits *continued*

#### The operations perspective

The senior management at Labelgraphics now have all the information they seek at their fingertips. Peter Mulvenny, Operations Director, explains, "We are delighted to have access to all our data because we can look at any information that we need. We can now track everything, see everything and produce the necessary dynamic reports and enquiries very easily. This means we can make meaningful business decisions in real time, all of the time."

Mulvenny provides the following example, "Our new pricing module - which is based on the extremely powerful and flexible Dynamics AX Product Configurator - allows us to pull up any information on any previous job dating back to 2000. We have a complex delivery model and Microsoft Dynamics AX gives us complete consistency on pricing and ensures bang-on accuracy with all our quotes."

Mulvenny concludes, "We can see enormous benefits right across the business. The system is so powerful and flexible that all the managers are now constantly looking at new ways to save the company money and increase sales opportunities."

#### The sales perspective

The internal sales team at Labelgraphics is at the sharp end of the business and is always providing quotes to its customers on varying print jobs. Having all the information on one system has saved Labelgraphics a huge amount of time.

Fergus Aitken, Internal Sales Manager explains, "We were always walking the floors talking to various departments to double-check the information was accurate. I can now spend the whole day in my office and be far more effective. In fact, people ask me why I no longer pay them visits!"

Aitken continues, "We trust the new system to provide us with the right answers and so we conduct fewer manual checks. With all the

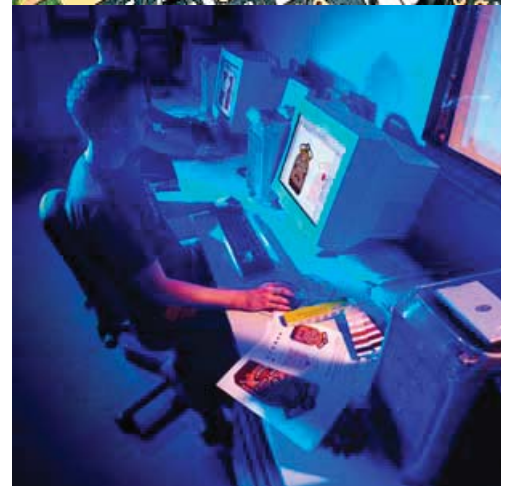
information being accessible across the business this makes things quicker, accurate and much more streamlined."

#### The IT perspective

One of the most important things for any company when choosing a solution is that it must be robust and sufficiently flexible to meet the needs of the business.

It is understood that Microsoft Dynamics AX is an out-of-the box solution; however, its flexibility and adaptability were extremely appealing to Labelgraphics.

Scott Entwistle, IT Manager, explains, "For me it's a dream. The adaptability of the system means I can now give all the senior managers the information they need to make strong business decisions. In the past, if someone asked me for information I had to create an SQL query from scratch, which could take hours. Now our management can query any data they like themselves, which makes it so much easier for me to administer. The system has so many facilities to help you find any information that you need."



### About Integrys Solutions

**Integrys is Scotland's leading Microsoft Dynamics AX provider, delivering fully integrated solutions within the manufacturing, logistics and distribution sectors.**

Integrys delivers Lean-Thinking business solutions that optimise the supply chain, streamline and automate business processes and enhance business productivity - all of which are based on familiar Microsoft technologies.

We specialise in helping our clients to optimise the use of the extensive standard capabilities within Microsoft Dynamics AX, delivering solutions that are easy-to-use, flexible and scalable according to our clients' specific requirements.

Integrys helps its clients consolidate multiple non-integrated systems on to one central system. At the touch of a button, this enables our clients to have easily accessible, accurate, up-to-date management information for informed and consistently reliable decision-making

Integrys helps its clients to bring their people, business processes and technology together, radically improving efficiency in business-critical areas such as production control, warehouse management and stock control.

Integrys works in close partnership with its clients, providing the highest levels of service in terms of strategic IT advice, expert business and application software knowledge, prompt technical support and customer service to meet and exceed expectations.



#### Integrys clients include:

Aerospace Machining Technology  
Fispak  
Ingram Brothers  
James Fleming & Co Ltd  
Labelgraphics (Glasgow) Ltd  
Moorbrook Textiles Ltd  
Rosti Technical Plastics  
Semex Ltd  
Tannoy  
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