

## GORDON JOHN TEXTILES CASE STUDY



# Gordon John Textiles leap into digital transformation with Mertex ERP software

Gordon John Textiles are a soft furnishings manufacturer with a reputation for product innovation and trend setting. Their retail brands, Style Furnishings and Sundour are stocked by hundreds of independent retailers but they also manufacture exclusive products such as cushions and curtains for high street brands such as TK Maxx.

The company had an old legacy system that they were using but had realised that it no longer supported their business activities. Their list of functions and features that they would now find essential in helping the business grow, was expanding to the point where they faced being left behind. The business needed greater

control and clarity of their operations. Stock management was of particular importance and this is something Mertex was known for.

Sales Director Chris Nott was instrumental in driving the upgrade in their operational systems. He could visualise many improvements that could be made with the use of a specialised ERP system. Chris had heard about Mertex ERP software through various suppliers and so began researching the system. The Mertex software had the reputation and textiles specific functionality that they were looking for.

The partnership with Mertex ERP software provider, Reflex Data Systems was cemented during the

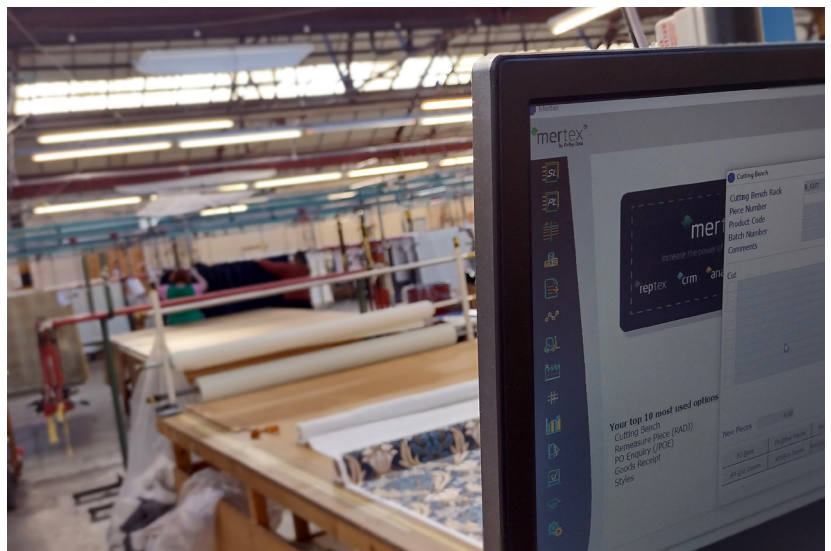
early stages of the Pandemic and the software became fully functional in June 2020. Since then, the system has helped the business to make many improvements including significantly reduced waste as well as faster and more accurate order picking & packing.





WITH MADE-TO-MEASURE AND CUSHION MANUFACTURING, IT IS VERY DIFFICULT TO PREDICT THE PROFIT MARGINS. MERTEX HAS CHANGED THIS BY GIVING US A CLEAR VIEW AT EVERY STAGE OF THE PROCESS AND GUIDING THE CUTTERS TO MAKE THE RIGHT CHOICES. QUITE SIMPLY, WE GET MORE CUSHIONS PER ROLL, LESS FABRIC WASTE IN GENERAL AND HAS SOLVED THE PROBLEM OF A PROLIFERATION OF SHORT ENDS.

**Chris Nott**  
Sales Director



gordon john

Chris continues:



IT DOESN'T END THERE. THE DIGITAL TRANSFORMATION OF OUR OPERATIONS HAS RESULTED IN OUR CUSTOMERS RECEIVING THE BEST SERVICE FROM US EVER. EFFICIENT RESPONSE TO QUERIES, FASTER DELIVERY TIMES AND ACCURATE STOCK LEVELS ARE JUST SOME OF THE BENEFITS TO THEM. AND OF COURSE ONLINE ORDERING!



The Mertex software has also made improvements to the working life of employees.

**Using Mertex: what it means for employees rather than management - Jodie, Sales Office Administrator**

Jodie works in the busy sales office at the Gordon John mill in Heckmondwike. Her days mostly consist of inputting and processing orders, allocating stock, and answering phone call or email enquiries from customers (often about stock availability or order status).

These main aspects of her role have been improved since the implementation of Mertex.

Gordon John's main customers can now input orders themselves using

EDI processes – this has meant Jodie has not needed to enter these orders manually, which not only saves her time, but also reduces the chance of errors.

Jodie can easily track and monitor order progress, which makes answering customer enquiries almost instant. What great customer service! When Jodie does need to input orders manually, Mertex has made this faster and simpler due to being able to check stocks instantly (and know that these levels are accurate) as well as reserving stock while the order is being entered.

The time savings experienced by Jodie has meant that her talents can be utilised for more human-orientated tasks and taking on more responsibility. Her days are more varied, interesting and less stressful.

**About Reflex Data Systems**

Reflex Data is an established supplier of ERP software and services to the textile and fabrics industry, with a track record of ensuring customers get the best return from their investment. Established in 1987, the company is the developer of the market leading software Mertex which looks after all customers' needs including: the manufacture or purchase of greige cloth; barcoded inventory management; warehouse picking and control, financial accounting and sales order processing. Mertex also has the latest in business analytics and iPad technology. Reflex Data has huge industry knowledge and a worldwide customer base.



+44 (0)1482 881152

sales@reflexdata.com

www.reflexdata.com