

Giftware

Minster Giftware, established over 20 years ago. With over 3,000 customers ranging from independently owned gift shops to major high street retailers and other wholesalers, Minster are now one of the largest importers and wholesale distributors of fancy goods and giftware in the UK.

"Both turnover and profitability have increased dramatically over the eight years we have been using Merlin to process orders and control stock. Because a season's line is imported by container load, it is essential that salesmen on the road and at trade shows take orders only for items in stock, and stop taking orders immediately stock is exhausted.

The Trade Show system has had a major impact on the number and value of orders we can take in the limited time a show provides"



Industry: Giftware

Established:

Previous System: Fairway

Installed Merlin: 1999

Branches: 1

No of users: 8

Giftware

Based in Leicester, CME are a family business distributing Jewellery and associated products to large high street retail outlets and independent Jewellers.

“ Using a standard off the shelf accounts package restricted us to the information we could gain from the software and therefore pass onto our customers.

We had little faith in our previous stock control system and after seeing Merlin in use we couldn't believe how quickly and efficiently orders were taken and once we had evaluated Merlin we could fully see for ourselves the many benefits that we would gain from investing in Merlin. Since then we have never looked back. “



Industry: Giftware

Established: 1978

Previous System: Sage

Installed Merlin: 1998

Branches: 1

No of users: 16