



**PRIMA
SOLUTIONS**
From Aptean

character
world
BRANDS



PRIMANET HAS CREATED A WAY OF WORKING THAT IS FASTER, ERROR FREE AND CAPABLE OF SPANNING THE GROWING COMPLEXITY OF THE BUSINESS.

Founded as a family business in 1998, Character World is led by joint Managing Directors, Danny and Mark Schweiger following the retirement of their father, Tommy Schweiger in 2008.

Already the UK's largest supplier of licensed character bedding and bedroom accessories, the Manchester based company has ambitious plans for its future. Their vision is to be the No 1 Home Lifestyle partner of choice.

Trusted by well-known brands and retailers around the world. Their entrepreneurial spirit conceived the brand, and it is what still drives them today. Operating on an international scale with the mightiest brands in the world, Character World believe in keeping their promises, delivering when they say they will, and ensuring due diligence in all they do with peace of mind that their rigorous technical and safety excellence is uncompromising.

From innovative product conception to top-quality manufacture and reliable distribution, Character World are swift to market with the hottest brands and most exciting products, producing quality products that protect but also enhance the integrity and reputation of the licensors and brands that they work with.

From Toddler to Teen and Teen to Adult, they work closely with their partner brands to develop new products and ranges that immerse and delight consumers, near and far.

With a sophisticated distribution network across Europe, they can service retailers with the very best bedding and accessories from all major entertainment companies.

Always looking ahead, be it their range, their partners, or reaching new audiences, innovation and foresight combine to keep them at the forefront of the latest trends.

The business is committed to championing and delivering their sustainability strategy with ambitious goals to reduce their impact on the planet, looking at product development, packaging, post-consumer care and reducing their carbon footprint.



PARTNERING WITH PRIMA

Character World identified a need to review existing processes and establish a modern, integrated IT platform to facilitate future ambitions. At the start of 2015 following significant growth the previous year, the leadership team recognised that its processes and IT systems were becoming stretched, struggling to cope with the ever-complex nature of the business. The business needed to address a number of challenges, including:

- An overview of the design and production process
- One system to handle costs and royalty payments
- Synchronised processes to improve efficiency, reduce cost & eradicate errors caused by miscommunication
- Centralised customer data
- Easy to view, real-time data and stock management
- Managing multiple warehouses and factory locations across the globe
- Being able to interrogate business data for strategic decision-making
- A scalable system to adapt and grow with the business
- Manage critical events, from initial idea to product development, manufacturing through to distribution
- Collaborative working across the entire supply chain with access to centralised data by all parties

THE PRIMA SOLUTION

Prima's solution covers all aspects of the business from product development and sourcing, to warehousing, distribution and critical performance reporting. PrimaNet has delivered:

- A transformed product design and development process - bringing together all of the disparate spreadsheets, CAD designs, Word documents, email correspondence, graphics/images into a central, single point of access
- Streamlined the product lifecycle process from fabric and trim management to multiple designs and range selection with a more efficient workflow and improved delivery times to market
- The Product Development module acts as a complete product management centre for the business, helping to manage the key stages of the process
- Full reporting capability on all data entered enabling the creation of strategic decision making reports
- Encourages collaborative supply chain management
- Greater accuracy, substantially reducing errors
- Open and extended visibility of key deadlines
- Enhanced customer interaction by quickly processing orders and providing a faster response to queries, all within a single function
- A single view of order, customer and stock status



THE IMPACT

PrimaNet has revolutionised the way Character World handles its business, leading to a way of working that is faster, error free and capable of spanning the growing complexity of its business. Gone are the multiple spreadsheets attempting to cover the vast elements of the multi-faceted business. Now there is a well-structured, easy to use work flow manager ensuring each person in the business is working effectively and efficiently.

- Real-time, single view of stock and the supply chain, along with the powerful link it provides to strategic sourcing and distribution partners enables everyone to pull in the same direction
- Direct Delivery Integration, enables direct delivery to end customers for a number of e-commerce Retailers
- Using PrimaNet Order Management Character World are able to utilise EDI technology to process and direct despatch (delivery) to the customer. This provides a more streamlined and efficient order process, eliminating errors
- Complete control of costings has vastly improved profit margins



OUR COMMITMENT TO YOU

Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.

GET IN TOUCH!

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“Prima’s PrimaNet software has really revolutionised the way we develop products and interact with our customers; given how complex our business has become it was essential. All of us could not be more pleased with the changes that Prima have driven in our business.”

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Supply Chain Director



To find out more about Character World, visit:
<https://characterworld.com/>
Get in touch to discover how we can help your business succeed.

