

## Lakeview Rebrand



# Lakeview Computers Ltd rebrands to become Kerridge Commercial Systems

**1 August 2018** – Kerridge Commercial Systems, provider of integrated software solutions for manufacturing, wholesale and distribution, announced today that Lakeview has been rebranded as Kerridge Commercial Systems (KCS).

Above: Dawn Aldwinckle,  
UK Sales Director-New Business

Over the last four decades of steady growth, KCS has acquired several companies each coming with a different name, which has become somewhat complex to navigate. Based on much research and discussion KCS, has decided to reduce the complexity of their brand by renaming Lakeview.

“We are very excited to make this announcement,” explained Dawn Aldwinckle, UK Sales Director. “As we continue to grow as a group, it makes sense to have our people and products under one brand name. The Kerridge Commercial Systems brand reflects our commitment to remain at the forefront of technology for our manufacturing, wholesale and distribution customers globally. We will continue to focus on innovating and delivering market-leading ERP solutions – only now we are reflecting this with a strong, unified company name.”

UK headquartered KCS already provides software to 15,000 customers worldwide, offering end to end ERP solutions including Supply Chain Management, Financial Management, CRM, Warehouse Management, Business Intelligence, ePOS, and more, specifically for the distribution, manufacturing and wholesale markets. The rebrand supports the company’s strategy of continued growth and follows five acquisitions during the last 24 months in the UK, USA, South Africa and the Netherlands.

The rebrand does not involve any changes to existing products. KCS believes that providing all their services under one powerful brand will make them a stronger partner to their customers, enabling them to provide even more value to their own customers.

“The rebrand will have minimal effect on our customers. It’s very much business as usual. We will, of course, continue to develop our products and execute projects with the same level of excellence and professionalism our customers have come to expect. Going forward our strategy, values and vision remain unchanged.” Dawn Aldwinckle, UK Sales Director.

As the company transitions to the name KCS, they would like to thank their loyal customers for their continued support. This is an exciting evolution for the company. KCS look forward to growing their product offering globally, and are counting on the continued support of their customers.

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Dawn Aldwinckle,  
UK Sales Director-New Business  
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