



Kerridge CS solution to deliver efficiencies to Reeds Wantage

Growing business, Reeds Wantage, has chosen an ERP solution from Kerridge Commercial Systems (KCS) to support its future growth and deliver efficiencies to the business.

REEDS

Reeds was founded in 1972 as a builders' merchant and ironmongers. It gradually transitioned away from supplying heavyside materials to focusing on paint, tools and hardware, and today is known primarily as a painting and decorating merchant.

Around two thirds of its customers are trade account holders, the remainder being retail. Reeds Wantage supplies all major paint brands as well as specialist products such as anti-graffiti and fire-retardant paints.

Buyer and Operations Manager at Reeds, Euan Mead, explained, "We started to look for new software around 18 months before choosing the KCS solution. We were using a basic accountancy package that was 'creaking' as our requirements grew. We needed something that would improve our efficiency, give us better business insights and, because we are looking to add an additional premise, with multi-location functionality."

Euan looked at a broad range of options including combining separate accountancy, ePOS and stock management solutions. "This option had several drawbacks including limited functionality, the complexity involved in getting the solutions to talk to each other effectively and redundant functionality where there was an overlap," he said. The Reeds team also considered more sophisticated solutions - from KCS and other providers - before making their choice.

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- Euan Mead, Operations Manager, [Reeds Wantage](#)

Reeds Wantage



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- Euan Mead, Operations Manager, [Reeds Wantage](#)

Steve Page, New Business Sales Executive at KCS said, "One of our solutions has functionality tailored to businesses with up to around 20 users and is ideal for smaller or start up businesses. It's very easy to learn and use, with limited training required, but has all the functionality and flexibility a business of this type requires. It was a perfect fit for Reeds."

Euan continued, "We're looking forward to increased efficiencies such as integrating order processes with our suppliers and faster, easier price maintenance. Also to vastly improved reporting so we can drill down into details such as inventory ratio by supplier, and margin by account, supplier, department and customer type. We're confident we've made the right choice and found a solution that will support our short term plans to open a second branch, when we'll be able to benefit from inter-branch transfers, multiple stock locations and enhanced stock visibility. And, in the mid and long term the capability and flexibility will already be in place to support our future ambitions for eCommerce and computerised delivery management."



About Kerridge Commercial Systems (KCS)

We provide specialist software, services and support to deliver fully integrated trading and business management solutions to distributive trades customers, large and small – wherever they are in the world. Immersed in the distributive trades for over 40 years, our technical experts are thought leaders in trading and management technology, and our innovative and flexible approach ensures our customers partner with us for the long-term.

Our mission is simple: to design and deliver high performance, integrated ERP solutions that enable our distributive trade customers to source effectively, stock efficiently, sell profitably and service competitively.

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