

PASSFIELD

Practical software solutions for the busy nursery



Can the credit crunch provide opportunity for change?

In the last 6 months business outlook has changed dramatically and many nurseries are wondering what the future holds. However in many ways an economic downturn provides the opportunity for nursery management to examine and maximise their business efficiency. Doing so not only brings short term success but provides an excellent springboard to growth when the boom years return. Existing users, from large businesses to the very smallest, testify that Passfield software can provide cost-effectiveness and hence a quick return on investment.

Despite all the doom and gloom, on a recent visit to Lowaters Nursery (who installed Passfield in late 2008) I was delighted to hear record sales had just been achieved. "Last week was outstanding," reported Charles Carr, Nursery Director. "We recorded our heaviest ever dispatch week, but with Passfield we managed to process orders one day faster when compared to our old system and this was achieved with one less operator."

Is it time to seize your opportunity?

Tim Lamb

Marketing & Business Manager

For more news and information on Passfield visit www.passfield.co.uk



Lowaters choose Passfield

Lowaters Nursery based near Fareham in Hampshire are well known nationally by retailers for their Garden Beauty branding and famed for their extensive range of Hebes.

Lowaters are true business innovators, embracing many initiatives which have honed their business practices and produced profitable business growth.

Following a busy spring season in 2008 Charles Carr, Nursery Director and James

Plant, Sales Director realised change needed to take place in Sales administration if they were to maintain their momentum. As Charles Carr explains, "the combination of our unique range, great branding and excellent service has produced a steady increase in our market share. As a result our office system was beginning to creak under the strain and we needed to see a dramatic increase in admin efficiency. We have a clear vision of future market aims and it was obvious our existing software would not be up to the job."



"We made the right decision"

Sourcing and evaluating potential new software is difficult, as James Plant points out: "We'd heard some good things about



Passfield and after a series of meetings with the Passfield team our list of needs were all ticked; however nothing replaces actual day-to-day operational use. I am pleased to report office time and costs have been cut so we made the right decision."

Passfield was quickly installed in August. Data transfer from their existing system took place on a Thursday afternoon and Passfield was up and running on Monday morning. "Lowaters set up went very well," reports Tim Lamb, Passfield's Marketing & Business manager. "In the first two weeks we were talking to the Lowaters operators several times a day, dealing with queries and carrying out online training as needed

but this level of intensity dropped after a fortnight. It was particularly pleasing to discover how quickly they embraced the system. Even now exploring Passfield is a part of their quest to increasing everyday efficiencies."

Lowaters will shortly be launching the E Availability list, a pioneering new feature developed by Passfield's technical team. Weekly availability lists will be emailed to Lowater customers as customised EXCEL spreadsheets, generated by Passfield. On receipt the customer will fill in quantities required, email it back where Passfield will directly load it as an order. Keying in time at Lowaters will be cut dramatically.

Passfield latest features

✓ E availability list

Key benefit- Spectacularly cut your order inputting time.

Passfield can now produce a customisable availability list as an Excel spreadsheet which can be emailed to customers who on receipt fill in their order and email back their requirements. Passfield will then automatically load the incoming message as an order.

✓ Improved document routing

Key benefit- Increase your document mailing effectiveness.

For all Contacts you can now apply bulk specific rules to define how your Customers and Suppliers wish to receive your Passfield generated documents. For example you can now produce several availability lists aimed at different markets or customers.

Customers can now automatically receive the appropriate list in their preferred format, i.e. PDF via Email, Fax etc.

✓ POS scanner

Key benefit- Process Cash & Carry sales quickly.

This new feature allows Passfield users to create sales transactions quickly by scanning either 8 or 13 digit EAN barcodes.

Used in conjunction with our recommended Metrologic wireless scanner you are able to roam & scan. Either individually labelled or batch labelled stock can be scanned (in which case the stock is allocated to that precise batch). Scan/sell both plants and non plant stock.

✓ Copy sales transactions

Key benefit- Save time by copying similar sales transactions.

Sales orders can now be copied within an account to other delivery addresses for multi-site operations or to completely different accounts.

✓ Enhanced Gross Margin display

Key benefit- Make better business decisions from increased cost visibility.

Passfield's enhanced facility is particularly useful for nurseries and

plant traders who are quoting for a contract. Balance loss-leading lines against more profitable lines to arrive at an acceptable overall profit for the entire quote.

Passfield will search for cost data from various areas of the system which are user defined in system settings.

✓ New Handheld Stock Control software

(launch date summer 2009)

Key benefit- Carry out regular, time saving crop checks using a Handheld computer.

New handheld software, which is Windows Mobile compatible, allows flexible Stock control to be carried out onsite. Batch barcodes can be scanned or batch numbers can be entered manually to view batch records. Batch event history and sales transaction data can be viewed. Remaining quantities and ready/not ready amounts can be adjusted. Wastage and area moves can also be carried out.

40 suppliers, one ordering point - welcome to the British Plant Fairs

The British Plant Fairs focus on immediate sales of British Ornamental Plants to Garden Centres and are held three times a year at Stoneleigh Park in Warwickshire. Their aim is to provide a one-stop shop for Garden Centre buyers who insist on the best quality British plants.

The fairs are organised by the Midland Regional Growers group who have introduced an exciting new initiative for 2009 called 'Marketplace'. 'Marketplace' is a dedicated area which showcases Looking Good stock from both exhibitors and non-exhibitors. Visitors can view shelf samples from over 40 suppliers and place orders at a Passfield powered central ordering point. A single transaction is created producing one delivery note and invoice. White Logistics of Pershore provide transport arrangements.

All stock on the Passfield database is linked to suppliers and at the end of each fair both amalgamated and individual picking lists are printed and given to exhibitors before they go home.

Shortly after the second fair Geoff Caesar, Plant Fair Organiser said "Across the two fairs we sold just short of £40k with no shortfalls or complaints. It is great to be able to offer a service that I have only ever marveled at on the continent and we would not have been able to do it without the support of Passfield"

For more information on the British Plant Fairs visit www.britishplantfair.co.uk



Passfield enters the Forestry market

Passfield's system adaptability has allowed entry to a whole new sector of Horticulture- Forestry Nurseries.

Early in 2008 Maelor Forest Nurseries based near Whitchurch, Shropshire installed Passfield's software suite. Maelor grow and market approx 12 million trees a year which are supplied to forestry plantations throughout the UK and Europe.

Forestry stock is predominately seed raised and Maelor has been a key player in promoting the use of British seed sources, collected from defined geographical areas. It is recognised that seed collected from these 'provenances' will produce the most suitable progeny for planting back into that locality.

Maelor grow batches for a whole range of different seed provenances therefore it is essential that all plants have a full traceable history, which Passfield provides. This is complemented by specifically tailored seed certifications which are automatically generated by Passfield.

Passfield's new production batch grading feature efficiently deals with the itemisation of plants graded and produces a summary

of activity for each Grader who is paid by Piece work.

No more 'workarounds'

In June 2008 None so Hardy (Forestry) Ltd also implemented Passfield. None so Hardy is a multi-site operation based in County Wicklow, Ireland and is the biggest independently owned forestry nursery in Eire. Seed provenance traceability was an obvious necessity for their operation however None so Hardy were also looking to make office efficiencies as Sales Manager Larry Behan explains: "We had created a series of 'workarounds' with our old system. When we looked at Passfield we quickly realised our processes could change for the better. With Passfield we have saved time in stock control, order inputting and can now directly email Seed certificates to our customers very quickly".



Stock tracking now a breeze for Baginton

Quality bedding plant grower Baginton Nurseries grows in excess of 5000 plant batches per annum and have been trying for many years to solve the difficulty of keeping track of their stock. Following a recommendation from an industry colleague,

managing Director Will Lamb contacted Passfield to see if an answer could be found.

After an initial evaluation of Passfield, Baginton wisely drew up a summary list of system requirements which was presented to Passfield. Passfield's flexibility fulfilled these requirements and system installation took place in November. Will Lamb explained "In the last 6 years we had used several software packages, none of which did all we needed. Our business model means efficient Stock Control is incredibly important, it directly impacts our levels of customer service and our waste quantities. Passfield will help us to

improve this."

Since installation took place, the Passfield team have been providing every day system guidance, ensuring Baginton achieve the most efficient use of Passfield. Will Lamb said "Installation and ongoing help has been excellent, we are now keen to implement Passfield's handheld stock control which will make things even better."

Baginton will shortly be implementing Passfield handheld technology to carry out mobile stock control and this will be complemented later in the season by upgrading to Full production control.



Dates for your diary

**Kildare Show, Punchestown Event Centre,
Naas, County Kildare, Ireland
22nd & 23rd July 2009**

With two new clients and a high level of interest, Passfield are excited by the possibility of expanding their presence in Ireland. We very much look forward to seeing you there.

For further information on Ireland's Premier Horticultural show visit www.kildaregrowers.ie



**Four Oaks Show, Macclesfield, Cheshire
8th & 9th September 2009**

Following on from a fantastic Four Oaks in 2008 Passfield returns to exhibit again at the UK's leading growers show. Come and visit us on stand E44 for an informal chat on how Passfield can streamline your operational and nursery processes.

For further information on the show visit www.fouroaks-tradeshows.com

Would you like to know more about Passfield?

Passfield is the most comprehensive nursery management software available and it is being successfully used by many different sized horticultural businesses. With an established and rapidly growing client base in the UK you can be reassured by the success of this ever evolving system.

Passfield's clients range from small specialist nurseries, who use Passfield to carry out basic sales processing and simple stock control to large commercial nurseries who utilise Passfield's full production control. System flexibility lets you decide how Passfield is best used to match your business needs.

Having successfully installed and supported Passfield in Ireland and in the USA we also readily welcome overseas enquiries.

If you have any questions or would like a system demonstration contact-

Tim Lamb (Marketing & Business Manager)

Office direct line- 01404 514400

Mobile- 07764 291676

Email- timlamb@passfield.co.uk

Passfield Data Systems Ltd, Don Hatch Nursery, Combe Raleigh, Honiton, EX14 4TQ UK.



One system better than three for McGrane's

Premier bedding plant grower McGrane Nursery based near Tandragee in Northern Ireland is a prominent supplier to garden centres and supermarkets throughout Ireland.

In July 2008 Johnny Mackinnon, Sales Manager at McGrane's made contact with Passfield to discuss the idea of using a single multifunctional system which would carry out all sales processes. McGrane were using a combination of an Accounts package, Label software and spreadsheets. Each package had its limitations and led to repetitive data inputting.

McGrane sells in Euros and British Pounds so the ability to create transactions in different currencies is essential.

Johnny Mackinnon takes up the story: "With good sales growth throughout Ireland and ever increasing demands from our customers, we needed software which could cut our office time, increase the efficiency of picking orders and have the ability to deal with the last minute needs of our customers. We were confident Passfield could satisfy these needs so we installed Passfield in late autumn.

"I took over the responsibility for its implementation at Christmas and with the spring season rapidly approaching we needed to quickly arrange different document templates, set up labelling and carry out in-house training. Instant support at Passfield has helped us achieve this and it is good to talk to a software company that understands Nursery operations and quickly grasps our individual needs."

Demos now available online

Passfield believe the best way to evaluate their comprehensive system is to hold a face to face meeting; however this may not be possible so now interested Nursery Managers can arrange an online demo at a convenient time. Simply visit www.passfield.co.uk for details and fill in the Demo request online form or call

sales on 01404 514400.



PASSFIELD

DATA SYSTEMS

Passfield Data Systems Ltd.

Don Hatch Nursery, Combe Raleigh,
Honiton, EX14 4TQ United Kingdom

www.passfield.co.uk

Approved member of the HTA.

