

## Customer Case Study

# Dwyer Instruments

Website: [www.dwyer-inst.co.uk](http://www.dwyer-inst.co.uk)

## Company Overview

Founded in 1931 Dwyer Instruments Limited has gained an international reputation for reliable, quality and readily available low cost products. A leading manufacturer in the controls and instrumentation industry this growing global business serves major market sectors including HVAC, chemical, food, oil and gas and pollution control, with customers right across the globe, from Europe to Africa and Australia. The UK operation began in 1990, improving availability in the UK through conveniently held stock and weekly airfreight shipments, backed up by factory-trained technical staff with experience and understanding of the needs of the market.

## The Challenge

Historically Dwyer Instruments used pre-printed, multi-part, carbon stationery linked to several dot matrix printers. Pre-printed stationery is expensive, has a limited shelf life and Dwyer staff spent time inputting data and getting documents printed properly; often reprinting orders and manually separating and sending documents out to customers and the sales team by post.

The need for rekeying of data, and the inaccuracy this caused when despatching orders, meant that an estimated four parcels were shipped incorrectly every month, either being delivered to the wrong address or simply lost in transit. Putting this right involved many man-hours and was very expensive, as replacement equipment had to be re-sent at the company's expense.

## The Solution

Business software solution partner, Aztech MicroCentres, introduced a 5-user Spindle Professional system linked to Sage 200, along with two colour laser printers and a scanner. By setting up Spindle Professional templates, multi-part sets were no longer required. Using Spindle Professional, three part documents were generated automatically and sorted by postcode and sales territory, then emailed not posted to relevant sales people. The reduction in printing meant that the number of printers could be decreased.

The latest initiative, along with a server upgrade and new CRM system, involves bar codes being added to order delivery notes, which can be scanned quickly by UPS software, pulling in the correct address and order details from Sage. There's no need to re-enter address data or order details.



*"I don't know what we'd do without Spindle Professional now. It's a necessary bolt-on for Sage. We've a very long standing relationship with Aztech MicroCentres who set it all up for us so we can add messages about new catalogues to paperwork going out and update all our customers from the storeman to the accounts department. We deal with a lot of other organisations from hospitals to manufacturers and we can tell when they haven't got Spindle because it's just not professional."*

Demian Lindsay, Office Manager,  
Dwyer Instruments,

## The Results

- > Thousands of pounds saved and hundreds of hours saved in orders lost in transit
- > Hundreds of hours eliminated from working with pre-printed stationery sets
- > Improved accuracy – no re-keying of data, so no despatch errors

## What Dwyer Instruments Has to Say

Demian Lindsay, Office Manager at Dwyer Instruments says:

*"I don't know what we'd do without Spindle Professional now. It's a necessary bolt-on for Sage. We've a very long standing relationship with Aztech MicroCentres who set it all up for us so we can add messages about new catalogues to paperwork going out and update all our customers from the storeman to the accounts department. We deal with a lot of other organisations from hospitals to manufacturers and we can tell when they haven't got Spindle because it's just not professional."*

## Key Benefits

**Dramatically reduces costs - document delivery by email and fax**

**Creates a more professional image with your company logo and branding on outgoing documents**

**Saves money and waste - you can use plain paper in place of pre-printed stationery**

**Flexible - allows you to automatically add terms and conditions or seasonal or promotional messages**

**'Intelligent' - pre-programmed to fax, email, print or store your documents automatically for instant retrieval whenever you need them**

Spindle Professional works with major accounting systems including Sage 50, Sage Line 100, Sage 200, Microsoft Dynamics NAV (Navision), Microsoft Dynamics GP (Great Plains), Pegasus Opera II, Access Accounts, SAP Business One and more. Also works with almost any application that will print, such as Microsoft Word, Excel, Access, ACT! and Crystal Reports.

## Product Range

Spindle Professional is one of a range of products available from Draycir, specialists in document distribution and credit management solutions.



**Spindle**  
PROFESSIONAL



**Credit**  
HOUND



**Credit**  
GUARDIAN

## Dwyer Instruments Facts

**Activity:** A leading manufacturer in the controls and instrumentation industry

**Web:** [www.dwyer-inst.co.uk](http://www.dwyer-inst.co.uk)

**Based:** Thames Valley

**Partner details:** Aztech MicroCentres, [www.aztechmicros.com](http://www.aztechmicros.com)

[www.draycir.com](http://www.draycir.com)

Draycir Ltd. 3 De Montfort Mews,  
Leicester LE1 7FW, United Kingdom  
T:0845 123 2941 F:0870 011 8910  
E: [sales@draycir.com](mailto:sales@draycir.com)

Copyright © 2002 - 2011 Draycir Ltd. All rights reserved.  
Draycir, the Draycir logo, Spindle Professional and the Spindle Professional logo are either trademarks or registered trademarks of Draycir Ltd. All other trademarks acknowledged.