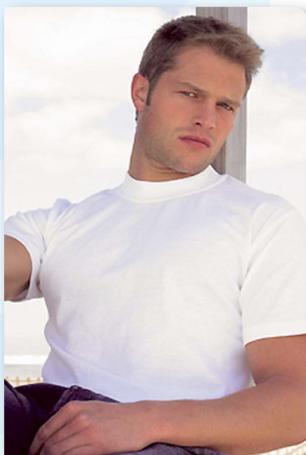




“The easy way Pebblestone Fashion can be adjusted to our specific needs is a major advantage”



Building Promotional Brands



HMZ is distributor of the brands Hanes, Gildan, Outerbanks, Stedman, Bella and Josh’ Bag. The company also has its own brand Lemon & Soda, which is produced in Portugal, Turkey and the Far East. In the factory in Turkey, materials are kept on stock, both dyed and not dyed, thus enabling delivery on very short notice.



“We helped each other”, Arie van Mourik, the M of HMZ, states with conviction. “There must be a good relationship between the software supplier and its customers, a partnership. And that is certainly the fact in our case.”

Changing over to Microsoft Dynamics

“We only worked with CS Fashion for a relatively short time, because of Pebblestone’s decision to concentrate on the Microsoft Dynamics™ NAV environment completely in 1996. We decided to change over, because we see a good and up-to-date automation as a critical factor in our business. Of course we were a little reluctant to the renewed efforts we had to face, but we were convinced that we could not allow ourselves not to keep up with new developments.

We were one of the first companies to use Pebblestone Fashion®. This meant we were in the middle of the development of the solution. This is a clear example of a situation where Pebblestone has also learned from us. If you want the latest, state of the art solution, you have to accept that. Otherwise it is better to follow a little later. The result was that we only had the full functionality available after some time.”

Our own software solution

Until 1995 HMZ used software that was made available by Hanes Europe. When Hanes Europe was ordered by the top management in the US to stop its software development, HMZ had to look for an alternative. This was found in “CS Fashion” of Computer Support. The implementation of the project was handed over to CS Nederland, the predecessor of the present Pebblestone. Arie van Mourik looks back on the implementation of CS Fashion on the AS400 in 1995 with great enthusiasm. “A splendid time! For us it was the first time that we bought our own software solution. As a result it was also the first time that we had to indicate clearly what we wanted and where. To our view, the solution did not cover our needs completely. Both HMZ and CS Nederland had the intention of making it a good project. Of course we have run into some obstacles here and there, but these hurdles were taken in good co-operation.”

Using possibilities to their full extent

“Meanwhile this has been extended with various functionalities, developed especially for us (e.g. pricelists, freight costs and credit limit checks). The easy way in which Pebblestone Fashion can be adjust-



ed to the specific needs of a company is a major advantage. Of course we also use the many standard features. A good example of these is the stock planning, which we mainly use for our Hanes and Gildan collections. Availability of these products is the most important issue in our market. When a silk screen company, embroiderer or promotional company sends us a request, it is very simple: if the required articles are available we get the order, if not, they ask our competitor. Using the possibilities that Pebblestone Fashion offers for stock planning to their full extent, we prove to be able to prevent the second situation as much as possible, without having to keep enormous stocks.”



Constant improvements

Improving the possibilities to make allocations was a prominent requirement of HMZ. Since April 1st 2005 their wish has been fulfilled. By upgrading to Pebblestone Fashion 8.00, it now has advanced allocation functionalities available as a standard option.

Approximately at the same time a web shop for direct order entry by customers, was developed and installed. These constant improvements enable HMZ to increase its customer service level accordingly.



FACTS & FIGURES

Company

HMZ Fashion Group
Zoeterwoude-Rijndijk, The Netherlands
www.hmz.nl

Brands

Lemon&Soda, Hanes, Gildan, Stedman, Outerbanks, Bella

Industry

Promotional wear

Activities

Wholesale

Concurrent Users

25

Solution

Microsoft Dynamics NAV/Pebblestone Fashion:
Bank, Financial, Fixed Assets, Inventory, Multiple Currency, Purchases&Payables, Resources, Sales&Receivables, Telebanking.

Most significant improvement:

Optimal stock planning

Implementation Partner

Pebblestone - The Netherlands

“If the required articles are available we get the order, if not they ask our competitor”

Pebblestone Fashion International

P.O. Box 4276
3006 AG Rotterdam
The Netherlands
Tel: +31 (0)10 266 76 00
Fax: +31 (0)10 266 76 01
E-mail: info@pebblestonefashion.com
Website: www.pebblestonefashion.com

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Pebblestone Fashion reseller
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