

CASE STUDY

## SAGE LINE 500

► NIPPON GOHSEI  
(UK) LTD

Sage Business Partner



# REVITALISED SAGE SYSTEM **POWERS GROWTH** FOR NIPPON GOHSEI (UK) LTD



## CLIENT PROFILE

The history of Nippon Gohsei (UK) Ltd stretches back over eighty years to 1926. Today, it has 1600 employees worldwide and a turnover of £450 million. Nippon Gohsei (UK) Ltd offers innovative barrier packaging technology, comprising ethylene-vinyl alcohol copolymer (EVOH). Marketed under the trade name Soarnol®, this has a multitude of applications, from food packaging to fuel tanks, contact lenses to medical products.

The UK operation was established more recently, in 2001, when the company built the largest single line process EVOH production plant in the world at its new Hull based manufacturing site.





## THE CHALLENGE

As Nippon Gohsei (UK) Ltd evolved to gain ISO 9001 and ISO 14001 accreditation, it undertook a review of its key business applications and general IT systems. Chris Morfitt, Business System Development Manager, recalls, "It became obvious that we were using a by then obsolete version of Sage Line 500 and we were under some pressure to move to SAP, which our German sister company was using. However we were reluctant to migrate to SAP as the option to install, develop and retrain was not costeffective."



“Pinnacle took the time to understand our requirements. They demonstrated a clear understanding of our business and proposed appropriate, practical solutions, such as identifying how Sage Line 500 could be better utilised in key operational areas.”

**CHRIS MORFITT, BUSINESS SYSTEM  
DEVELOPMENT MANAGER**

NIPPON GOHSEI (UK) LTD.





## OFF TO A GOOD START

The company set up a meeting with the Hull-based team of Pinnacle. Chris says, “Pinnacle took the time to understand our requirements. They demonstrated a clear understanding of our business and proposed appropriate, practical solutions, such as identifying how Sage Line 500 could be better utilised in key operational areas.”

## AN ATTENTIVE CUSTOMER SERVICES ETHOS

The Pinnacle team has gone on to help Nippon Gohsei (UK) Ltd to improve its business processes and increase efficiency. Chris gives an example, “Pinnacle has helped us to go virtually paperless. Now all European staff can access and share information across a browser, with a full audit trail on all documents, in a way previously inconceivable.” The Nippon Gohsei (UK) Ltd experience has been so successful that its European Sales office in Düsseldorf is now using Sage to deliver key business processes. He stresses, “Pinnacle’s impact has been absolutely fantastic. They understand our needs, technically and in terms of our business, and we receive flexible, responsive support. They’re proactive, too, about updating us with product information, which all adds value.”

Excellent day-to-day service is backed by professional account management to measure and build the long-term relationship.

## A PARTNERSHIP FOCUSED ON INNOVATION

With its high levels of manufacturing and distribution consultancy skills and its innovative approach, Pinnacle is positioned to provide comprehensive, forward-looking support to Nippon Gohsei (UK) Ltd.

Looking ahead, Chris says, “A professional solution that drives our business from manufacturing to packaging to QA to shipping is vital for our continued success. With our improved understanding of our revitalised Sage system and the continued support of Pinnacle, we’re now considering bringing other key business requirements, such as product planning, into Sage Line 500.”



## SOLUTION OVERVIEW:

- Enterprise resource planning which covers every aspect of the business.
- Customer relationship management which offers strong support to sales and marketing teams.
- An IT platform which has evolved to meet changing business needs and company expansion.
- Professional, dedicated support from a Sage Business Partner with coverage to match the business.





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