

Another satisfied Exchequer client is Newbridge Silverware

Another satisfied Exchequer client is Newbridge Silverware, one of Ireland's most progressive and successful companies of recent years. *"Innovation and change are the cornerstones of our company philosophy,"* said William Doyle, Managing Director.

"As a team, we firmly believe in remaining at the cutting edge of trends and design, it's what is expected of our brand, by our retailers & consumers. We pride ourselves on our close relationship with our retailer network and so have a continuous need to communicate with them. They are a key source of information for us and give us an in-depth insight into the marketplace and into consumer demand. Hence it is critical for us that our internal technology supports all external activity and facilitates the speedy, effective and timely flow of communication between headquarters and our retail network."

Newbridge Silverware is growing at a rapid rate. "We have over 450 retailers in Ireland and currently have over 100 in Britain. Each and every customer expects the highest standard of service from us. From an innovative product range to speedy supply, the customer knows to expect only the best from us. **Each and every element of our operation is now integrated into the Exchequer Enterprise program**, which enables us to respond rapidly to consumer demand, to market changes and to trade requests. The **handheld terminals used by our representatives provide invaluable insight into our retail network and allows us to remain one step ahead of competitors.** We have extensive growth plans for the company, from new market penetration to complete new ranges of products. **Exchequer facilitates this growth** and provides us with an integrated solution."

