

# Gemline®



# RADLEY CORPORATION

## PROFILE

This year (2008) marks Gem Group's 50th year of providing personalized bags and business accessories to customers around the globe. The Gem Group, DBA Gemline, is ranked 16th largest industry supplier by the Advertising Specialty Institute.

Gemline has headquarters and manufacturing facilities in Lawrence, MA, and an office in Asia. Within the past few years, both manufacturing facilities and services in Asia have been expanded. There is no doubt that Gemline's global reputation built on product innovation, reliable service and unparalleled quality have largely

contributed to their continued and rising success.

This paper will focus on Gemline's implementation of Radley WorkForce Productivity solution for IFS Applications at their Lawrence, Massachusetts manufacturing location.

Gemline deployed a combination of Intermec portable wireless data collection terminals, and PC workstations with Intermec scanners. Each device uses Radley's IFS/DC application to automate receipts, inventory movements, shop order updates and shipments.

THE  
**GEMGROUP**  
I N C O R P O R A T E D

Supplier of bags and premium business accessories.

"Working with Radley was like having an expert development organization that really knows our processes, like having a true implementation partner. They offered recommendations for process improvements that we never would have thought of on our own."

David Latham,  
Gemline Manufacturing  
Business Systems Analyst

## CHALLENGE

For the past several years, global economic stressors including changes in duty and exchange rates, increased labor costs and increases in materials prices have all had a profound impact on the promotional



Warehouse, manufacturing, and order fulfillment.

products industry. In this environment, Gemline was relying on highly customized enterprise resource planning (ERP) and customer relationship management (CRM) systems with a scope of functionality to encompass financial, customer service, and operations.

Warehouse, manufacturing, and order fulfillment areas were being addressed with disconnected manual systems using spreadsheets and small homemade databases for scheduling, inventory, bills of material, routing and controls. With a global supplier base, vendor lead

times are often considerably longer than customer requirements. Gemline realized intuitively that manual processes did not provide them with adequate speed and accuracy and could jeopardize their ability to continue to successfully compete in the fiercely evolving global marketplace. Continuing to use a paper-based system to manage their purchasing, inventory, and order fulfillment processes was inefficient and would not allow them the speed and agility necessary to maintain growth.

## SOLUTION

Gemline chose IFS Applications and Radley WorkForce Productivity Solution Suite for IFS Users to meet their demanding enterprise requirements. The result was immediate process improvement.

Gemline has:

- Eliminated a labor- and paper-intensive disconnected system.
- Automated many data capture functions in both manufacturing and logistics - now doing in one single scan what was before a multi-step labor intensive, error prone process.
- Gained the ability to avoid IFS FIFO constraints and issue more readily accessible on-site raw material to released production orders.
- A stable, flexible, expandable and easy-to-learn, easy to use system that enables Gemline to move into the future with confidence.

## BENEFITS

Radley's direct link to IFS through standard IFS Biz APIs allows material picked in the warehouse to be immediately connected to a shop order.

Radley has also enabled IFS shipment data to be passed to Gemline's Kewill Flagship multi-carrier shipping solution to automatically update information on the Customer Order.



Photograph courtesy of Intermec Technologies

For more in-depth technical information please visit us online  
[www.radley.com](http://www.radley.com) [www.IFSWorld.com](http://www.IFSWorld.com) [www.gemline.com](http://www.gemline.com)  
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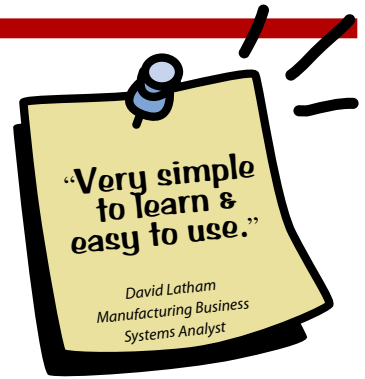
## WHEN SELECTING A PARTNER...

Radley provided the additional flexibility to IFS that addressed Gemline's FIFO constraints and streamlined shipping processes while addressing their unique finished goods requirements all without extensive modifications to IFS.

"The implementation and transition to the new system went as expected and works as expected. The stability of the system is rock solid," said Peter

Richards, Gemline Planning & Scheduling Manager and the IFS/Radley Implementation project leader. "We now have the ability to do a lot of new things. If new challenges arise, we're sure that Radley will be able to provide a solution," he added.

No data silos, no batch updates, just immediate access to the same consistent data provides visibility to

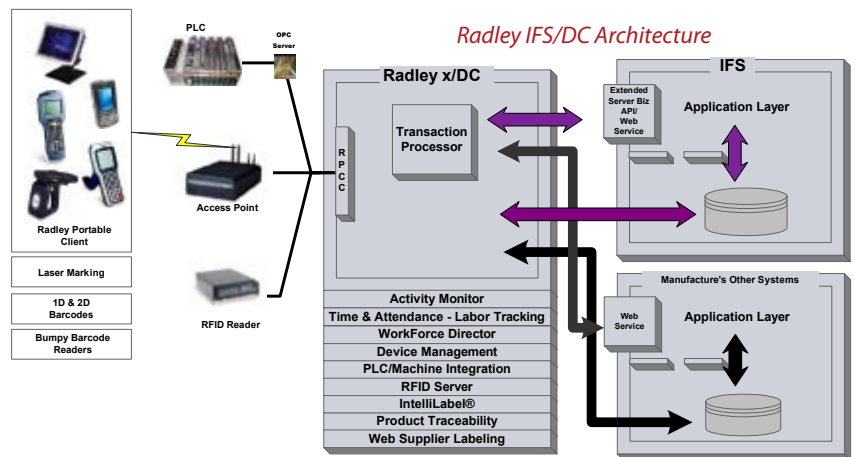


accurate real-time key performance indicators. Radley's close partnership with IFS facilitates smooth upgrades, keeping Gemline current as new versions of each technology are released.

## MOVING FORWARD

The workload in the warehouse is easily balanced and floor space is used much more efficiently. Confident with the reduced production lead times and the ability to quickly respond to last minute orders, the next steps for Gemline will be to compare actual production times with best practice standards.... to further optimize operational capacity.

In addition, Gemline can now implement barcode labeling for incoming materials to significantly enhance order tracking and warehouse processing technology.



Peter Richards summed it all up by saying "Based on what we have learned so far, we are open to the possibilities."

Gemline now has solid foundational systems to proactively meet future challenges.

## ABOUT RADLEY CORPORATION

Established in 1974, Radley Corporation - an IFS Global Product Alliance Partner - incorporated a best-of-breed approach to provide a complete WorkForce Productivity Solution Suite for IFS Users. Radley's Data Collection Division, located in Grand Rapids, Michigan with additional offices in Phoenix, AZ, and Madison, WI, provides packaged data-collection-based solutions for IFS that utilize identical and proven architecture throughout, and seamlessly integrate enterprise bar code labeling functionality. Radley's Supply Chain Productivity (EDI) Solutions are based at its headquarters in Southfield, Michigan.



Photograph courtesy of Intermec Technologies

Intermec CK3

"We are now able to do things we couldn't even imagine with our old systems," stated David Latham, Gemline's Manufacturing Business Systems Analyst, "and building upon what we now have, a whole new world of possibilities is opening up for the future here at the Gem Group."



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