

Gemini Industries: Finishing First With Sage PFW

Gemini Industries strives to be the best wood finish manufacturer in the nation. An employee-owned company since 1964, Gemini takes great pride in the excellent quality of its stains, sealers, topcoats, preservatives, pigmented products, and wax sticks to repair blemishes on furniture.

A dedicated custom-fill aerosol plant, environmentally friendly products, private branding capabilities, and market-ready packages help set Gemini apart from other coating companies. Its manufacturing facilities reach across the country, and are noted for being clean, safe, and inviting. Gemini Industries won the coveted Oklahoma Quality Award for both 2001 and 2002.

Antiquated Systems

Despite its modernized manufacturing capabilities, Gemini Industries was struggling with four clumsy standalone information systems—one each for lab formulations, manufacturing, retail operations, and accounting. That meant entering and calculating numbers by hand whenever someone needed a report. To make matters worse, Gemini was in an acquisition mode, so even more standalone systems were possible as new companies joined the fold.

David Warren, newly hired IT director, became a man with a mission—to find a single business system that could do it all. He sought a fully integrated solution that could receive data from all arms of the company, and process information into easily understandable reports. His CEO was even more blunt, tasking him with finding an information system that was “a competitive weapon, rather than a burden.”

Customer

Gemini Industries, Inc.

Industry

Manufacturing—Industrial product finishes and coatings

Location

El Reno, Oklahoma

Number of Locations

Five

Number of Employees

125

System

Sage PFW

Modules in Operation

Accounts Payable
Accounts Receivable
Bank Book
Costing
Customization Workbench
Formulas
Inventory Pro
Laboratory
Material Requirements
Planning (MRP)
MSDS
Order Entry Pro
Premier Ledger
Production
Purchasing Pro

Challenge

Integrate and automate information systems for laboratory, manufacturing, inventory, retail, and accounting functions, and leverage intelligence gained for maximum profitability.

Solution

Sage PFW ERP to manage companywide data from laboratory formulations and manufacturing data to retail and business functions.

Results

Systemwide integration and streamlined automation; enhanced operational efficiency from lab through sales order; seamless, real-time data flow; strategic management from finer details to big-picture profitability.

Performance That Shines

Gemini found its answer when the team discovered the Sage PFW ERP system along with its process manufacturing capabilities. On January 1, 2001, the company went live with an end-to-end system that manages companywide data from laboratory formulations and manufacturing data to retail and business functions. "Sage PFW gives us a total software solution," Warren says. "Each division of the company has total communication with other divisions in a real-time manner. This has resulted in better inventory turns, better business decisions, better responsiveness, and proactive rather than reactive positioning in the marketplace."

Sage PFW receives data from production, laboratory, and retail groups and integrates it with costing, labor, and variance information for accounting purposes. This means that Gemini can produce specialized reports like sales reports, product sales and part sales by analyses, territory sales overview, as well as hundreds of standard financial reports for management.

"The ease of access to data has improved by leaps and bounds," Warren notes. "We can look at data upside down, from left and right, and be confident that we have accurate, timely numbers. Reports that previously took five days can now be created in a minute or two."

Before, profitability was almost impossible to calculate. Now profit margins can be determined before an order goes out the door. "From day one of launching this system, we've known exactly what our costs and margins are," Warren says. "This has helped make us more robust and stable."

Speaking of stability, Warren says that Sage PFW was partly responsible for his company's surviving during difficult economic times. "We're dealing with inventory levels in the \$4 million to \$6 million range," he says, "and last year could have been disastrous for us. But the system allowed us to react swiftly with

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—David Warren
IT Director
Gemini Industries, Inc.

changes in the flow of finished goods and sales, move orders more efficiently, and price our products strategically. So we're still in business today."

Warren also believes that customer service improvements from the new system, including Liaison CRM customer relationship management software, may have been a contributing factor in the company's winning statewide quality awards for two years. That's because "orders turn faster, and customers can now receive MSDSs, get order confirmation, and give feedback electronically—things that were never possible before." Gemini Industries is now implementing a bar-code interface, and expects full bar-code functionality by the end of the year.

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