

Case Study | Toy Manufacturer



How Kounteq saved SequinArt 6 months with efficiency gains

Project Overview



Worldwide



B2C, D2C



Software Recommendation
Implementation
Integration
Training
Bookkeeping



3 Months



Who are SequinArt?

Sequin Art is a kit toy manufacturer from the UK.

After being acquired in 1987, Sequin Art flourished into an accomplished business that exports craft products worldwide to over 20 countries.

Since then, Sequin Art has produced approximately **1 million kits** every year in their factory in Norfolk, England.





SequinArts Problem

- The fear of the unknown:
The older generation of staff could be reluctant to leave their comfort zone and enter a new playing field, given that they have been using outdated software for fifteen years.
They were collectively anxious about whether they would be able to handle new software.
- *When choosing software, it's so easy to pick the wrong one. That's why I told my team we need to find a company that has experience with numerous software in order to avoid us making that mistake - that's when Kounteq came into the picture.*

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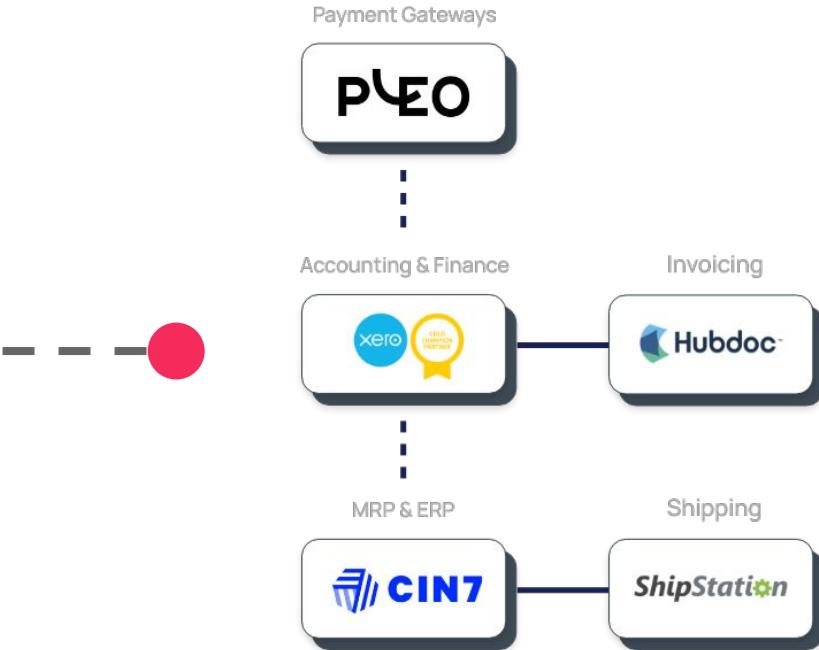
In this large tech environment where everyone is trying to expand and get more clients on board, Kounteq have a very neutral position, which I appreciated.

”

Jonathan Marcus, Managing Director at Sequinart



How Kounteq helped



Manzer (Kounteq COO) carried out a detailed checkbox comparison of every function they required, contrasting **Cin7, Katana, and MRPeasy**.

This helped Sequin Art select the right app stack for their business, **without worrying about bias**.

Kounteq then created a detailed plan for implementing and integrating this software.

To reduce hassle, Kounteq provided 3-months of bookkeeping as the team got used to the new systems.



The Result

More efficient and lean processes;
Sequin Art's consumers can monitor their items regardless of who is shipping them and having everything in one place.

- No stress about technical complexities
- Access/ report data from anywhere
- Real-time visibility of accounts
- Automated processes (saving 30% on admin time)
- Enhanced consumer experience
- Reduced operational costs
- Confidence in decision making

“

With the services that Kounteq provided we've already saved ourselves 6 months to a year by having someone on board who knows what we need.

Jonathan Marcus, Managing Director at Sequinart

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Why SequinArt Chose Kounteq

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Manzer came onboard and said you guys don't want to be using that MRP system, you sell B2B, you sell B2C. He broke it down and done this amazing checkbox comparison looking at the functionality we require, then compared CIN7, Katana, MRPeasy, He looked at our business, he went through our businesses processes and it was quite clear who we needed to chose.

”

Jonathan Marcus, Managing Director at Sequinart



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