How Sylmasta raised revenue with Katana

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About Sylmasta

Sylmasta is a UK-based manufacturer of adhesive repair products, primarily for pipe repairs, fixing leaks or damage to pipes. They also produce some general maintenance adhesives, which repair metalwork, damaged machinery, etc.

Selling products both B2B and D2C, they have customers all over the world who they reach via both their website and product distribution. With in-house manufacturing built on lean manufacturing principles, they were a well-run operation that was running into challenges that any growing business does.

SYLMASTA

COMPANY
Sylmasta

WEBSITE
sylmasta.com

LOCATION
United Kingdom

INDUSTRY
Industrial repair products

> "We are now a better run company with more straightforward processes. This might sound like a cliché, but it's made our lives much easier. I would say revenue has gone up because we're able to have much, much bigger orders without having to take on more management."

Simon Bedding,
Managing Director at Sylmasta

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- Sylmasta used Katana's free trial to become acquainted, before moving their business over entirely

- Using native integrations with QuickBooks Online and WooCommerce, their business data is all in sync

- And revenue has gone up thanks to the ability to complete orders quicker and take on bigger orders with less trouble
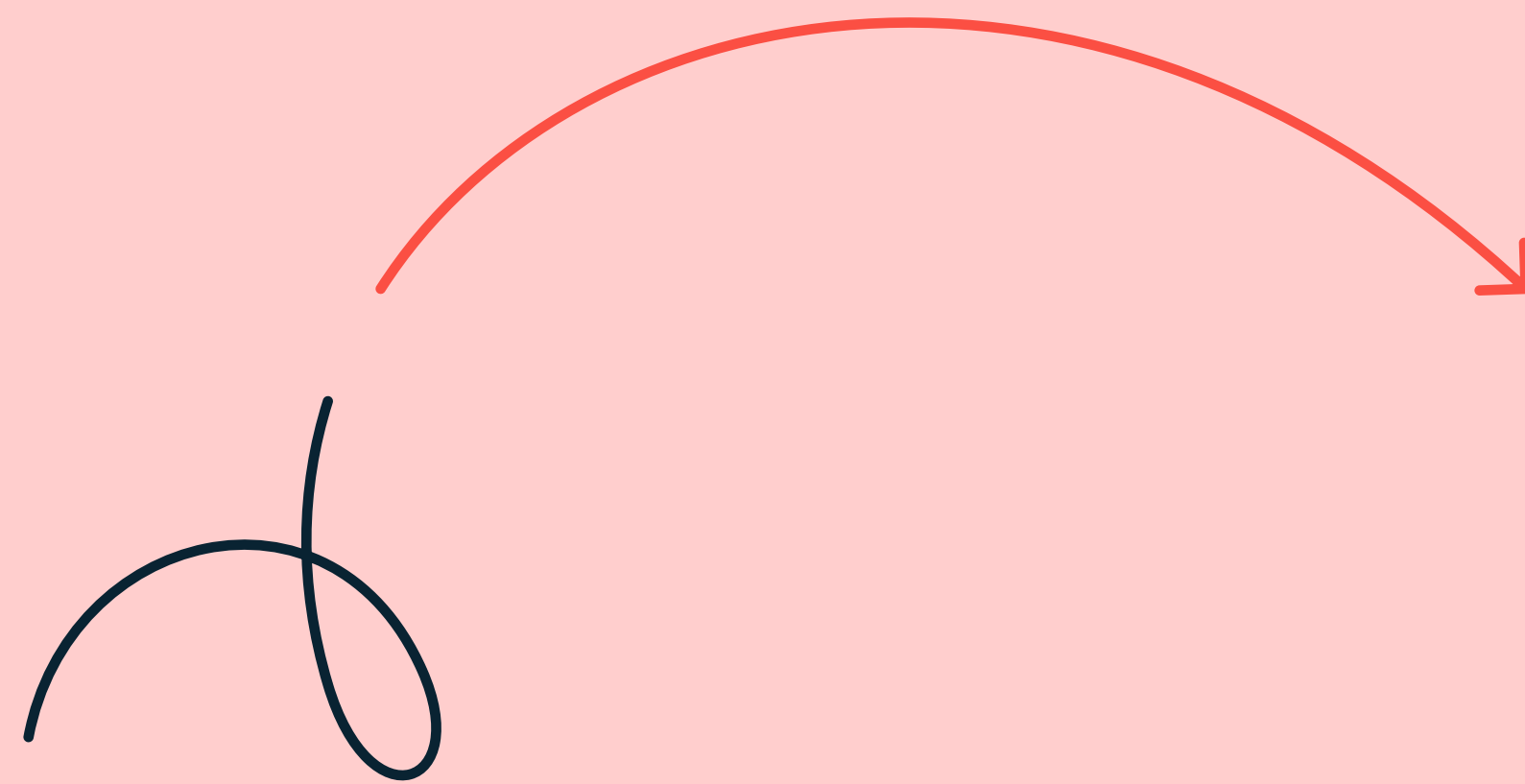

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The challenge they faced

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Sylmasta mainly makes their products to order, meaning they don't hold stock in-house and don't currently require that kind of facility. However, before coming to Katana, they used a mix of Microsoft Access and QuickBooks Desktop, which didn't work well for them.

> " Originally we used a manufacturing system which I wrote myself in Microsoft Access, and it was very customized to our needs. It worked pretty well, but it didn't talk to other software. We used QuickBooks Desktop at the time, and you could never get them talking properly. So it was quite clunky or you didn't get good visibility for stock management.

The solution they found

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In the process of testing out different options, Sylmasta found Katana and signed up for a free trial. Once up and running, they started to look at integrating QuickBooks Online, along with their WooCommerce store to cover both accounting and sales.
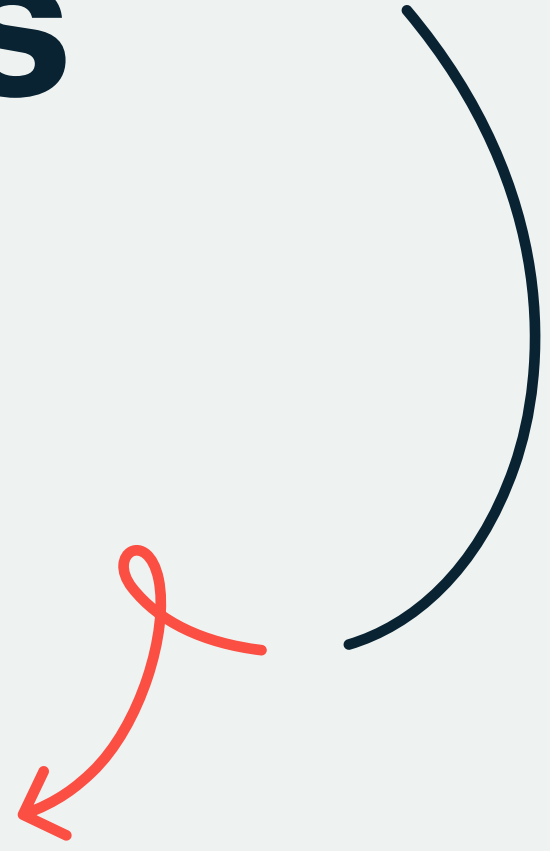
❝ I've always wanted a system where everything just talks to each other, and there's no need for any manual entry. And there wasn't really anything available, but you've got it down. It's really nice. We can use webhooks and integrate with other online solutions. We have a WooCommerce website too, they feed directly into Katana and QuickBooks Online.

How Katana brought clarity to their production process

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In the process of testing out different options, Simon found Katana and signed up for a 14-day free trial. It was a big advantage that he was immediately able to upload his company data and start testing the system, and he was equally happy to see that pricing information was clearly stated on our website, so he could evaluate whether Katana would be value for money.

Another appeal was the option of monthly pricing, so after the trial period, Katana could be used for a further few months and if things didn't work out there was no year-long contract.

" I like Katana because most of the unnecessary stuff is stripped out. It's very, very simple. You've got a traffic light system for stock control which is really nice. It's cloud-based, which is helpful. And it integrates with QuickBooks Online. So it's all really seamless."

Using integrations to your advantage
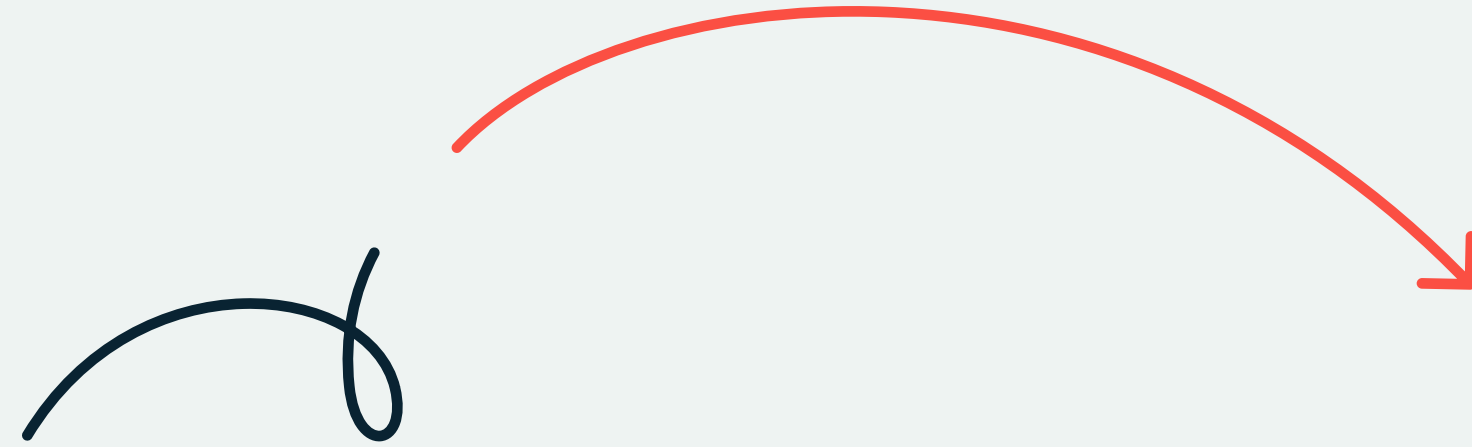
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Now Simon had Sylmasta up and running with Katana, he started to look at integrating QuickBooks Online, along with a WooCommerce store. This covers both accounting and sales, and as both have native integrations to Katana, there's no data loss and everything syncs automatically.

WooCommerce and QuickBooks Online aren't Katana's only available integrations either – with a wide range of e-commerce and accounting solutions available to help businesses sell their products and manage their incoming and outgoing finances.

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Shaping up the shop floor

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With the software side of the business in good health, the effects were felt on Sylmasta's shop floor, where staff no longer needed to check orders, stock, or daily tasks manually. With Katana's Shop Floor App, they can see updates on a personal tablet, cutting down on unnecessary admin.

Sylmasta now also uses batch tracking in their warehouse for raw materials, to track numerous products, and the materials that went into them. This helps tackle any issues if they arise, as they can investigate when an individual product was made, which batch it was part of, and which materials went into making it.

" With batch tracking, it's great. We mainly use it for raw materials, because (as mentioned) we make finished products on the day of the order and the batch code incorporates the date. If we ever got a customer complaining about a product and they tell us the batch code we can easily see from the day they placed the order, what the product was, and we're then able to use individual batch codes, to see the raw materials which went into and check if there are any problems. It works very nicely, really smooth."

# Reaching global customers with Shiptheory

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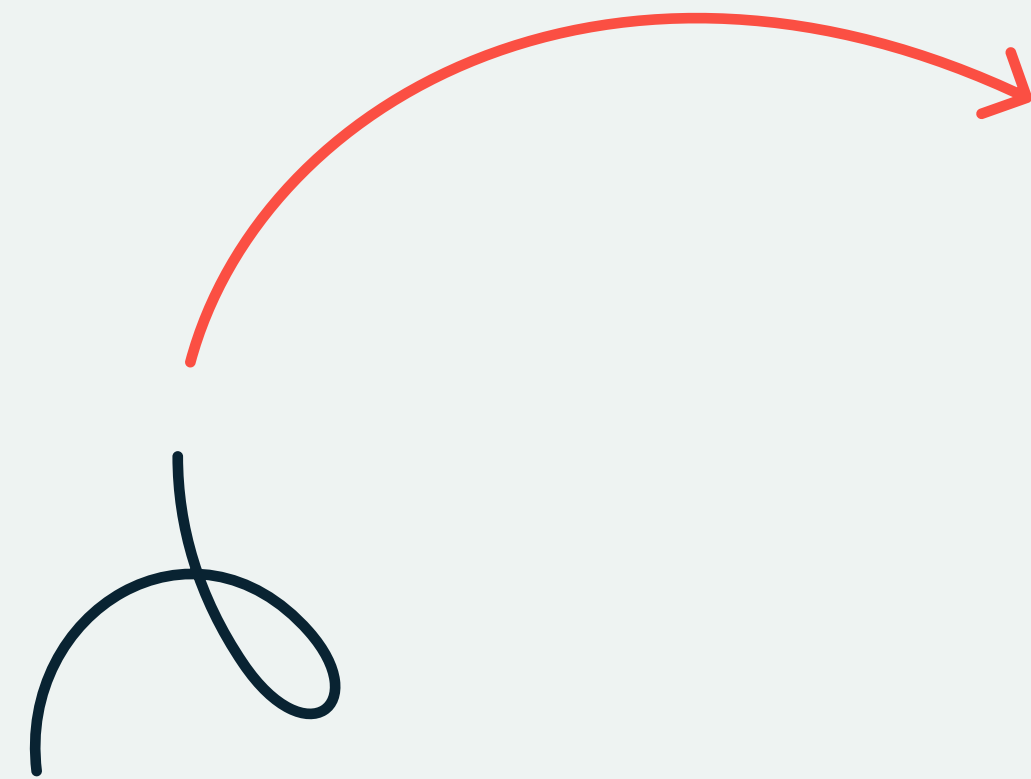
Once orders are prepared for sending, they need to be collected and delivered by someone, and this is where another integration has a major impact – Shiptheory. And for Sylmasta, Shiptheory are a particularly special partner.

When you're responsible for integration between two companies, you're likely to then be one of its first users. And hopefully among the happiest. Simon explained to us how Shiptheory works for them.

> " I came across Shiptheory and it was easy and quite simple, we tested it and it worked really nicely, and the fact that they integrate with so many different products just adds to the appeal. As I've used it more, I've got used to using the 'rules' settings. You can set rules for which shipping company you use at which time of day – you might want to use your cheapest shipper up until two o'clock in the afternoon because they collect early. But then if you want to do late orders, you can switch to a more expensive company which does this. It's just really neat that they have the features for this."

The biggest benefit of Katana
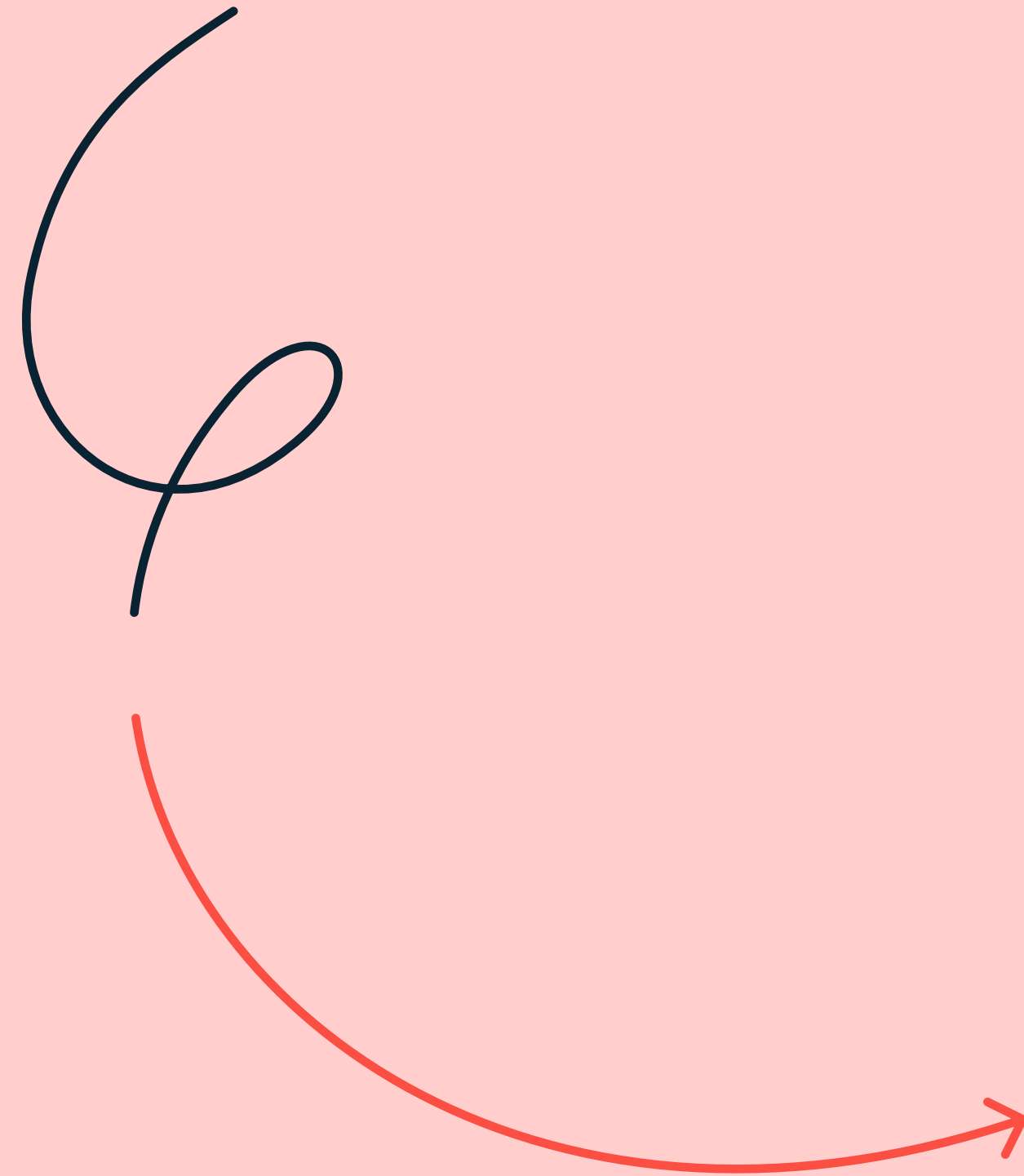
> " We are now a better run company with more straightforward processes. This might sound like a cliché, but it's made our lives much easier. It took us about one month to switch systems. So we decided to run it for one month in parallel with our previous solution just to see how it worked. Then we switched over and with not very much training, it's made everything easier – things go out quicker, orders don't get mixed up, and we can see how long and how much production time things take. It's just made our lives much, much simpler. As a result, I would say revenue has gone up because we're able to have much, much bigger orders without having to take on more management."

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*No credit card required

Manufacturing order completed

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Inventory

	In stock	Commited	Expected	Excess
Button - On/Off	832 pcs	100 pcs	0 pcs	280 pcs

Live updates

quickbooks.

shopify

Capterra

GetApp