


Z-TAG LABELS GOLD STANDARD

Z-Tag's superior print quality and durability is the result of five years' continuing research and development to produce a specially formulated clear top coat. *More on Page 2*

Goldmark/Datafile Integration Reaches New Levels

Do you know that as well as using Goldmark software to run your day to day business, integrating Goldmark software with Datafile Accountancy software provides the ultimate solution for your entire management reports and controls? More and more companies are using this path to produce the in-depth management reports, sales invoices and payroll facilities they required.

Since 1992 we have supported the Datafile Stock, Accounting and Management Information software system; it is used by more than 7,500 organisations ranging from single traders to multi-nationals, including such well known names as Martin Dawes, Tie Rack Plc, Virgin/EMI Records amongst others, and our own client base extends far beyond the jewellery trade.

Whether you trade retail, wholesale or both, have



fixed prices or sell by weight, Datafile can be adapted to your specific parameters and its functionality and flexibility allow it to be moulded to your own way of working and customised to suit you.

With 16 core modules covering every aspect of accounting and management information from stock control and purchasing through to manufacturing, distribution and payroll, plus specialist facilities, integrating Goldmark with Datafile provides all the specialist stock, management and information reports you will ever need.

Forget the headache of running the payroll: all the hard work is done for you. When changes in legislation occur Datafile issues an update to

automatically make all the amendments for you.

Year-end reports are available at the push of a button: submitting accounts already prepared and completed in a straightforward format probably means lower audit fees and reduces dependency on your accountants.

As well as being comprehensive Datafile is also very affordable: working packages start from as little as £1000 and allow for extra modules to be added as and when required. If you want bespoke-type software without a bespoke-type price tag - the Goldmark/Datafile partnership could be the answer. Call us to find out if Datafile could help your business.

Claybrooks

The London based Claybrooks Group are multiple-outlet jewellers who trade under various names. They have used the Goldmark Stock and Point of Sale software for many years, during which time they have grown from strength to strength. We asked Stephen Cohen about their business and how Goldmark software helps them achieve their aims.



Tell us about Claybrooks:

We were established in 1991 and are manufacturing jewellers and diamond ring specialists. Currently we have 12 shops with plans for gradual expansion.

How has trade been in the past year: *some businesses have been having a hard time but, thank goodness, we've found it satisfactory, particularly with the sales of gold earrings and diamond rings.*

What's your advice to businesses intending to expand or just starting out: *basically, know your location well: tailor stock to appeal to your customers and use available technology to speed transactions and reporting processes.*

Why did Claybrooks choose the Goldmark system rather than other software: *because compared to other systems Goldmark was competitively priced, offering excellent support at a realistic figure.*

How important is support when choosing a supplier: *it's very important. As with all technology things sometime go wrong and the C M S helpline staff are excellent. They're very*

approachable, friendly and well informed. They're always on hand to help resolve issues and, depending on the nature of the problem, it's usually sorted fairly quickly.

Does technology assist in the running of the business: *using the reports available certainly simplifies re-ordering stock and analysing sales history especially for the branches.*

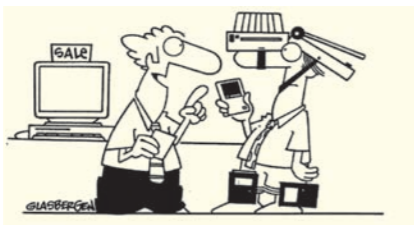
With so many branches and a very wide range of items, how complicated is stock control: *Stock control is very difficult, especially as we try to operate demographically and tailor each shop to a location; however Goldmark simplifies the process and the reports ease the complication.*

Accurate trading figures are essential, how often do you rely on the computer generated reports: *all the time, reports are crucial to our day to day running and managing our long term strategy.*

You're one of the largest independent multi-store jewellery groups in the south east, will you introduce Goldmark into new branches: *absolutely, Goldmark has proved to be a successful operational tool for our business*

Have you benefited from installing broadband: *yes, it enables us to draw sales back to H/O at any time. Also we're able to log onto the shops and help/resolve issues immediately. It's been well worth the investment.*

Capital investment is always difficult but has the Goldmark computer system justified itself? *Yes - although initial outlay was high the system paid for itself within a few years. The advantages are numerous and overall we're delighted with Goldmark.*



"Our palm-top computer is available with many options, including the nose-top printer, scanner hat, and 100MB removable storage socks!"

Special IJL Exhibition 2006

3rd - 6th September

This year the IJL is celebrating its 50th anniversary and we'll be there to celebrate with them.

Claude, Peter and Joanne are at the same stand as last year - Stand 950 - and look forward to seeing old friends again and meeting new ones, so come and join us!

Z-TAG Labels are the Gold Standard

Imitation is said to be the highest form of flattery that may be so: other labels might look the same and cost less but an imitation is still an imitation. Z-Tag labels are the original and the best (you probably know them better as Barco labels), so why are they the best and the most durable?

Z-Tags are manufactured from 100% polyester which is essential for high quality labels. Inferior materials stretch, resulting in the thermal print being forced to stretch and lose its bond with the tag material, or become brittle under lights, causing the labels to break.

The finest quality hot melt adhesives are used to ensure maximum bonding power under difficult conditions. The areas in contact with jewellery are completely free of adhesive; other manufacturers often use a type of 'glue kill' which is essentially an ink that is printed over the adhesive in areas required



to be adhesive free. These inks eventually wear off during handling, exposing the adhesive again.

Z-Tag's superior print quality and durability is the result of five years' continuing research and development to produce a specially formulated clear top coat. Most other label manufacturers use uncoated plastics that offer poor print adhesion.

The double sided silicone backing liner prevents moisture absorption which could affect the label.

Z-Tag are continuously improving their range of labels and although they have recently dropped the 'Barco 19' and 'Barco 29' they intend introducing additional 'cricket bat' shaped labels in the very near future - we'll keep you posted.

As jewellers you can tell an original gem from a fake and now you know how to tell the best polyester label from a copy.

Hold on to your Money

Trade may be improving slightly, even though some national household names have been shedding staff and closing premises, but, perversely, trade improvement itself can be problematic: getting stock and equipment back up to strength involves financial outlay and to minimise this companies are considering financing.

Obviously there are pros and cons but the advantages can outweigh the disadvantage of interest charges:

Initially the obvious advantage is not having to wait; equipment can be replaced immediately, enabling you to take advantage of special offers and avoid possible price increases.

Set term finance at fixed rates also simplifies forward cash flow planning, without infringing on possible bank borrowing facilities. Another bonus is that VAT is paid over a longer term.

One hidden extra to be aware of when arranging finance is introductory commission payment, which is often added to the amount borrowed and inflates repayment.

Some introductory companies offer to pay for the first three repayments - check this out carefully as, again, this is often concealed in the repayment sums - if the company is really offering this saving, why not reduce the quotation price, leaving you less to borrow. At C M Systems Limited we do not condone this practice - we receive no commission or payment from the finance house we deal with, nor are we party to your financial details. Remember, there's no such thing as a free lunch.

Competitive repayment terms mean you could have your system financed from as little as **£35.00 per week** which is certainly worth considering.



"If you'd like to know how my day went, go to www.my-boss-is-a-jerk.com!"

Squeezed from All Sides

This is our fourth newsletter and, frankly, sometimes it's a problem deciding what, and who, to highlight or comment on but an issue that is recurring again and again is the in-road being made into sales by fashion jewellery. Jewellers are being assailed on all sides - accessory shops, department stores, supermarkets, TV shopping channels, direct mail and now the internet.

Nowhere is there a stronger 'must have the latest' culture than in the fashion and accessory world and jewellery is a very important accessory. Gone are the days when good pieces were only available from jewellers. Some fashion jewellery is produced to a very high standard, is very attractive and, sometimes more importantly, is inexpensive.

How can you compete? Perhaps one way is by also offering some trendier stock. Because fashion is so fickle, it is vital that you can change and adapt. It's no good only having traditional stock; the mark-up might



Caveat Emptor

Buying computer hardware can be difficult; without a good working knowledge of computers deciding which specification to choose is almost impossible. Low prices and glossy media advertising are tempting but check that good technical support is available, and at what cost.

Not all computer suppliers are IT knowledgeable; some are glorified 'box-movers' and do not provide in-depth after sales support. Alternatively, 'mixing and matching' suppliers makes it very hard to determine responsibility.

Issues could arise if existing software and replacement hardware are not compatible or software has to be reinstalled onto the new machine. Ideally software should be reinstalled by the original supplier, this service is probably chargeable. It is unlikely that the new equipment provider will carry out software installation but if they do and it fails, what then? You may have to revert to the supplier, incurring further costs.

be good but if items aren't moving this will tie up cash flow and you may have to discount in order to sell.

With thousands of different stock items how can you keep check on them all? Which are the best sellers, who gives best purchase prices, best terms etc? Try as you may, no one can remember every price and every sale, especially if staff is involved - you need help. Goldmark stock reports give this help: they provide this vital information to enable you see how and where you can be more profitable.

The Goldmark Marketing Module can help you contact existing customers to highlight special offers, special items, special events. Why not use the internet to reach new customers? It works, otherwise no one would use it. Talk to us about integrating broadband with your system and we will guide you in the right direction.



Need Help!

Don't forget C.M.Systems Ltd Support line is available Mon - Fri, 9am to 5.00pm on **01744 886658** Saturday emergencies only on answer phone - checked regularly **07903 684 375**