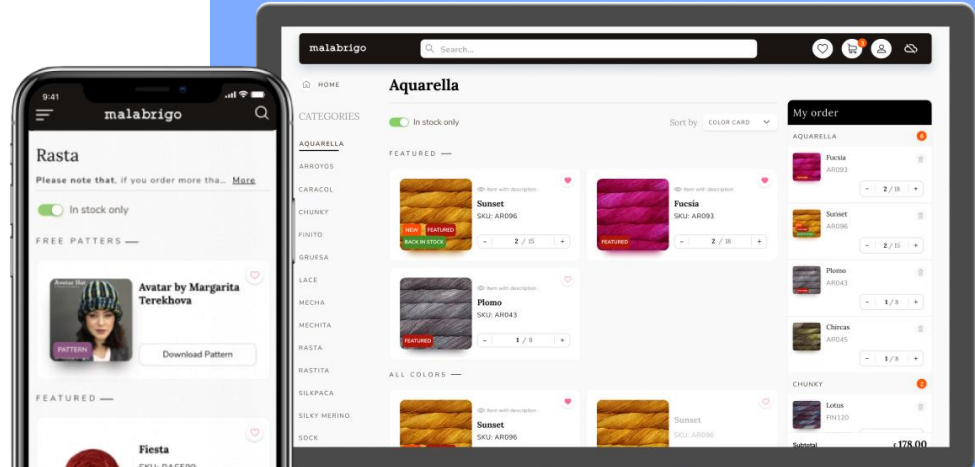


SUCCESS STORY

Malabrigo Yarn

Flowsmith



About Malabrigo Yarn

Founded in 2005, Malabrigo Yarn is a family-owned manufacturer and global distributor of yarns for hand-knitting. Malabrigo offers 21 hand-dyed yarn varieties in a range of over 400 colors - and therefore thousands of SKUs.

[Visit malabrigo's website](#)



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Malabrigo before Flowsmith

The pressure of daily operations diverted management's attention from focusing on the company's core business.

Sales Reps and stores were directly emailing or calling the office to check inventory and place orders, overwhelming Malabrigo's communication streams.

Because inventory was not easily visible to customers and Sales Reps, the company was generating too many back-orders.

Orders were being placed via phone, fax, email, and a wholesale store that was not responsive and had an outdated design.

The management system capability of their wholesale store was limited, and required an expert user. Because of this, updates were often delayed.

Orders had to be manually entered to QuickBooks, which required a full-time data entry position.

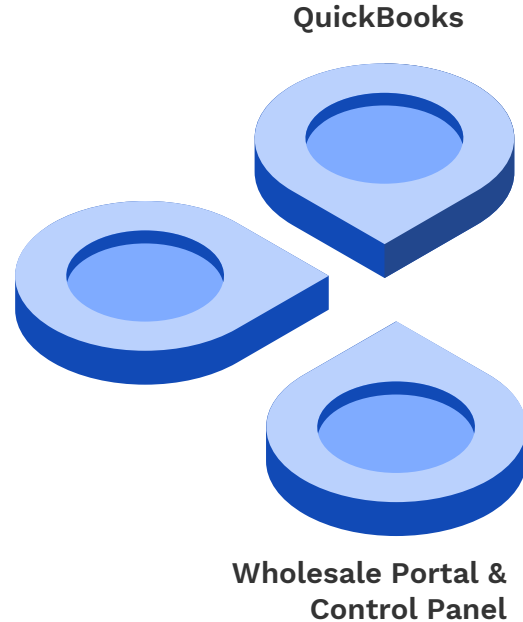
What Flowsmith Provided

QuickBooks Integration



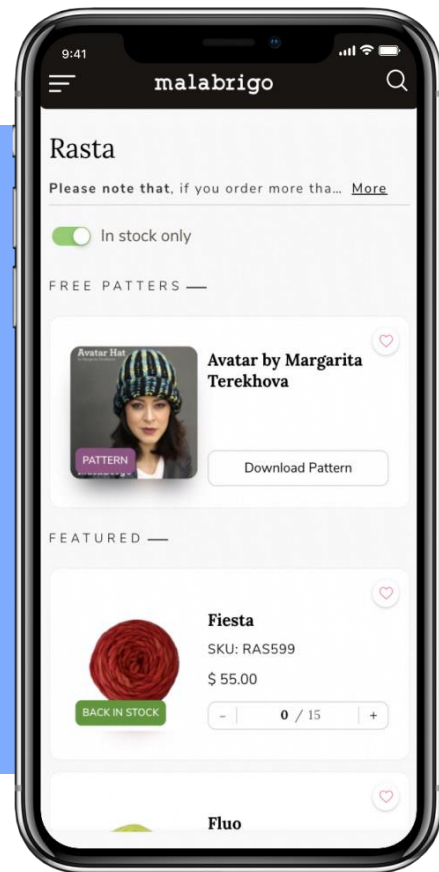
Connector

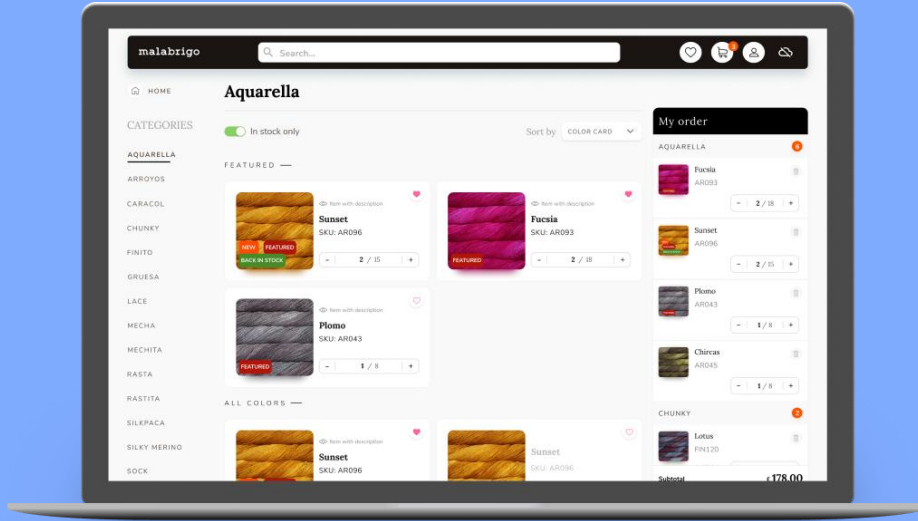
The Flowsmith Connector consolidated QuickBooks and the portal for Malabrigo. Preventing human error and excess processing time is key for an optimized sales process. Using Flowsmith's Quickbooks integration streamlined Malabrigo's internal operations by joining the interfaces that managed customers, products, orders, and stock management.



Wholesale Portal

Stock consultation and order entry became more efficient for Malabrigo and its customers. Flowsmith provided their web/mobile-optimized online portal. The user-friendly and intuitive design helped the company and its customers enjoy a very comfortable and streamlined shopping experience.





Control Panel

Flowsmith's Control Panel allowed Malabrigo's admin users to be expertly managing their new Portal within the first day of installation. The admins were able to add images to their product, manage the store display, and add promotional banners or tags to their top items. Most importantly, the company was finally able to showcase to clients their full inventory.



Coming Together

Implementation

Installing Flowsmith took only a couple of hours. The second phase, which consisted of categorizing products, giving admins access, and setting up all details on the web portal, was carried out by Malabrigo's team, who learned how to use the system rapidly and had everything on the Portal ready for customer use within a few days.


Due to the sleek and intuitive web design, Malabrigo's Sales Reps and customers needed very minimal usage training, and the feedback was overwhelmingly positive from both groups.

“The new website is wonderful. You have done an excellent job - colors are great! As I have talked to my stores, they have been so complimentary on how it looks and how easy it is.”

— Kerry Adams, Sales Representative.

Flowsmith Review

18 months after
implementation



By Antonio Gonzalez-Arno, Owner
Malabrigo Yarn

PRODUCTIVITY

“We are a lot more efficient now that we have reduced human errors and the time in which we process orders considerably.”

COMMUNICATION

“It has changed for the better, there is a lot more fluency in the way we communicate with our customers and reps now.”

OPTIMIZATION

“The order and hierarchy of information has definitely changed for the better and this has optimized our sales process, which benefits not only us as a team, but our customers’ experience.”

SALES

“Customers that use the portal buy 22,5% more on average than those still ordering via email or phone.”

Contact us

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<https://flowsmith.us/>