



**KEEPING IT COOL
ON THE WATER**

PENGUIN REFRIGERATION

Marine Refrigeration and Air Conditioning

Website: www.penguinfrigo.co.uk

Location: United Kingdom

Integrations: Xero, Woocommerce, DEAR API, WMS

HOW A SMALL AND INDEPENDENT
MARINE REFRIGERATION COMPANY
HARNESSED THE POWER OF CLOUD-
BASED INVENTORY AND ORDER
MANAGEMENT.

THEIR STORY

After establishing itself as an independent company from Penguin Engineering in 2002, Penguin Refrigeration quickly attained a foothold in the local marine refrigeration market in the UK.

The team catered to customers needing 12v & 24v vehicle refrigeration, while further expanding their resources to the hotel industry with hotel minibar refrigeration. Penguin Refrigeration is the sole UK distributors for Frigoboat Marine Refrigeration, Vitrifrigo and Climma Marine Air Conditioning.

The team was dedicated to specialization, but stockouts, dispatch issues, and more sought to erode their very specific market interests. After implementing DEAR, the company regained control of their inventory and had additional time for expanding the website and achieving greater control and visibility.



**KEEPING IT COOL
ON THE ROAD**



KEY CHALLENGES

- **Getting a grip** on stock control.
- **Easily and quickly checking sales orders** against purchase or production orders.
- **Handling multiple stock locations.**

KEY SOLUTIONS

- **A scalable platform** so the team can expand and hold stock offsite while keeping inventory.
- **The implementation of multiple modules**, including Sales, Product, Purchasing.
- **Daily reporting sheets and real-time insights.**

KEY RESULTS

- **A move from a monthly inventory of £100k to £300k** with approx 1500 active product lines, without disturbances or major bottlenecks.
- **10 to 20 hours per week** of inventory tracking opened up instantly.
- **Time and ability to develop an entirely new website** to help improve the business.

THE CHALLENGES

It was a lot to manage. Something needed to be done to help streamline all these angles, especially as they pertain to inventory management.

Penguin Refrigeration had quite a few key areas to focus on, and it was seemingly stretching them thin. The company had to juggle multiple tasks in the Penguin workshop. It became a hectic environment of service, repair and testing for all products.

Penguin also had to manage technical support by phone and assist customers through the full spectrum, from initial specification through project management, build and installation to the handover.

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**KEEPING IT COOL
FOR YOUR BUSINESS**

THE SOLUTIONS

“Availability by period in the Products section was one most useful and effective features. This allows us to check sales orders against purchase or production orders to confirm due dates, etc.”

Penguin Refrigeration knew that there only way to supply current customer orders in a streamlined way and continue to expand was to integrate a fully-fledged inventory management platform.

DEAR became the answer.

Any concern over a rough integration was quickly dissuaded. DEAR inventory management relieved burdens, and it started off so simply. *“It was very straight forward to install. We chose dear to sit alongside Xero.”*

The result was a clean installation, getting the team off the ground right away. They were able to design it as needed. When they ran into an issue, they were able to utilize the support platform. *“We used the online videos and also direct questions*

**KEEPING IT COOL
THROUGHOUT**

THE SOLUTIONS

on the automation of the Packand Ship functions [and] bulk import of products.”

The support platform was able to ease them into the process. Multiple features subsequently gave the team the ability to find what they needed without digging for hours on end. “Availability by period in the Products section was [one most useful and effective features]. This allows us to check sales orders against purchase or production orders to confirm due dates, etc.”

Another major component of business operation management is scalability. “Being able to have multiple stock locations has allowed us to expand and hold stock offsite with greater control and visibility.”

But progress reporting became pivotal. Real-time insights really helped the team improve order tracking. “We run outstanding orders reports daily to confirm our daily dispatch.”

The above solutions have confidently helped the independent company continue to pursue their core philosophy: provide the best product available for the application, on time, and competitively priced, with an outstanding level of service.



KEEPING IT COOL
THROUGHOUT

THE RESULTS

When asked how DEAR has most helped the business, the company replied with unabashed enthusiasm. “We are distribution company so the stock control is critical and Dear has given us far more accurate management of our stock. Since we have been using Dear our business has grown and our monthly inventory has gone from £100k to £300k with approx 1500 active product lines. Our old system simply would not have coped!”

When asked about the amount of time saved every week, the response was blunt. “I would estimate approximately 10 to 20 hours per week.”

10 to 20 hours is a lot of time. It is a part-time job. Add it up for a month, and it’s a vacation. The time has used this new time surplus to improve their business. “We are currently developing a new website on the Woo-commerce platform that



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will be integrated to Dear. This will be a big step forward for us as we currently have to re-key orders from our website onto Dear.”

In summary, the system became the quintessential resource they needed. Even at the day-by-



THE RESULTS

day level, things saw a dramatic reinvention. When asked about how restocking and reordering has changed, Penguin Refrigeration did not hesitate. "We use re-order quantities for 50% of the parts we buy and have found this very accurate and easy to use.

"We report on outstanding orders daily, using Dear reports and purchase orders weekly – it means DEAR is now at the heart of our business operations."

The heart of the business. The soul of operations.

DEAR inventory management has given Penguin Refrigeration the ability to react faster and better than ever before.





IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

Leverage the power of multi-module DEAR Inventory Management software to take your business to the next level. We keep the moving parts of your business all in one location, while automating time consuming tasks, whether you are in retail, wholesale, or manufacturing.

Visit www.dearsystems.com to begin a 14-day Free Trial.