



Over 200 years servicing the Metals industry, William Mellard & Sons, stay ahead with technology.

Distributing steel in the North Staffordshire and South Cheshire Area, their mission is to be the number one steel stockholder in North Staffordshire and South Cheshire for stocking, providing and delivering steel.

The company originally traded as blacksmiths, tinsmiths and iron mongers in Newcastle under Lyme. Over the years it has evolved into hugely successful Steel Stockholder and Processor

In the mid 1980's, they moved to their purpose built premises in Campbell Road, Stoke on Trent.

In 1997, the business was thriving and demands required a review of their IT procedures. Recognizing the need to remain ahead of the competition and continue to provide first class service to its customer base, Mellard & Son's installed the Metals industry specific software package Stock.IT from Sheffield based PCI Systems.

2008, brought again more room for expansion and growth. Firstly the requirement for further building work to accommodate additional warehousing and processing capabilities and secondly to update their loyal, character based IT System to PCI's latest, very impressive Windows system – Prof.IT. After over 10 year's loyal service from their original PCI System, William Mellard were keen to move with the times and take advantage of the technology available today.

One of Mellard's specialties is sawing to length, PCI's highly sophisticated Cutting Optimisation tool, will enable them to minimize off cuts and maximize profitability. As with any successful business, Mellard are keen to ensure costs remain low to ensure competitive prices are passed on to their customer. Prof.IT brings with it, significant benefits in this area, including, efficient management of stock and age analysis. Document management and scanning facilities, introduce significant savings in the area of stationary, postage, filing and admin costs. Another key area is conversion rates, managing their conversion rate of enquiries to orders and analyzing any lost enquires to continue to improve and drive the business forward.

PCI are delighted to continue to work with William Mellard & Sons and look forward to a further long and successful partnership