



Elanbach is a fabric company that is rooted in Wales, the brainchild of the late Sir Bernard Ashley (who co founded Laura Ashley with his first wife, Laura). Elanbach is a unique enterprise that brings together cutting edge digital technology, the creative powers of blue chip designers and caring customer service that is directly linked to their location in rural Wales. One of the things that make Elanbach so special is that they are not driven by corporate directives or focus groups, but by the talent and vision of their creative team.

Digital printing allows Elanbach to offer a truly personal service to their customers and to solve any interior design problems. Elanbach is driven by the talent and vision of their creative team.

PCI's Prof.IT system is used by Elanbach to efficiently manage Sales Order Processing, Stock Control, Dispatching and Invoicing whilst providing their team with real time Management Information no matter where in the world they are. Elanbach manages its caring customer service with PCI's integrated Customer Relationship module.

Elanbach are a local company offering their customers a very tailored service. India and China are now the recognised markets for high volume printing, but digital printing is best suited to lower print runs so can be operated profitably from the UK. That means they will always stay true to their Welsh roots and continue to provide the traditional and individual service that is at the heart of their rural community.

PCI, based in Sheffield, with offices in Taunton, has been creating software for the garment and fabric industry since the early 1980's. Managed by its two owners it prides itself on being able to solve its customer problems with bespoke and imaginative solutions.

PCI offers a sector specific application that is tailored to each customer's operational needs. We are delighted to be a business partner of Elanbach – Fabrics from Wales