

Success Story

Playdale Playgrounds exports fun with Sage

UK-based playground manufacturer uses Sage 200 as the 'business master operating system'



Playdale Playgrounds is in the business of delivering fun. The Cumbrian-based company designs, manufactures and installs outdoor playground equipment, with a focus and passion for creating playgrounds of dreams. The ninth-generation family business has roots dating back to 1735, with iterations as coopers, hoopers, woodmongers and timber merchants, before moving into timber playground manufacturing in 1978.

Today, the business has 110 staff and is an international player, producing over 1,200 playgrounds a year, exporting to over 48 countries. Playdale prides itself on creating exciting, innovative and educational outdoor play equipment that makes children smile the world over.

Key outcomes

- Sage has supported the global expansion of Playdale. Playgrounds are now distributed to over 48 countries
- Data accessible from any device at any time for quick decision making
- Improved customer satisfaction rates with an 18% reduction in costs from defects and complaints in 2019
- Improved sales with a 22% increase in quote conversion

Company
Playdale Playgrounds

Location
United Kingdom

Industry
Manufacturing

Sage Products
Sage 200

Implementation Partner
Datel

Playdale
Playgrounds

About Playdale Playgrounds

The Cumbrian-based company designs, manufactures and installs outdoor playground equipment, with a focus and passion for creating playgrounds of dreams.

Sage



Sage 200 has supported Playdale on its global growth journey.

Expansion plans

Although a Sage customer since 2004, it was only as Playdale embarked upon an ambitious growth plan to expand overseas that the company truly realised the full potential of the Sage software it had at its fingertips.

“Around 2010, we started our journey into the global markets and over the last three years our growth has accelerated. Every year, we’ve achieved at least a 2.5% growth on our gross profit,” says Barry Leahey MBE, Managing Director of Playdale Playgrounds.

He says that Sage 200 is now an integral part of the company, powering everything they do. “Fundamentally, Sage is the ‘business master operating system’. It powers how we communicate with our customers in CRM, how we quote our products, how we process our orders, and in production, how we plan for materials and resources,” says Barry.

Powerful data in one place

The business advantage of Sage 200 is that it allows Playdale to have all of its data in one place, making it more accessible for the management team to find what they want, when they want it. The data in Sage drives the business KPIs right down to departmental level, and through those KPIs, Playdale has seen significant improvements across the business.

For example, Barry says the sales team can forecast better and Playdale’s pipeline of sales is more accurate. This has enabled the sales team to keep track of prospects and improve the firm’s quote conversion rates by 22%.

Also, the accessibility of the data allows warehouse and manufacturing staff to know exactly what’s happening at the building stage of each playground. This overview means fewer mistakes, and therefore more satisfied customers. The firm has seen an 18% reduction in defects and complaints in one year. “We have much better data which leads to happier customers, which ultimately leads to happier teams and staff,” says Barry.

Recognition and accolades

Sage has helped support Playdale with more than just business improvements. “We’re being recognised externally, by organisations such as the Department for International Trade, who awarded Playdale a Board of Trade award, which is the highest accolade any business can receive for export in the UK,” says Barry.

“We are often approached by the national press and are seen as an exemplar in the UK for manufacturing and export. This has all been made possible with the assistance of Sage and the systems that we use.”



“We’ve been working closely with Sage now for 15 years and since then we have trebled the size of the UK business.”

Barry Leahey MBE

Managing Director, Playdale Playgrounds

Effortlessly efficient

Working with 35 distributors covering 48 countries, Playdale must work efficiently – something that Sage supports. “The functionality of Sage having simple workspaces allows individuals to pull the information they require daily and put it in a single place. We operate over three separate sites, and we’ve produced over 1,200 playgrounds every year.

“Our inventory is consistently growing, and having Sage accessible on multiple devices at any time is key to the smooth running of our business. Everybody in Playdale uses Sage in everything that they’re doing. Sage is key to the smooth running of our business.” Barry adds that over the last few years, the company has improved factory efficiency by 11.8%. Sage is embedded from end-to-end within the business, but Playdale continually looks for ways to innovate – the firm recently introduced barcode scanners through a third-party application. The manufacturer is currently evaluating how Microsoft 365 can work closely with Sage, according to Barry.

Sage 200 has played a vital role in enabling Playdale to expand and grow globally. “We’ve been working closely with Sage now for 15 years and since then we have trebled the size of the UK business,” says Barry. “It’s embedded throughout the business, and if it was to go tomorrow – it certainly would not be fun.”



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