



# Earls Hardware



### Why SYM-PAC is our choice

- Point of Sale
- Inventory
- Everything just works!
- Depth and detail there in the system if you want it
- SYM-PAC gives you the freedom of not worrying about getting from A to B

### Customer Profile

- With SYM-PAC since 1999
- 2 users at 1 location
- St Kilda, Vic.
- Buying groups: Danks, HBT & Paint Place
- Earls was est. in 1923, with current owner since 1994

*“What I like about the system is that it frees me up to do what I want to do. The Help Desk is awesome, but to be honest I never really need to ring them — there’s no drama, everything just works!”*

*If you want to push the system, that depth is there — I just want to get from A to B and that’s what SYM-PAC has done — given me the freedom to not have to worry about ‘getting from A to B’.*

*The best parts of SYM-PAC for us are Point of Sale and Inventory. We love it!”*

*— Martin Crocker,  
Owner*



## Our customer

Earls Hardware is a 70-year-old St Kilda institution — if you're a local, you know Earls. Over the decades since 1923 when the store was first established, through all of St Kilda's colourful comings and goings, Earls has always been the place around the corner to go for all those everyday hardware needs.

What seems like a small store on the outside is surprisingly large on the inside and the range is much wider than you'd expect — Hooks & Hanging, Paint & Paint Prep, Electrical, Lighting, Handtools, Nails, Screws & Bolts, Building Supplies, Taps & Plumbing, Doors – Locks, Hinges, Bolts & Brackets, Gardening Tools, Equipment, Food, Fertilizer & Weed Control, Safety Gear, Glues & Sealers, Power Tools, Pest Control, Cleaning, Cutting & Drilling, Outdoor, Automotive, Water & Irrigation, Bulky Items — and more!

Last but not least, Rope, Chain & Wire which has to get a special mention due to the very funny story on Earls' website (if you look, you'll find it!).

## Servicing an inner-city mix

Owned for the past 20 years by Martin Crocker, Earls services quite a diverse population – with extremely high density, so there's a large number of units, flats, apartments – as well as home ownership as St Kilda has gentrified over the years.

"The home ownership is pretty diverse in itself," says Martin, "covering both owners, renters, and investors, as well as local businesses."

Within Earls' customer base, Martin identifies the mix is about 70 per cent retail, 30 per cent trade. "There are lots of handymen, because of all the apartments, and there's lots

of maintenance people — so they buy their bits and pieces from us.

"The so-called 'heavy' trade, the commercial stuff — we don't get any of that per se, except we might get the third or fourth buy. For example, if they run out of a specific product we try and have a minimal range to get them through the job on almost every occasion — so that saves them driving thirty minutes to buy from someone else!

"The original store had been there for 50 years. We relocated to larger premises for 15 years, then relocated again when that building got demolished and apartments put up — that's how it goes in St Kilda. So that takes us to where we are in our current location now, which has been about 4 years. We're within a stone's throw of where we previously were," he explains.

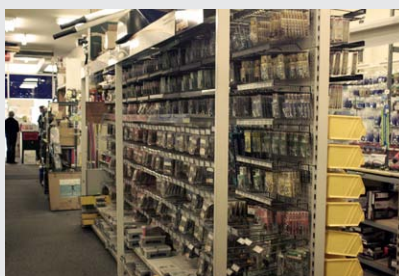
## Changing to SYM-PAC

"We were originally with Pacsoft," says Martin. "They had a thing called Retail Works, which was this sort of little brother of the Pacsoft system. When they integrated that into Pacsoft, I got stuck with some issues that couldn't be resolved.

"So I decided one day, in a very calm way, to forget them. I knew Mark Schmutter, because at one stage I had another store & timber yard as well, and Mark had worked there in the past, so there was a connection. I contacted Mark and we went from there!"

## What we like about SYM-PAC

"What I like about the system is that it frees me up to do what I want to do. The Help Desk is awesome, but to be honest I never really need to ring them — there's no drama, everything just works!



"This system has got everything going on — if you want to push the system for depth it has complex levels of detail you can access and work with, if you want to — that depth is there.

"As far as computers go, I'm not 'an enthusiast' — you know, like a car enthusiast — I just want the system to get me from A to B and I can get on and do what I want to do. And that's what SYM-PAC has done — given me the freedom to not have to worry about 'getting from A to B'.

"The best parts of SYM-PAC for us are Point of Sale and Inventory. We love it!" says Martin.

## About SYM-PAC:

SYM-PAC is used by hundreds of stores across Australia, with thousands of individual users getting their jobs done with a SYM-PAC system.

Established in 1991, in 2016 we celebrated 25 years of providing innovative solutions across a number of industries —

- Timber & hardware
- Industrial & construction industry supplies
- Tool suppliers
- Rural merchandisers & farm supplies
- Camping & outdoor retailers
- Electrical appliance retailers, and many more.

We cater for a variety of retail structures —

- Buying groups & their members
- Independent retailers with more than one buying group
- Multiple stores or branches with the same owner
- Franchise stores & franchise head offices, and many varying combinations of the above.

We love bringing practical retail innovation to Australian retailers all over the country.

Our business is built on growing your business, your efficiency, your profits.

To find out how SYM-PAC can work for your business, contact us on:

**1800 796 722**



**SYM-PAC Solutions**

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we listen

we innovate

we deliver

Solutions to  
get on with  
business

