



O.E. Bradtke & Sons Pty Ltd



Why SYM-PAC is our choice

- Point of Sale, with integrated Signature Pads linking electronic signature verification to invoices automatically
- Inventory & price management
- Purchase Ordering
- Access to our Customer Purchase History

Customer Profile

- With SYM-PAC since 2010
- 5 users at 1 location
- Loxton, SA
- Buying groups: HBT & AIS
- Established in 1924

“SYM-PAC has the ability to cope with the diversity of our business.

We rely on SYM-PAC’s Point of Sale— as well as the Purchase Ordering and Inventory Price Management features.

One of the best things we’re enjoying is the access to our Customer Purchase History — and our customers are liking this too!

SYM-PAC has saved us one fulltime position for Ordering and pricing of invoices.

SYM-PAC does everything we require in a Retail Management System.”

***— Mark & David Bradtke,
Store Owners & Managers***

Our customer

O.E. Bradtke & Sons is an engineering and industrial equipment supplier in Loxton, South Australia. Originally established in 1924, the business has evolved over years from initially providing carpentry and timber work, through to plumbing, hardware and steel sales. In the 1950's, the business expanded into automotive crash repair and mechanical work, and from there to farm machinery agencies.

With Mark Bradtke now leading the team, this third-generation family owned and operated company has continually diversified and re-invented itself to best meet the needs of the local community.

A member of both the AIS and HBT buying groups, Bradtke's has access to a huge range of engineering and industrial products — including Bearings, Hydraulic Hoses & Fittings, Bolts & Fasteners, Hand Tools & Power Tools, Welding Equipment, Agricultural Spare, Abrasives — the list goes on and on.

Why choose SYM-PAC

With such a huge and diverse product range to manage, Bradtke's needed a Retail Management System that was robust and tough enough to handle both the variety and the quantity of product lines held.

"SYM-PAC was recommended to us by some other members of the AIS group who were SYM-PAC users," says Mark.

"SYM-PAC had the ability to cope with the diversity of our business," he says.

Relying on SYM-PAC to get the job done

"Our customers are relying on us," says Mark, "so it's critical that we have a system we can rely on when we are servicing them."

The key aspects of SYM-PAC that Bradtke's has come to rely on the most include:

- Point of Sale — integrated with Signature Pads, linking electronic signature verification to invoices automatically
- Customer Quotations and Orders
- Purchase Ordering, and
- Inventory Price Management

SYM-PAC delivered huge improvements in Purchase Ordering and Pricing

"The two main areas that are so important to do well — but as everyone knows, can be extremely time consuming — Purchase Ordering and our Pricing competitiveness and consistency," says Mark.

"SYM-PAC has streamlined and sped up our Purchase Ordering processes enormously. Not only has speed improved, but also our efficiency in this area, especially through the use of email."

In fact, Mark says that using SYM-PAC for these procedures alone has saved the business one fulltime position for looking after ordering and pricing of invoices.

"This alone is a huge positive impact," Mark says.

Easy access to Customer Purchase History with SYM-PAC

Another positive benefit that Bradtke's has experienced since SYM-PAC was installed is the access they now have to their Customer Purchase History.

"Not only is this a benefit for us," says Mark, "but the customers have really appreciated this as well."

Ongoing and easy access to see what your customers have bought from you seems so simple — unless you don't have that basic access!



Simple functions like this within SYM-PAC make it easy for stores to know what their customers want — sometimes before the customer even realises!

Staff response to SYM-PAC

"The staff response to the introduction of SYM-PAC into the business has been fabulous!" says Mark.

"SYM-PAC does everything that we require in a Point of Sale system."

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 to Australian retailers 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

Sales 1800 796 722 | www.sympac.com.au

we listen

we innovate

we deliver

Solutions to
get on with
business

