

Pentex Ltd. Strengthens End-to-End Visibility and Decision-Making with BlueCherry ERP & PLM



PENTEX

Customer overview

Pentex Ltd. is a UK-based garment design and manufacturing company serving major high-street retailers across Europe, including Primark, River Island, Postie, Sainsbury's, Matalan, and TJ Morris. Headquartered in London, Pentex operates globally across Bangladesh, China, and other parts of APAC.

The company specializes in high-volume private-label apparel, producing millions of garments annually through a distributed supply chain. As a global supplier, Pentex relies on operational scale, manufacturing efficiency, and real-time visibility to meet retailer demands while protecting margins.

Challenge:

Scaling visibility, control, and speed

Pentex successfully leveraged BlueCherry PLM to drive value, though its legacy ERP system eventually failed to support the company's scaling ambitions.

This aging infrastructure hindered operational progress by limiting:

- End-to-end order visibility
- Integrated financial and operational reporting
- Flexibility to select best-of-breed accounting tools
- Speed and confidence in decision-making

Pentex evaluated several enterprise ERP options, including Oracle and SAP, but found them too generic for apparel manufacturing and private-label supply chains.

The company needed a platform that was:

- Purpose-built for fashion and apparel
- Deeply integrated with PLM
- Flexible enough to support global operations
- Designed to evolve with the business

Why BlueCherry:

Pentex selected BlueCherry ERP, tightly integrated with BlueCherry PLM, for its fashion-specific functionality, out-of-the-box alignment to apparel workflows, and long-term product roadmap.

Key decision drivers included:

- Native PLM and ERP integration designed for apparel workflows
- Faster time to value than heavily customized generic ERPs
- Flexibility to decouple accounting and select the right financial systems
- Confidence in CGS as a technology-driven partner with ongoing investment in the platform



BlueCherry is not just a fashion ERP. It's a platform backed by a company that continues to invest, innovate, and evolve alongside its customers. That long-term commitment was critical for us."

— Unal Erkaslan,

Business Systems Director, Pentex

Pentex views BlueCherry as a long-term technology partner, providing the confidence that the platform will continue to grow as their business evolves.

Implementation & deployment

Pentex successfully deployed BlueCherry ERP alongside its existing PLM environment, supporting teams across the UK and Bangladesh.

Key outcomes of the rollout included:

- ERP implementation delivered to specification
- Global access for merchandising, sourcing, and finance teams
- Dedicated cloud infrastructure to support high-volume usage and advanced reporting
- Secure access to both ERP and PLM for overseas teams

The project also became a learning experience that informed future integration approaches, helping strengthen the platform for continued expansion and innovation.

Operational impact across the supply chain

Today, Pentex uses BlueCherry to connect design, sourcing, production, and finance across geographies.

Improved workflow efficiency

- Reduced manual steps between logistics and accounting
- Streamlined order maintenance and shipment tracking
- Single-view visibility into sales orders, purchase orders, shipments, and invoicing

Enhanced global collaboration

- UK design and planning teams aligned with Bangladesh-based merchandising, QC, and technical teams
- Shared PLM access for pattern development and technical workflows
- ERP supports purchasing, receipts, and financial postings across regions

Foundation for supplier collaboration

Pentex is expanding its use of the BlueCherry Supplier Portal, enabling suppliers to:

- Upload packing lists and documentation
- Reduce email-based communication
- Improve data accuracy and inbound logistics efficiency

Smarter reporting and faster decisions

From a finance and leadership perspective, BlueCherry has unlocked a new level of insight.

Pentex now benefits from:

- Segmented P&L reporting by customer, product, and department
- Clear visibility into margins, working capital, and servicing costs
- Faster, more confident decisions around growth, resourcing, and customer onboarding

This level of detail enables Pentex to respond more effectively to market shifts, customer requirements, and fashion cycles.

Looking Ahead

Pentex continues to expand its use of BlueCherry as part of a multi-phase modernization strategy, including:

- Deeper PLM workflows such as points-of-measure and tech pack automation
- Expanded supplier portal adoption
- API-based integrations to retailer platforms
- Continued automation across finance and banking processes

With BlueCherry as its digital backbone, Pentex is positioned to support sustained growth, projecting approximately **15% year-over-year expansion** while maintaining operational control.



Accelerate and scale your business with solutions tailored for profitable growth and efficiency in fashion. **For a personalized demo, contact our experts at bluecherry@cgsinc.com**