

The Hampshire County Council Award for Best Use of Technology

Herb UK Ltd.

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Herb UK is an established local cosmetics manufacturing company based in Lymington that has been in business for over 20 years and has enjoyed steady growth.



This growth can be attributed to the use of various technologies that have enabled the company to become more efficient and more proficient at delivering quality products on time and in full.

Perhaps the most innovative use of technology involves the construction of an in premises salon. This allows for live web based steaming of product demonstrations to clients. This reduces the costs and environmental impact of visiting clients all over the world.



Sage has been used throughout the business to improve efficiencies. In particular Material Requirement Planning systems have allowed Herb to gain greater control of stock purchasing and inventory management. This 'just in time' practice has freed up liquidity and space. Zeus time and attendance software have assisted managers in gaining control of HR whilst and Oak Smart Connect has ensured the seamless connection of incoming callers to Sage Accounts.

Online sales and marketing have also been focussed on in recent months. The company has developed its techniques by using social networking sites such as Facebook to promote products and gauge customer feedback. The website has also been improved



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