



MASON PEARSON
— London. — England.

MASON PEARSON

solution by PSQR

Read more about our traceability
solution for the British family business
specializing in hairbrushes.





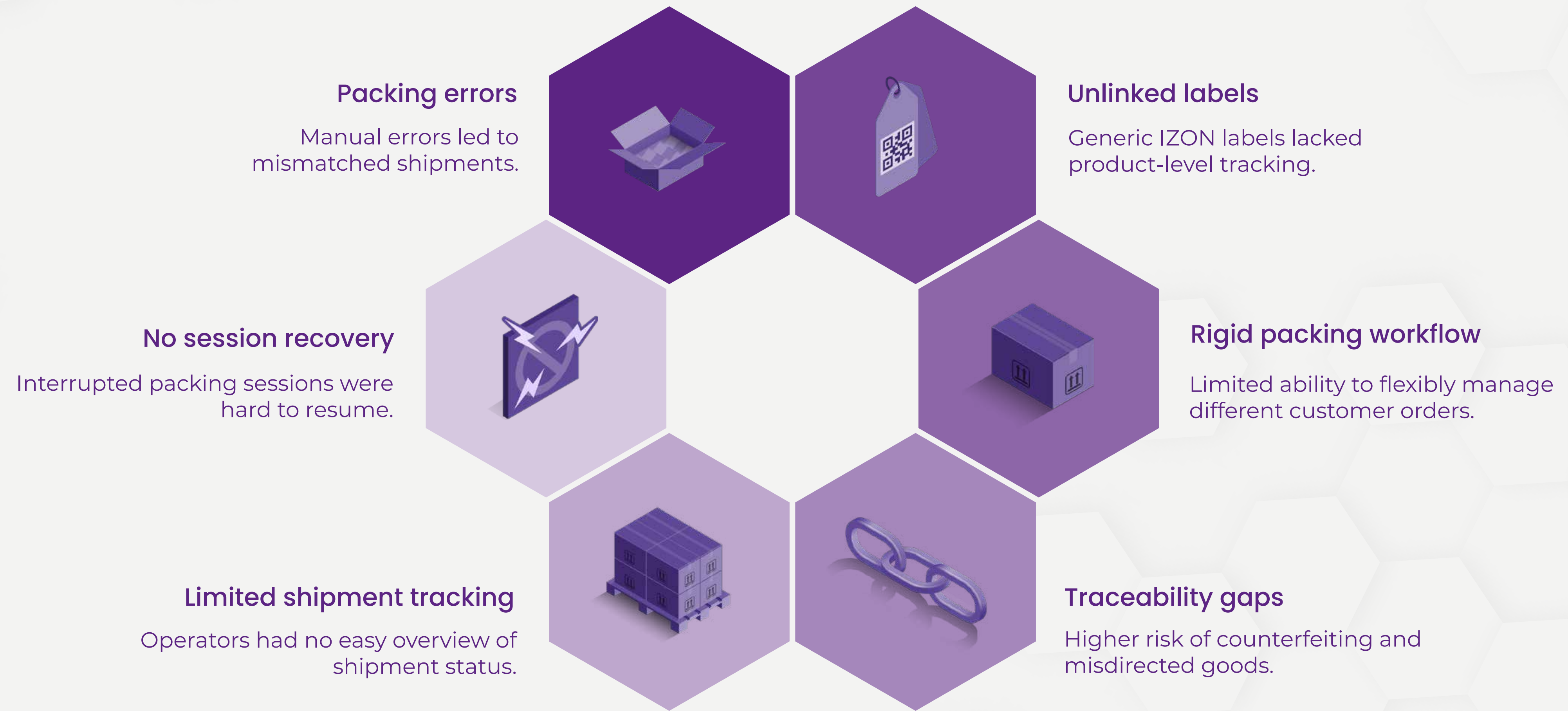
Collaboration with **Mason Pearson**

Mason Pearson is a heritage British company, celebrated worldwide for its handcrafted hairbrushes and commitment to exceptional quality since 1885. With a reputation built on craftsmanship and innovation, they continue to be a trusted name in premium personal care.

Mason Pearson partnered with PSQR to improve their packaging and traceability processes, ensuring greater accuracy and brand protection.

// *PSQR delivered a solution that gave us complete visibility and control over our packaging and shipping processes. Their expertise helped us streamline operations and strengthen our product traceability.*

Problem statement



Challenges & Pain Points

Primary Challenge:

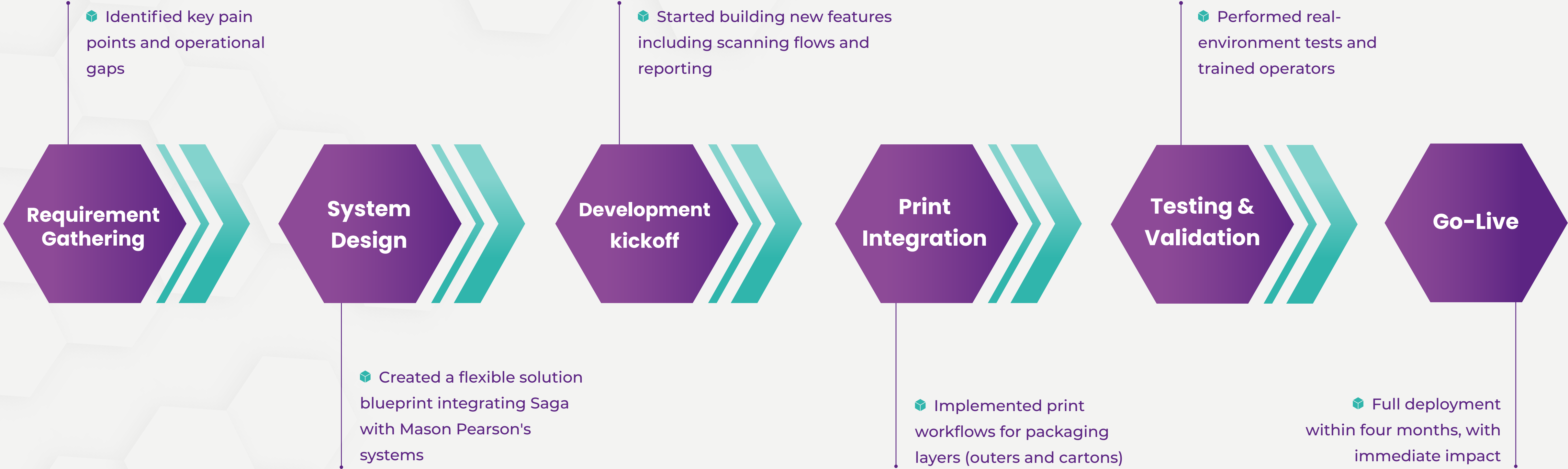
Mason Pearson needed better **control and visibility** over their **packing and shipping processes** to ensure **accuracy, efficiency,** and **product traceability** across operations.

Impact on Operations & Business:

- ❏ **Packing mismatches:** Risk of shipping incorrect quantities and products due to manual errors.
- ❏ **Incomplete shipment visibility:** Difficulty identifying which shipments were packed, buffered, or ready to ship.
- ❏ **Lack of product traceability:** Generic labels made it difficult to track specific products through the supply chain.
- ❏ **Limited flexibility in order handling:** Operators had restricted options for adjusting packing quantities or contents.
- ❏ **Brand protection risks:** Inability to verify genuine products and detect potential counterfeiting issues.



How we did it



Implementation Process

We delivered a fast and seamless implementation focused on improving Mason Pearson's packing, tracking, and shipping operations.

Key Steps:

- ❖ **Solution design:** Tailored a flexible system combining packing, scanning, printing, and shipment tracking.
- ❖ **Development & integration:** Build and integrated new features in Saga Mobile.
- ❖ **Testing & validation:** Ran through real-world tests to ensure reliability, accuracy, and usability.
- ❖ **Deployment & training:** Deployed the solution in just over one month and trained staff for immediate adoption.



The Solution

We designed and implemented a tailored packaging and traceability system, giving Mason Pearson complete visibility, control, and flexibility across their processes.

1

Smarter Packing & Tracking with Saga Mobile

- ❏ Introduced scan-to-resume functionality for interrupted packing sessions.
- ❏ Provided a daily overview of packed, buffered, and ready-to-ship shipments.
- ❏ Enabled easy linking of IZON labels to specific products using QR code scanning.
- ❏ Embedded flexible printing options for outers and cartons during the packing flow.

2

Enhanced Operation Visibility & Flexibility

- ❏ Delivered real-time packing statistics to monitor daily operations.
- ❏ Allowed operators to easily adjust packing (add/remove boxes, outers, cartons).
- ❏ Created simple workflows that reduced manual errors and improved efficiency.
- ❏ Strengthened product traceability throughout the packing and shipping stages.

The Solution

What made our approach unique

1

Tailored to real operations:

Customized workflows to fit Mason Pearson's packing, scanning, and shipping needs without adding complexity.

2

Seamless multi-system integration:

Connected Saga Mobile and Mason Pearsons internal and external systems into one streamlined solution.

3

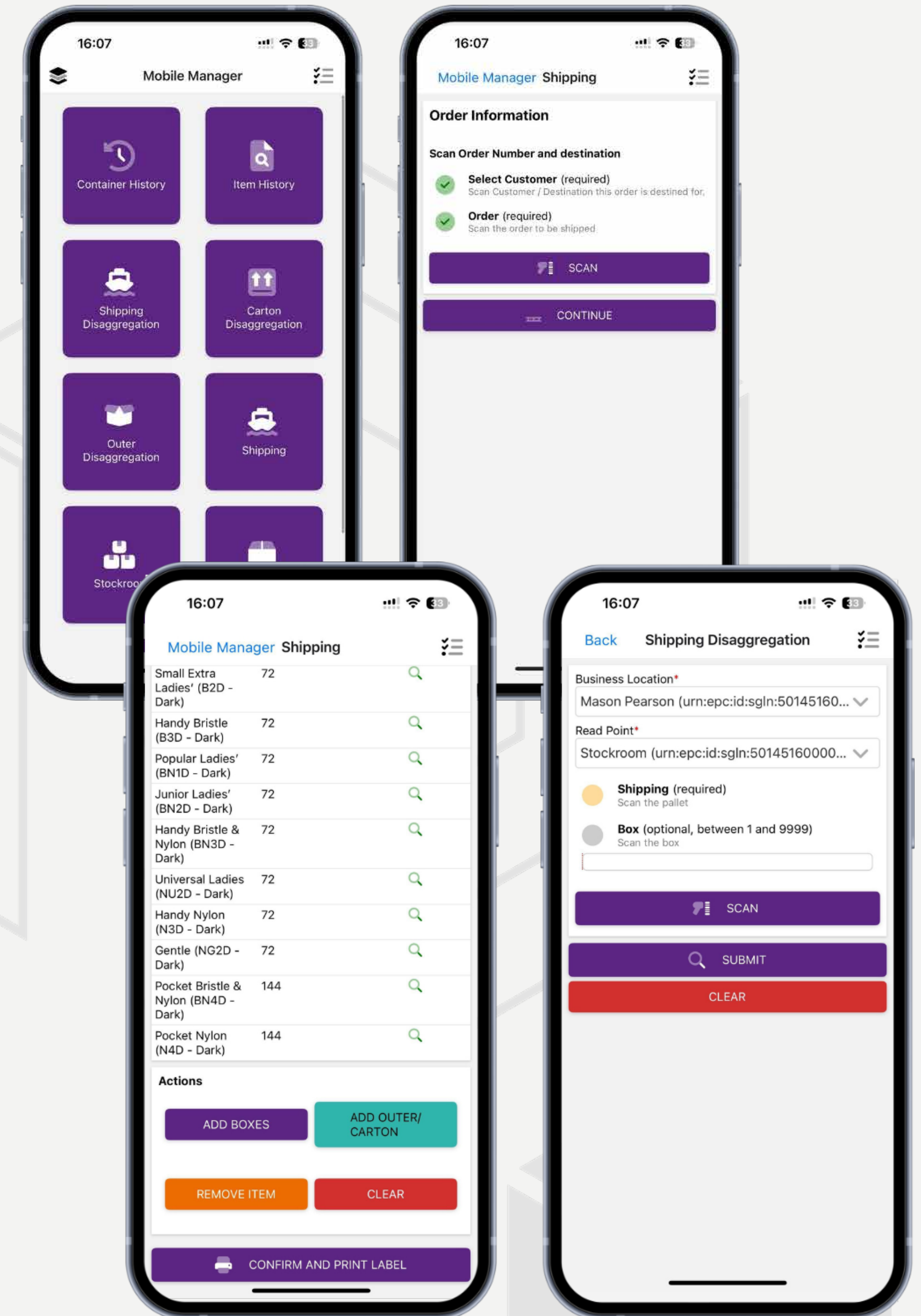
Fast & intuitive user experience:

User-friendly design meant minimal training and faster onboarding for staff.

4

Improved operational visibility:

Real-time packing and shipment overviews gave the team better control and faster decisions.





Collaborating with PSQR has been a highly effective and smooth experience for Mason Pearson. From the beginning, their team took the time to thoroughly understand the specific challenges we were facing in our packing and shipping processes. They developed a solution that directly addressed our operational needs, improving the accuracy of packing, enabling real-time tracking of shipments, and significantly enhancing our ability to manage daily warehouse activities.

Thanks to the new workflows implemented in Saga Mobile, our operators can now work more efficiently, resume interrupted tasks easily, and maintain full control over the products being packed and shipped.

Beyond the technical solution, the PSQR team demonstrated strong professionalism, excellent communication, and a clear commitment to delivering within our deadlines. They were responsive to feedback, flexible in their approach, and ensured that the system fit seamlessly into our existing operations without disruption.

The improvements we have seen since the implementation have strengthened both our internal processes and our ability to maintain the high standards that Mason Pearson is known for. We truly appreciate PSQR's dedication and expertise and look forward to working together on future initiatives.

Bea Morrison

Managing Director





About Mason Pearson

While renowned for their iconic, handcrafted hairbrushes, Mason Pearson also place a strong emphasis on refining their internal processes to maintain quality, efficiency, and customer trust. Their approach combines respect for their heritage with a focus on adopting practical innovations that enhance operations without compromising craftsmanship.

The company partnered with PSQR to enhance the accuracy, visibility, and traceability of their packing and shipping operations. Together, we developed and implemented a tailored solution that streamlined daily workflows, reduced manual errors, and strengthened brand protection through better product tracking.

About PSQR

PSQR is a Danish software vendor providing specialized industrial software for Supply Chain Digitisation and Traceability related to compliance and business excellence.

The company partners with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best-of-breed IT solutions to the world of traceability.

PSQR's mission is to empower manufacturers, corporations and governments across the globe with digital track and trace capabilities and the ability to tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.



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