



NEW

MASON PEARSON solution by PSQR

After a successful implementation of PSQR's Saga, Mason Pearson decided to further enhance their solution. Read about the newest features.

MASON PEARSON
— London. — England.





Collaboration with **Mason Pearson**

Mason Pearson is a heritage British brand, celebrated worldwide for its handcrafted hairbrushes. Built on a reputation of craftsmanship and innovation, they continue to set the global standard for premium personal care.

Building on our initial success, we expanded our partnership to automate complex manual reporting and secure years of legacy data. By centralizing these insights into a unified Saga instance, Mason Pearson now detects market deviations with unprecedented speed and precision.



PSQR has transformed our manual data into a strategic asset, providing the instant visibility we need to proactively protect our brand's global integrity.



Problem statement

Global market deviation

Stock intended for specific regions (e.g. Luxembourg) was being diverted to unauthorized markets like China.



Single point of failure

The process relied on one employee's knowledge. If they were away, all tracking and visibility stopped.



Brand dilution

Presence in unapproved retail channels at incorrect prices caused significant reputational damage to the legacy brand.



A bespoke, focused approach

Generalist tools were too cluttered and complex. PSQR provided a specialized instance, tailored strictly to Mason Pearson's unique workflow.



Manual data silos

Staff spent hours manually correlating factory data and scan logs into spreadsheets to find patterns.



System sunset

The previous provider was shutting down, creating an urgent risk of losing years of historical data.



Challenges & Pain Points

Primary Challenge:

Mason Pearson's global distribution strategy was hindered by a **heavy reliance on manual data correlation**, leaving their **legacy brand vulnerable** to human error and **unauthorized market deviations**.

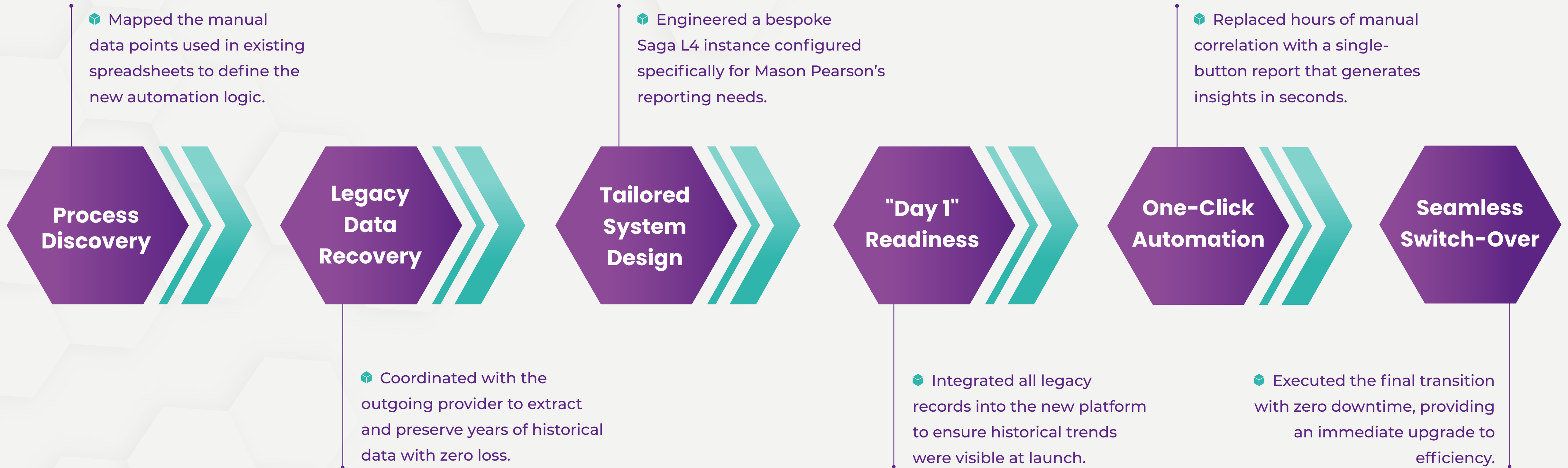
The Constraints of Manual Tracking:

- ❖ **Resource inefficiency:** A dedicated staff member spent hours manually cross-referencing data to identify parallel selling patterns.
- ❖ **Operational dependency:** Insights relied on a single employee's specialized knowledge; without them, the system provided no actionable value.
- ❖ **Reputational vulnerability:** Premium products appearing in "bargain" retailers at incorrect price points direct damage to the brand's luxury status.
- ❖ **Generic overload:** Previous tools were cluttered with irrelevant features that obscured the specific data needed for Mason Pearson's niche.



How we did it

From hours to seconds

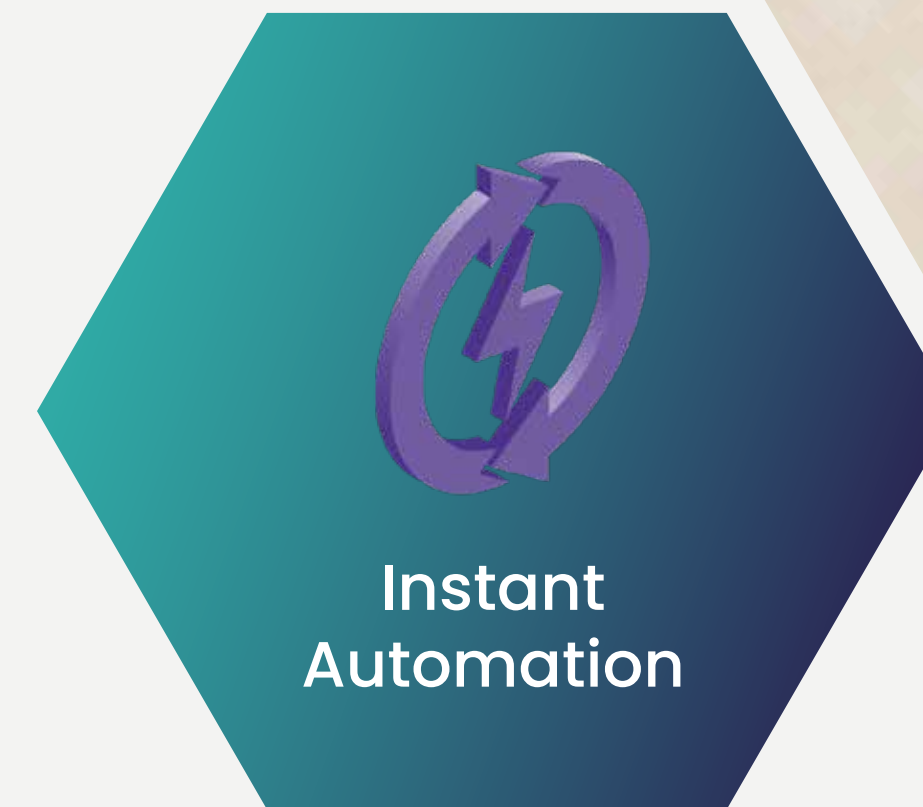
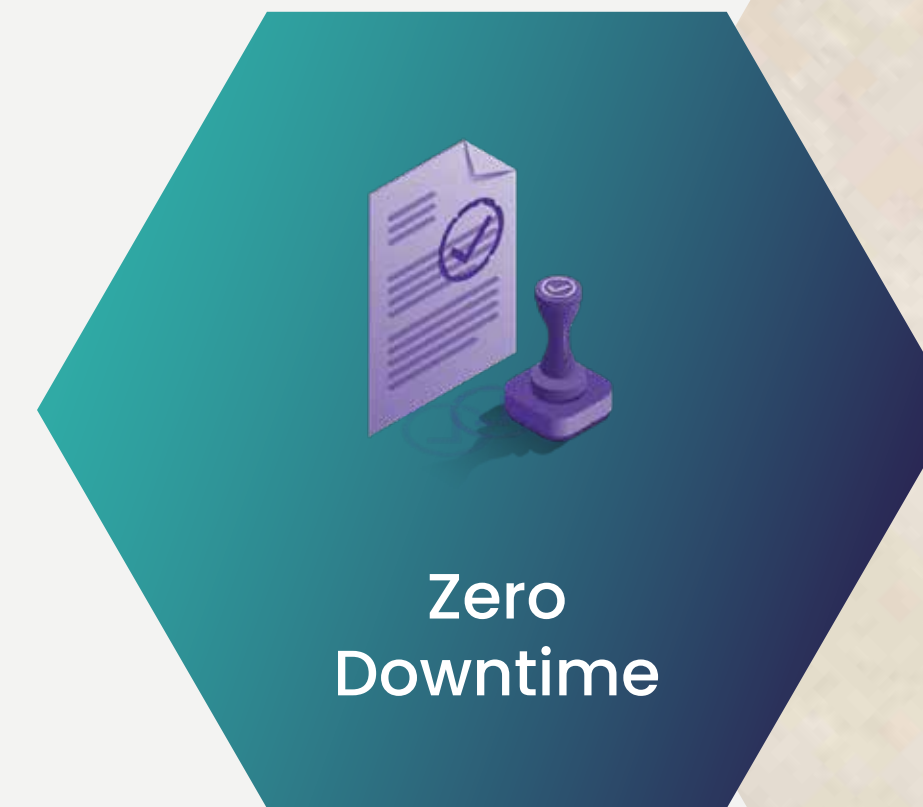


Implementation Process

Seamless Transition, Immediate Impact

The implementation focused on continuity and simplicity. We executed a "hot swap" between the old provider and PSQR Saga with zero downtime.

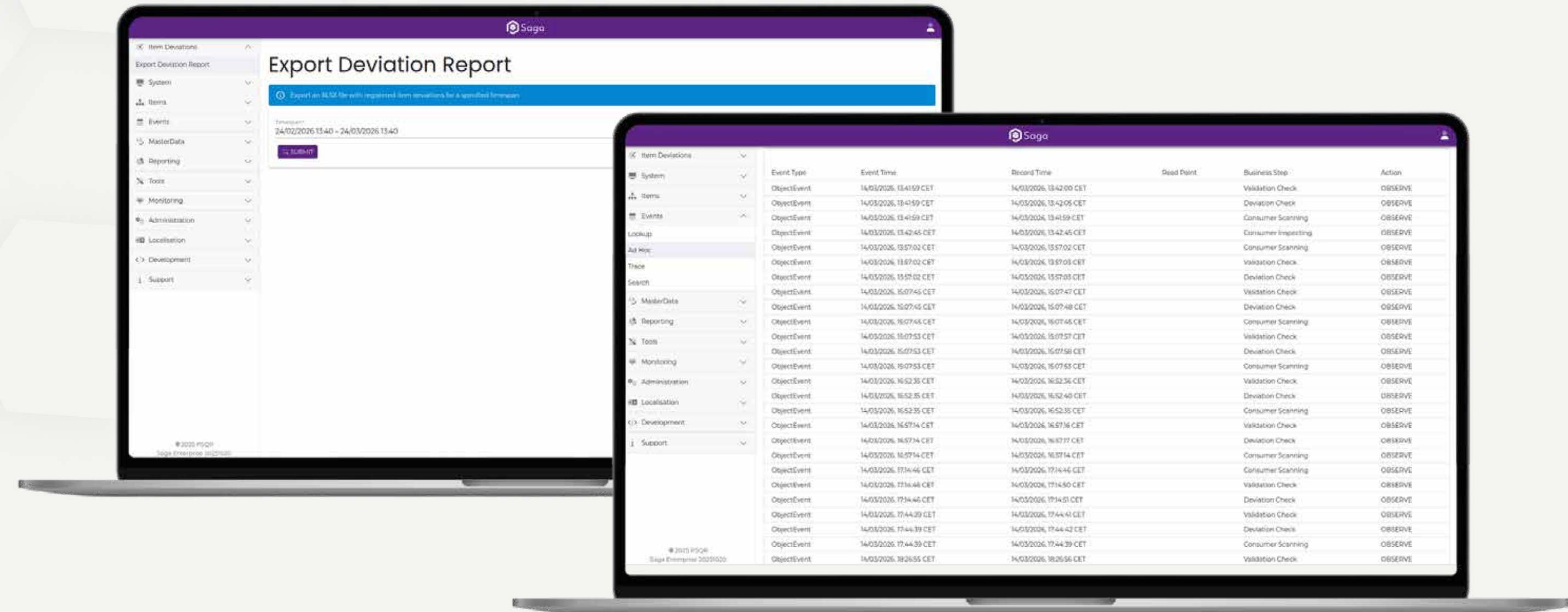
- 📦 **Timeline:** Rapid deployment driven by the hard shutdown date of the previous vendor.
- 📦 **The Solution:** A streamlined Saga L4 instance featuring a custom **automated spreadsheet** and integration with the existing L3 system.
- 📦 **Operational Win:** By automating the correlation of distributor data and scan locations, Mason Pearson can now confront rogue distributors with proof in real-time.



The Solution

Automated Market Integrity

Mason Pearson implemented Saga L4 instance that centralizes global distribution tracking into a single, actionable dashboard.



Core Features and Functionality



Automated Engine

One-click reporting that instantly identifies when products surface in unauthorized markets.



Serialized Verification

Real-time detection of counterfeit or re-used serial codes to ensure product authenticity.



Unified Data Hub

Seamlessly correlates factory commissioning data with third-party consumer scan logs.



Legacy Data Vault

A fully migrated historical database, allowing for immediate year-over-year trend analysis.



Tailored Interface

A streamlined UI that removes "generic" clutter, focusing only on the tools Mason Pearson needs.





Expanding our partnership with PSQR has been a natural and highly rewarding progression for Mason Pearson. As we faced the challenge of migrating years of critical data from a sunseting system, the PSQR team once again demonstrated the technical expertise and responsiveness we have come to rely on. They didn't just move our data; they evolved our capabilities by turning a labor-intensive, manual reporting process into a sophisticated, automated engine.

The new 'one-click' functionality within Saga has fundamentally changed how we monitor our global distribution. What used to require hours of manual correlation now takes seconds, providing us with the immediate, actionable intelligence needed to protect our brand's legacy and detect market deviations in real-time.

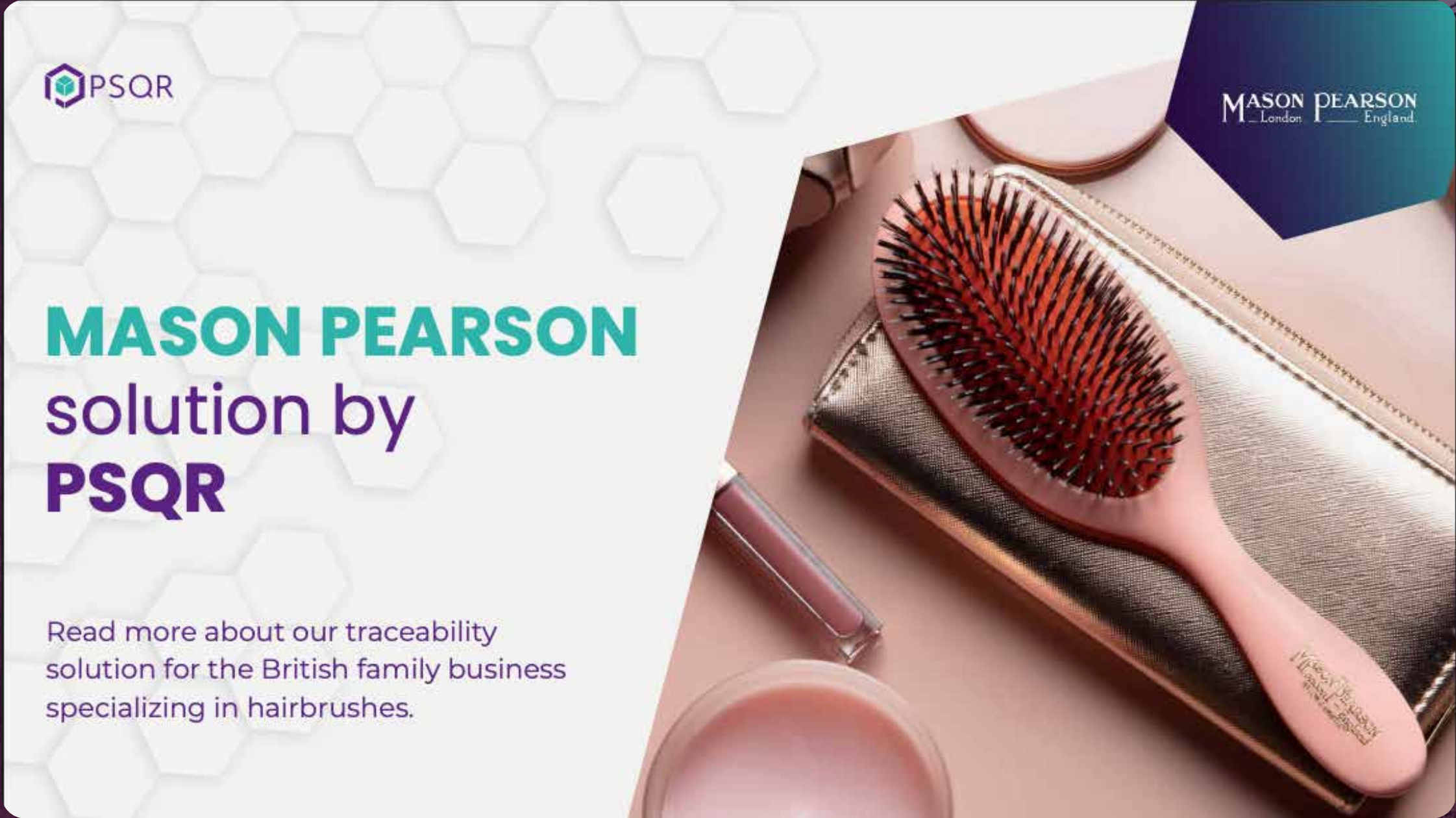
Throughout the implementation, PSQR remained incredibly proactive and committed to our tight deadlines. They ensured a seamless 'hot swap' between systems with zero downtime, maintaining the high operational standards we require. Their ability to listen to our specific needs and deliver a bespoke, user-friendly solution has made our transition effortless. We value PSQR's continued dedication to our brand integrity and look forward to our ongoing collaboration.

Bea Morrison
Managing Director



Interested to deep-dive into the full Saga solution for Mason Pearson?

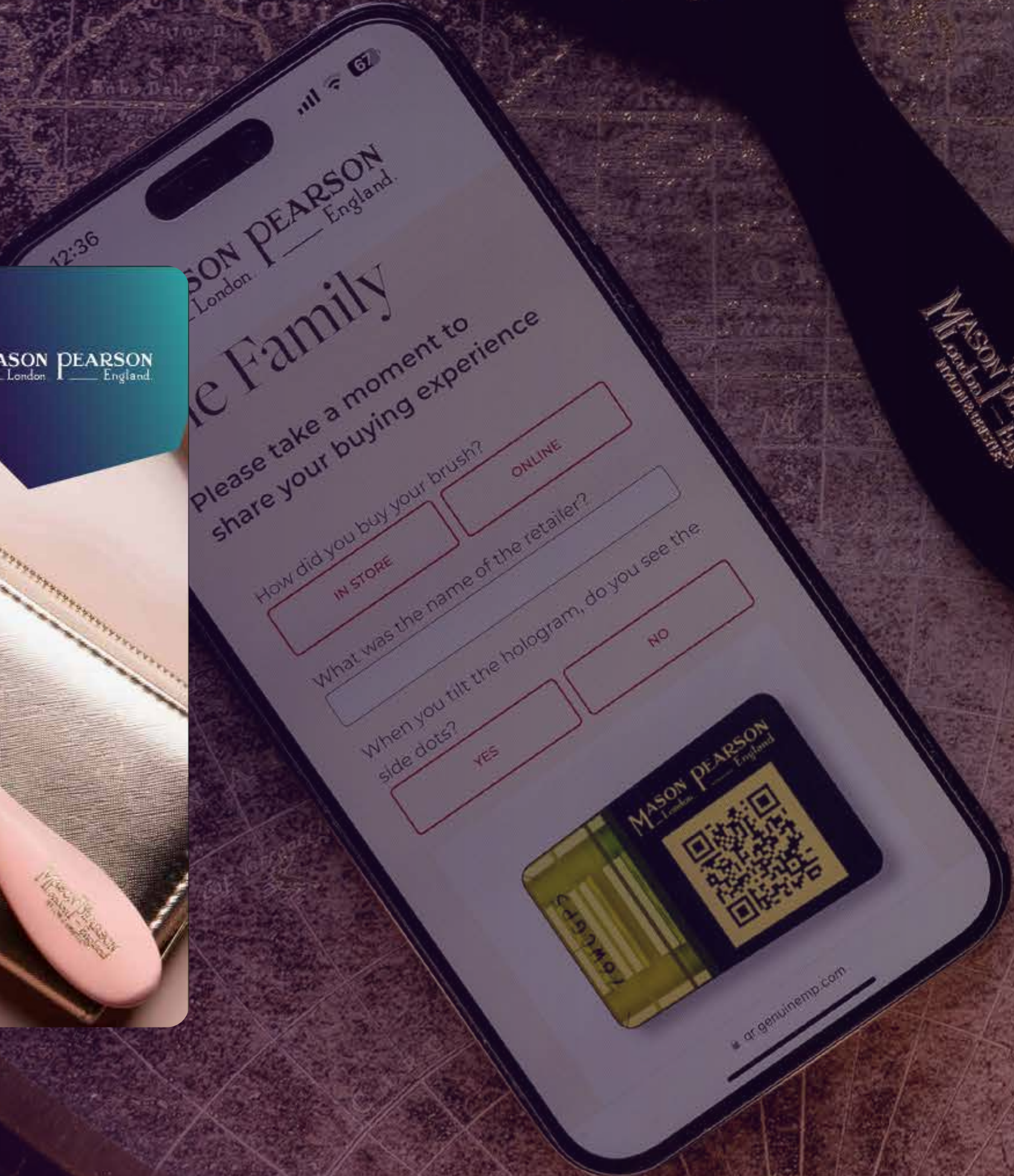
Check out the first Saga implementation in the Mason Pearson case study below



PSQR

MASON PEARSON
solution by
PSQR

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



MASON PEARSON
London England

The Family

Please take a moment to share your buying experience

How did you buy your brush?
 IN STORE ONLINE

What was the name of the retailer?

When you tilt the hologram, do you see the side dots?
 YES NO

MASON PEARSON
London England

or genuinemp.com



About Mason Pearson

Mason Pearson is a world-renowned British heritage brand, synonymous with handcrafted excellence since 1885. While deeply rooted in tradition, the company continuously adopts practical innovations to safeguard its craftsmanship and global reputation.

Through a multi-phased partnership with PSQR, Mason Pearson has transitioned from manual, siloed processes to a fully automated traceability ecosystem. This collaboration has digitized years of legacy data, replacing hours of manual work with instant, actionable insights that protect their brand integrity worldwide.

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.



Contact us



Christian Lindberg
Customer Solutions Advocate
christian.lindberg@psqr.eu





Track and Trace Software Experts

Frederiksborggade 15, 6th floor,
1360 Copenhagen K, Denmark

 www.psqr.eu

 info@psqr.eu

