



## THE SOCIETY OF DYERS AND COLOURISTS SELECTS PROTECH

### THE SOCIETY OF DYERS AND COLOURISTS SELECTS PROTECH AND PRO-8 TO BUILD ON THEIR MEMBERSHIP MANAGEMENT AND INTRODUCE A FULL CRM AND MARKETING FACILITY TO SUPPORT THEIR CORPORATE STRATEGY

28/07/10: The Society of Dyers and Colourists announced today that it had signed a contract with ProTech Computer Systems Ltd for a new CRM, Marketing, Membership and Event Management system. This selection was the result of a rigorous evaluation of available Membership and CRM systems suppliers in both Europe and North America. The evaluation included detailed requirements definitions, sales presentations through to exhaustive customer workshops to understand the features and benefits of each available solution. The Society of Dyers and Colourists, headquartered in Bradford, West Yorkshire, is the world's leading independent educational charity dedicated to advancing the science and technology of colour worldwide.

Susie Hargreaves, Chief Executive of The Society of Dyers and Colourists explained that their decision to replace their existing membership management solution was driven by a need to replace outdated systems that could no longer support the aims and objectives of the strategic plans for the Society. Additionally a new system was required that would easily integrate with the newly commissioned web content management system.

She went on to say "It is of great importance that at SDC we can position ourselves and our message to fully allow organizations and individuals to understand what we provide (The proposition). The database should enable SDC to understand the demand trends from our members and other customers. It is of key importance that the new system allows the organisation to collect and segment information in 'real time' about our members and other customers, and easily allow that data to be interrogated and reviewed and then encapsulated into information that can provide clear direction to the organisation to enable the fulfillment of our strategic objectives"

Mark Trowth Managing Director of ProTech commented "We are delighted to have been chosen to supply our latest generation of the Pro-8 suite of applications to this important new client. We are delighted with the response we are now achieving with our latest generation of the Pro suite; Pro-8 and continue to focus our attention on the quality of the services we provide to our growing client base".



Richard Couchman Chairman of ProTech commented further "The Society of Dyers and Colourists is an exciting new client to have and I am sure they will achieve their aims of working more closely and effectively with their membership. We look forward to a long lasting and mutually beneficial relationship".

**About Society of Dyers and Colourists**

SDC is the world's leading independent, educational charity dedicated to advancing the science and technology of colour worldwide. Its mission is to communicate the science of colour in a changing world. The organisation celebrated its 125th anniversary last year.

They do this by maintaining professional standards and improving the skills of coloration professionals, enabling them to deliver exceptional results for their organisations. This is delivered through membership, qualifications, training, consultancy, publications, events and access to knowledge and expertise.

SDC is a membership organisation, with over 2,000 members in almost 50 countries worldwide. A wide ranging membership base includes colleges and universities as well as companies and those working in industry.

SDC was established in 1884 and became a registered educational charity in 1962. SDC was granted a Royal Charter in 1963 and is the only organization in the world that can award the Chartered Colourist status, which remains the pinnacle of achievement for coloration professionals.

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**About ProTech Computer Systems Ltd**

ProTech has been an independent specialist supplier to the not-for-profit and education sectors for more than fourteen years and has built up an unrivalled expertise and an impressive installed base of existing clients. We are recognised as having an excellent track record in the more complex membership and education management environments and can provide a more sophisticated and flexible system than other suppliers in the sector. Some suppliers have preferred to adopt a simple "out of the box" solution for less demanding applications whilst others who offer the more sophisticated solutions have tended to widen their target market and, in our view, lessened their focus on the needs of the not-for-profit sector. We are wholly focussed on the specialised needs of our customers and can meet their requirements with a single highly configurable software solution. We are based in the West Midlands, with a satellite office in London, but operate throughout the United Kingdom.

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