



MEDIA RELEASE

– for immediate release

New partnership makes digital transformation accessible for small manufacturers

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Leading Ontario-based accountancy firm, **Hawkins & Co** has partnered with an innovative cloud software solution that will make digital transformation accessible for small equipment and device manufacturing businesses in Canada.

Flowlens is a unique combination of inventory, manufacturing workflow, CRM and after-sales service software that integrates with a range of apps such as Xero, Quickbooks and Mailchimp.

“Flowlens is a flexible and completely customisable cloud-based software package that brings together a disparate set of functions in one easy-to-use and affordable solution. As we’re headquartered in Windsor, we have worked with manufacturers in Ontario and across the border in the US for many years. We’ve seen first-hand the business growth and productivity increases larger firms have enjoyed by investing heavily in digital transformation,” says **Allison Hawkins, co-founder of Hawkins & Co.**

“However, many smaller manufacturing businesses have been left behind due to the high cost of license and subscription fees for a complex set of apps that rarely work together smoothly. Flowlens solves this problem as an all-in-one software solution that offers affordability, flexibility, and ease of use - finally making digital transformation accessible for smaller equipment and device manufacturing businesses.”

Flowlens was created in Belfast, Northern Ireland and has established a loyal user base across the UK and Ireland with a growing client list in Australia and New Zealand. Hawkins and Co are the first financial services firm to officially partner with the software provider in North America.

“We’re excited to be working with Allison and her team to bring Flowlens to North America. Hawkins & Co.’s track record of supporting local businesses speaks for itself and our shared values of transparency, integrity and collaborative problem solving made them the ideal choice for our first North American partnership,” commented **Rich Dale, Founder and CEO of Flowlens.**

The Hawkins and Co. team has been fully trained in the implementation of Flowlens and has worked closely with the Flowlens development team in adapting elements of the system for the North American market and local tax regimes.

Hawkins & Co will offer full implementation, training, and ongoing support for clients in Canada and the US with the full support of the Flowlens team in the UK.

“Implementing a new system in a small manufacturing or engineering business can be complex,” added Allison. “But the onboarding and training packages we have created with the team at Flowlens make it a smooth and manageable process. Flowlens clients in the UK report time efficiencies of 20% across their business and we’re excited to bring that transformation to local manufacturers.”

For more information on Hawkins & Co. Accounting and Flowlens please visit our website: www.hawkins-accounting.ca/flowlens

-30-

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ABOUT HAWKINS & CO.

From the start-up to non-profits to individuals, Hawkins & Co. is the approachable accounting firm that helps you sleep at night. Our team helps you understand your numbers so you can make better financial decisions. It's about you and your numbers, numbers that you should feel comfortable with. We take the anxiety out of handling your numbers. We are not part of any big firm. We are a made-in Windsor-Essex firm, and with a team of accountants and business advisors who are an active part of the very community you operate in. We understand you because we are one of you. We are husbands, wives, parents, volunteers and local business owners. We just happen to also know the numbers/tax side of a business – very well.

ABOUT FLOWLENS

Flowlens is a cloud-based MRP, CRM and workflow software solution first launched in 2014 and is based in Belfast, Northern Ireland. Richard Dale founded the company and retains the position as CEO. Flowlens partners with reseller partners who offer localised implementation, training and support services with the full support of the UK based support, development and implementation team.