

Case Study

Business partnerships prosper with Promax

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Manassen Foods, Australia's leading independent grocery importer and distributor, utilises the Promax (www.promaxtpo.com) Trade Promotions planning, management and optimization solution to support its unparalleled focus on Sales, Marketing & Brand building.

Manassen Foods is a privately owned Australian company dedicated to serving the Australian Food Industry. Their Brand portfolio is diverse and spans across many food categories in the Retail and Foodservice sectors.

Michael Bracka, CEO of Manassen Foods said "we employ a dedicated and passionate high calibre salesforce who have the ability for autonomous dealings with customers ensuring a "win win" conclusion for our sales and that of our suppliers. These brands are also marketed and managed by a team of highly skilled Brand/Marketing Executives responsible for the supplier relationship, planning, managing and the execution of Trade Promotion strategies."

"One of key components of Manassen's success is our unsurpassed reputation in all aspects of brand management and prompt fulfilment of orders. The ability to implement effective and efficient Trade Promotions, manage the volume up-lift and the impact that has on accurate forecasting has been enabled via the implementation of the Promax PX Trade Promotion Management and Volume Planning solution. With the confidence that our TPM is performing well, our salesforce can concentrate on "the deal" rather than drowning in spreadsheets and administration tasks."

The performance of the Promax solution has resulted in vast improvements in the accuracy of our forecasting process and thus the quality of the forecasts that Manassen provides to its suppliers. One of these is Kurrajong Kitchens. Baking since 1993 in the Hawkesbury Valley NSW, Kurrajong Kitchens offer an extensive range of Lavosh flatbreads and snack products. Ben Lebsanft, Owner of Kurrajong Kitchens stated "a successful relationship between us and our valued customers is based on many factors. Firstly, a unique and quality product, supported by good communications and a transparent and accurate forecasting system. This ensures we can deliver on time and in full to support the unique Trade Promotion strategies implemented by Manassen Foods promoting our brand. Since the Promax PX solution has been introduced, we have been amazed at the improvements in accuracy ensuring that every Trade Promotion is fulfilled."

Don Nicol CEO of Promax said "this is a great story of two companies working closely together and using the latest technology to improve the performance of both businesses. I am proud that we can cite Promax as a component and contributor to the improvement in the efficiency of both Manassen Foods and Kurrajong's Kitchens business processes."

About Promax



Promax Applications Group (PAG) is a world-leading specialist in trade promotion planning, management, and optimization solutions. With headquarter operations based in Australia and offices now in Central Europe, the United Kingdom and North America, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Schwarzkopf and many others. Our solutions are the result of more than twenty years experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors.

The Promax solution, including Promax® PX and Promax® AnalytX, has been designed to allow a seamless, automated process to Track, Predict and Optimize promotions and trade spend. It incorporates the most sophisticated tools to maximize a client's return on trade spend investment, and deliver optimal outcomes for retail partners.

More details about the company can be found at www.promaxtpo.com

About Manassen Foods



Manassen Foods is a private and Australian owned company dedicated to serving the Australian Food Industry. Established in 1948, Manassen Foods has been providing service excellence to the multi-faceted FMCG industry and is today ranked in the top 40 suppliers. The Manassen Brand portfolio is diverse and spans across many Food categories in the Retail and Foodservice trade including: Dry Groceries, Confectionery, Biscuits and Cakes, Perishables and Frozen Foods.

More details about the company can be found at www.manassen.com.au

About Kurrajong Kitchens



Kurrajong Kitchens has been baking since 1993, in the Hawkesbury Valley, NSW, Australia and was founded by Ben and Karen Lebsanft. They proudly produce the unique range of Lavosh flatbreads and other snack products for the home and professional foodservice market. All of the products are baked in the traditional homemade style, adapting techniques used to bake bread thousands of years ago to suit contemporary lifestyles and tastes.

More details about the company can be found at www.kurrajongkitchens.com.au

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