



Cottonsoft NZ selects Promax for promotional planning and trade spend

Cottonsoft is New Zealand's only 100% New Zealand-owned paper tissue manufacturer. Manufacturing in Dunedin, Cottonsoft supplies the popular toilet tissue brands CottonSofts and Kiwisoft, and Tuffy Paper Towel. Cottonsoft also supplies product for the private label and Away from Home markets.

Cottonsoft has identified a need for greater visibility and measurement of its promotions as well as a need to review and streamline the entire sales planning processes. This includes the integration of strategy and business planning through to the execution of every promotion.

'Moving forward, we will be placing more emphasis on the effectiveness of the promotional programme, for us and our customers, and its profitability. This will require us to place greater rigor on pre-promotional evaluation and analyzing our return on investment' said Steve Silvey, CEO for Cottonsoft. 'Until now we have been managing the sales planning

process manually through a series of spreadsheets, but we feel this is inappropriate for our business and will limit our team's ability to deliver on our future objectives' Silvey adds.

After a rigorous evaluation Cottonsoft has selected Promax from Promax Applications Group (PAG) to enable promotional planning and trade spend management.

'We have commenced the implementation and anticipate we will have the system in place for our 2006 sales cycle which commences in Sept this year', said Silvey.

About Cottonsoft (NZ)

Cottonsoft Limited is a tissue-converting company which manufactures toilet tissue, paper towels and serviettes for New Zealand's supermarkets and commercial organisations. Best known among its products are Tuffy Paper Towel and CottonSofts Toilet Tissue.

Cottonsoft also have Kiwisoft supplied to the toilet tissue economy segment. The company also markets Facial tissue, Jumbo Toilet Tissue, Interfold Towel,

Centre Feed Towel, 1,2 and 3-ply Serviettes and Dispensers. Cottonsoft also undertakes contract packing of housebrands.

'We were very impressed with the functionality of Promax, its relevance and track record in the Australian and New Zealand market and the feedback from the existing reference sites.'

Steve Silvey
CEO,
Cottonsoft NZ

