

## Media Release

# Promax Central Europe burgeons with even more FMCG expertise

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Kaiserslautern, Germany – June 01, 2010 - Promax ([www.promaxtpo.com](http://www.promaxtpo.com)) a world-leading specialist in trade promotions planning, management and optimization solutions (TPM/TPO), today announced the appointment of Kristin Kolbe as VP Sales, DACH.

The Promax Central European operation was established just under twelve months ago and has already achieved great success in the European market. Headed up by Dr. Andreas Enders, Promax Central Europe have continued to expand their team of TPM/TPO experts to support their growing stable of clients in this region.

Kristin Kolbe brings with her a wealth of industry experience and is recognized for her great accomplishments in developing and deploying TPO in her former company Bahlsen. Kristin studied Economics and was awarded a Young Academics prize in Germany in 2008. Out of her longlasting role as head of category management at Bahlsen she has a deep understanding of FMCG industry needs together with her dedication and passion to get the job done will be a huge asset to Promax as it propagates its best of breed TPM/TPO solution in this region.

Andreas Enders, President of Promax Central Europe, said: "I'm very pleased to announce that Kristin Kolbe has decided to join Promax. Kristin has an enviable reputation in the FMCG industry and this combined with her extensive experience and consummate communication skills will bring enormous benefits to Promax clientele. I am really looking forward to working with her during this exciting time."

Don Nicol, CEO and co-owner of Promax, stated in addition: "We believe that the key to our success is our working environment where every Promax team member is considered family. With a mantra to continue to be the thought leader of the industry, every aspect of our product and customer service is built on a passion to surpass all expectations. I am very proud to welcome Kristin who shares this vision."

Kristin commented, "I am really looking forward to working for Promax. I've been working on promotion optimization and volume planning for years on the other side of the table and never before experienced such an easily operated and flexible software solution. The team in Australia has more than 20 years of experience with FMCG companies and really understands their needs."

## 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.

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