

SPC Ardmona have partnered with Promax to help optimize their promotions.

Retail and Food Service partners. After a comprehensive review and evaluation of the best solutions available both locally and internationally, Promax was selected as the best fit for SPC Ardmona's requirements.

IT Manager, David Frizzell said "We chose Promax as our partner for many reasons, not the least of which was their ability to implement their solution rapidly. We have completed very successful user acceptance testing less than 3 months after commencing the project. To do this for such a sophisticated solution is very pleasing. Most importantly, Promax have delivered on their promises in every respect to date".

SPC Ardmona are implementing the full suite of Promax solutions including Promax PX and Promax AnalytX. This will give them many benefits including the ability to optimize the promotions they run to support their brands and predict accurately the demand these will drive. John Deppe,

General Manager Grocery Sales & Group Strategy for SPC Ardmona stated "This is critical to the future growth of our business. We need to ensure that every dollar we invest in promoting our brands is focussed on delivering the best possible outcomes for both us and our retailer partners."

"We are thrilled to have SPC Ardmona on board as a new customer," said Don Nicol, Managing Director of Promax. "It is an exciting time for Promax as we expand internationally and to partner with an Australian icon that is similarly expanding is most appropriate."

About SPC Ardmona

SPC Ardmona Operations Limited (SPCA) is a processor and preserver of fruit and vegetables, with its main manufacturing operation based in Shepparton, in regional Victoria. SPC Ardmona is Australia's largest producer of packaged fruit, and manages brands that include SPC, Ardmona, Goulburn Valley, IXL, Southern Cross and Taylor's.

www.spcardmona.com.au

About Promax

Promax is the world-leading specialist in Trade Promotion Planning, Management, and Optimization. Our solutions are the result of more than twenty years' experience working in close collaboration with leading consumer goods manufacturers, retailers and distributors. Our customers include L'Oreal, Heinz, Johnson & Johnson, Sara Lee, Goodman Fielder, Clorox and many others of the world's leading Consumer Products companies. Our primary objective at Promax is to work closely with each of our customers, and deliver bottom-line value through a range of innovative industry solutions.

www.promaxtpo.com

