



# Sealord select Promax for Promotional Planning and Trade Spend Management

Sealord Group Limited has announced they have selected Promax for promotional planning and trade spend management. The implementation of the system will commence in Jan to assist this rapidly growing business in optimizing and streamlining the annual promotional planning program, ensuring improved control over the claims and accruals process.

'Our business operates in a very competitive category with correct promotional strategies being key. Given this we are constantly looking for ways to improve the effectiveness and efficiency of our promotions and trade spend', said Phil Knight, Sealord Australasia General Manager. 'We believe the implementation of Promax will provide significant benefits towards achieving improved customer information, trade spend control, promotional effectiveness, trade spend administration and financial performance.'

'Sealord has an aggressive growth plan for the next 3-5 years. Key to the success of this objective includes streamlining

our processes and systems which includes providing a single system which contains all information on trade spend. The system will enable an integration of forecasting and budgets, financial administration, financial control along with improved visibility of trade promotional programs' Mr Knight said.

'Sealord selected the Promax solution over other alternatives due to their experience in Promotional Planning and Trade Spend Management in the Australian and New Zealand Grocery Industry' said Phil. PAG's professionalism and knowledge coupled with the feedback from reference sites from the installed customer base reinforced our confidence in the solution' Phil said.

## About Sealord

Sealord sells more than 1500 products to customers world wide and is a well known name on New Zealand supermarket shelves. Sealord have bases in about 15 countries with their home base in New Zealand, the country that has led the world in careful and sustainable management of fish harvesting through the Quota Management System.

Sealord supply retail, industrial and foodservice customers with a range of sustainable seafood products. This includes canned seafood in supermarkets, and frozen and fresh seafood to distributors who specialise in white table restaurants.

Sealord sell a gourmet range, including canned Yellowfin tuna and Canadian Salmon products, a variety of Greenshell™ Mussel products, fillets of Hoki, Orange Roughy, Dory, Ling, Hake, plus a range of fresh and smoked Salmon and Trout.

For more information please visit the Sealord web site at [www.sealord.co.nz](http://www.sealord.co.nz).

