



Media Release

Promax PX goes live at Valcorp

Sydney, Australia – 17 December, 2010 - **Promax Applications Group** (www.promaxtpo.com), a world-leading specialist in trade promotions planning, management and optimization solutions, today announced that **Valcorp Fine Foods** has successfully gone live with the Promax PX system.

Valcorp, a dynamic business responsible for some of Australia's most loved premium food and beverage brands has always appreciated the importance of integrated business systems to not only maintain but to also increase their commanding position in the market place.

One of a number of IT initiatives currently underway in the group was the decision a few months ago to replace Valcorp's primary Trade Spend and Forecasting system. This was driven by a demand to provide the Account Management team with a better promotional accrual management system and to generate more accurate forecasts for the Procurement Team.

The implementation of the Promax PX system will provide Valcorp the ability to further enhance their efficiencies in planning and evaluating promotional profitability, improved visibility of baseline sales and promotional uplift resulting in seamless communications and collaboration with demand planning. The Promax PX system's extensive reporting capabilities will also be an invaluable tool providing instantaneous data helping them refine promotional plans and build value in the brands they represent.

In line with Valcorp's mission to build long term relationships with their brand principals, this philosophy also spans their approach to IT systems partners such as Promax. The implementation of Promax PX together with additional analytics functionality and interfacing with other Valcorp systems has been carefully planned. Mark Dawson, Commercial Manager of Valcorp Fine Foods commented "I am pleased to report the implementation of Promax PX coming in on time and under budget. This has been achieved through the hard work and dedication of our project management team together with the tireless effort and attention to detail provided by our Promax Implementation Consultant. The extensive systems and interfacing knowledge provided by Promax has made what is often perceived a somewhat complicated process, a relatively easy one".

Don Nicol, CEO of Promax said "It's been a pleasure dealing with Valcorp since they first introduced the Promax 1.10 system in 2006. We are very proud of the highly sophisticated and extensive capabilities of the Promax PX system and we are confident Valcorp will realize additional profit from improvements in promotional quality, forecast accuracy, volume and margin analysis and greater visibility for all key stakeholders of the business".

About Promax



Promax Applications Group (PAG) is a world-leading specialist in sales planning, trade promotion management and trade promotion optimization solutions. With headquarter operations based in Australia and offices in Central Europe, United Kingdom, USA, Japan and New Zealand, PAG boasts an impressive stable of global consumer goods companies such as Kraft, L'Oreal, Heinz, Johnson & Johnson, Beiersdorf, Henkel 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 Valcorp Fine Foods



Valcorp is a dynamic Australian business responsible for the sales, marketing and distribution of some of Australia's most loved premium food and beverage brands. Founded in 1954 by a young, adventurous Italian, Carlo Valmorbida who was missing "Il Migliore d'Italia – the best of Italy", Valcorp is the sole authorised distributor for well known brands such as Sirena Tuna, Lavazza Coffee, La Gina canned tomatoes and pasta sauces, La Zuppa and Risotto Pronto.

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

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Valcorp Fine Foods

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