

# Apetit and RELEX extend their collaboration

Food manufacturer Apetit aims to boost market competitiveness by introducing RELEX's supply chain management solution.

**Helsinki, April 12<sup>th</sup>, 2016.** Apetit, Finland's leading frozen vegetables and frozen ready meals brand, has announced it's to use RELEX's supply chain management software to improve its planning, forecasting and operational efficiency. The decision comes off the back of three years successfully using RELEX and CGI's Food Service Forecaster, a service to help caterers and suppliers work more effectively with one another during which the two companies have build an excellent working relationship.

"We chose RELEX as our partner because the company has strong technical expertise and a convincing track record of success with similar projects. They also have an excellent understanding of our operating environment as well as of our customers", says Esko Lantto, Chief Commercial Officer of Apetit.

Before it began working with RELEX, Apetit's supply chain ran mainly with the help of SAP and Excel. The old processes required a lot of manual work and category management was a challenge. The significant manual-inputting element also increased the risk of human error.

Objectives for the new collaboration are clear. Apetit wants to make its operations and supply chain management more effective, and thus increase its competitiveness in the market.

An efficient supply chain is based on good, qualitative forecasts. With the help of RELEX Apetit aims to manage its supply chain as a whole better by focusing on its various aspects, such as assortment management, promotions, and seasonal products. RELEX's supply chain management system can easily automate repetitive but labor intensive tasks allowing Apetit's staff to focus their skills instead on value-adding processes.

"The service provided by RELEX forms an important part of our new strategy, the purpose of which is to generate savings through a clearer and more efficient operating model," says Lantto. "Better predictability comprehensively improves the entire order-to-delivery

process. Our collaboration with RELEX has proven to be very successful and we believe that we have found a reliable partner for years to come."

"Our partnership with Apetit is a good example of a long-term and mutual relationship based on trust, something we strive to develop with all of our customers. By using RELEX companies can focus on business development and significantly reduce routine but time-consuming tasks through automation," says Samuli Eklund, Sales Director at RELEX.

**For more information please contact**

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**Apetit**

Apetit is Finland's leading brand for frozen vegetables, frozen ready meals and fresh fish. Apetit operates across the northern Baltic region and has a broad product range, largely using Finnish ingredients.

Apetit's shares are quoted on Nasdaq Helsinki Ltd. In 2015 its net sales amounted to EUR 381 million and it had approximately 725 employees.

**More information: [www.apetit.fi](http://www.apetit.fi)**

**RELEX**

RELEX Solutions is the first supply chain solution provider to offer retailers, wholesalers and manufacturers the power of In-Memory Computing.

Together with a proprietary database and unique tools RELEX delivers results over 100 times faster than traditional alternatives, bringing unprecedented power and agility to supply chain management.

Customers in 17 countries use RELEX demand forecasting, inventory optimisation, replenishment automation solutions to cut spoilage by 40%, inventory by 30%, boost on-shelf availability to 98%+, and become more profitable in the process.

Founded in 2005 by three logistics scientists, RELEX is the fastest growing company in its field in Europe. RELEX employs around 200 people at its offices in the UK, Germany, Sweden, Norway, Denmark, Italy and the US, in addition to its Helsinki headquarters.

**More information: [www.relexsolutions.com](http://www.relexsolutions.com)**