

# Press Release

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## **FOR IMMEDIATE RELEASE**

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### **BIZCAPS EZIFORM: LOVITT'S LOVES IT!**

Specialist pet food manufacturer Lovitt's has selected Bizcaps Eziform solution to publish its product information to its trading partners. Amanda Lowe who is responsible for product data at Lovitt's described Bizcaps Eziform as "a fantastic product" and said that Bizcaps support service was "spot on".

Bizcaps Eziform is an economical method of creating, maintaining and viewing data in GS1net, the product datapool accessed by retail trading partners such as Coles and Metcash. Eziform is part of a highly scalable range of Product Data Management and Business Process Management software available from Bizcaps.

Lovitt's Pty Ltd is a privately-owned company that specialises in the manufacture of pet foods for sale in supermarkets Australia wide.

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