

Press Release

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FOR IMMEDIATE RELEASE

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DARRELL LEA CHOOSES BIZCAPS TO SWEETEN ITS GS1NET EXPERIENCE

Darrell Lea has chosen Bizcaps Eziform to help it publish its product data to GS1net to enable it to exchange and synchronise product data with its major trading partners.

Darrell Lea has been creating delicious treats for Australians since 1927. Still 100% family owned, every day Darrell Lea produces many legendary chocolate and confectionery treats, such as Rocklea Road, liquorice and Peanut Brittle. Darrell Lea has been part of the RAS show culture since 1952, winning awards and distributing their much sought after show bags.

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.

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