

Press Release

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FOR IMMEDIATE RELEASE

Date: 0900: 8 January 2010

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MASTERPET USES BIZCAPS TO GO LIVE WITH FOODSTUFFS & MITRE 10 NZ

Masterpet is now GS1net “live”, synchronising its product data with Foodstuffs South Island and Wellington and Mitre 10 in NZ.

Masterpet sees GS1net as a requirement of modern IT marketing, and its trading commitment to key accounts.

Masterpet uses Bizcaps Enterprise product data catalogue software with integration to its Navision ERP system. Enterprise is powered by the Bizcaps GS1net Connect engine, the first middleware to be certified for use with GS1net and recertified for GS1net v 2.0.

Masterpet supplies over 5,500 product lines, including some of the world's leading brand names in pet accessories. These are distributed through a wide network of retail outlets, pet stores and veterinary clinics in New Zealand and Australia. Masterpet has two brands, Masterpet and Vitapet, and the premium cat and dog food brands Iams and Eukanuba. Its VitaPet range is marketed to the supermarket trade in Australia and New Zealand.

Masterpet uses Bizcaps simple EziView interface which provides access to the main functions of the powerful Enterprise system. Peter Kent, Inventory Data & Barcode Administrator and GS1net Co-Coordinator for Masterpet said of the initial loading of the product catalogue: “EziView made the task painless and extremely quick. We think the system should be called ‘very EziView’ ”.

Bizcaps Enterprise catalogue software helps clients create and maintain product data for the NPC and GS1net, validated against industry and business rules and in the format that trading partners need. Bizcaps Enterprise allows users to:

- quickly validate, create and publish product data on the GS1net or other datapools;
- efficiently maintain and update product data on these datapools;
- link a catalogue of product data to existing a user’s ERP and other internal systems.

Enterprise also has powerful workflow capabilities that will let users streamline and manage product data collection and publication processes. . Masterpet uses Bizcaps’ powerful BPM workflow product to manage new product introductions.

Enterprise and BPM are part of a range of Product Lifecycle Management, Product Data Management and Business Process Management solutions available from Bizcaps.

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