

PRESS RELEASE

Tudor Rose International selects AEB's comprehensive supply chain solution

- Tudor Rose implements ASSIST4 Warehouse Management, ASSIST4 Customs Management and ASSIST4 Visibility & Collaboration
- Aim: Streamlining logistics operations, increase business output and support business growth



Leamington Spa, 22nd August 2013 – AEB (International) Ltd has been selected by leading export market management company Tudor Rose International to implement its comprehensive supply chain management solution ASSIST4 for logistics execution and control.

In 2012, Tudor Rose International realised that neither its current operations nor its expected future business growth could be efficiently supported with the existing business applications. This prompted the company to look for solution providers. AEB's global trade knowledge and customs expertise, its understanding of the entire supply chain, and the fact that it provides integrated solutions for all areas of the supply chain convinced Tudor Rose that AEB was the right partner to implement a comprehensive and sustainable supply chain management platform.

As a result, Tudor Rose will move from mainly paper-based processes to standardised, automated management of all core logistics activities. By implementing AEB's ASSIST4 Warehouse Management and ASSIST4 Customs Management solutions, warehouse operations including value added services such as repacking and labelling will be streamlined, as will all related international shipping and export documentation processes. AEB's ASSIST4 Visibility & Collaboration Platform will support the smooth flow of inbound and outbound transport movements, including the management of loading dock schedules.

Claire Umney, General Manager of AEB (International), says: "We are very happy to be the selected business partner supporting Tudor Rose's warehouse and export operations. AEB's best of breed solutions will introduce best practice warehouse processes, increase accuracy and visibility and drive efficiencies. Tudor Rose operations will be implemented in a phased approach, with the first phase planned to go live in October 2013, ensuring benefits are realised quickly in key areas of the business. AEB will also provide the hardware and mobile equipment required for Tudor Rose warehouse operations through our UK partner TouchStar Technologies Ltd, who are a leading supplier of mobile computing solutions to the logistics sector. We are looking forward to supporting this impressive operation and to a long partnership with Tudor Rose."



Barry Wright, Systems Development Manager at Tudor Rose International says: “The introduction of AEB’s solution suite will enable us to improve and extend the service offering to our customers through fully integrated business processes, greater visibility over our supply chain, and closer integration of the warehouse operations with the administrative side of the business. The solution will help us to balance peaks and troughs while eliminating waste, and efficiently support our current operations as well as future growth.”

- Ends -

Contacts

For further information, photos or interview requests, please contact Andrea Krug, Krug Communications Ltd, tel. +44 (0)7740 245 867, email: andrea@krugcomms.com. To find out more about AEB’s software solutions please visit www.aeb-international.co.uk.

Notes to Editors

About AEB (www.aeb-international.co.uk)

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 6,000 customers worldwide and is headquartered in Stuttgart, Germany, supported by offices in the UK, Switzerland, Singapore and the US. AEB’s core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks, even beyond the boundaries of the business. The ASSIST4 suite offers full functionality via a wide range of modules including Visibility & Collaboration Platform, Order Management, Warehouse Management, Transport & Freight Management, Customs Management and Compliance & Risk Management.

About Tudor Rose International (<http://www.tudor-rose.com>)

Tudor Rose International is Europe’s leading Export Market Management company which specialises in building brands around the world. Tudor Rose International works closely with British Brand Owners such as The Jordan Ryvita Company, Kraft Foods, Unilever and The Burton Biscuit Company to develop the sales of their products outside the United Kingdom, and has a unique capability to successfully place all types of FMCG products in global markets. Over the years the company has progressively redefined the strategies of export market management to develop a global network of trading partnerships, achieving successful results in some of the world’s most challenging export regions, including Africa, the Middle East, China, Turkey and Russia.