

PRESS RELEASE



MAXIMUSCLE BEEFS UP ITS WAREHOUSE OPERATION DeltaWMS system is “an investment to support company growth” says Maximuscle supply chain manager Gary Lake

30 June 2010 ----Maximuscle, Europe’s largest sports nutrition company is automating its 30,000 square foot, 2,500 pallet, 250 SKU global warehousing operation using a system from DeltaWMS, the UK’s fastest growing supplier of interactive warehouse management solutions. The installation, which includes a radio frequency (RF) environment and handheld scanning equipment is Delta’s third sale into the health and fitness market. The system, ‘DeltaWMS:Distribution’ will support Maximuscle’s fine-pick-and-pack distribution to its 200,000 direct, mostly online customers as well as to major retail clients including Holland & Barrett, Tesco, Asda and Argos.

Established in 1995 by sports nutrition expert Zef Eisenberg, Maximuscle has been a pioneering force within the field for 15 years. In an industry showing consistent 15 per cent year on year growth Maximuscle has grown by over 400% since 2003. The brand has continually been at the forefront of product development and product efficacy and remains the only brand within the industry to independently drug screen every single batch produced. Maximuscle’s SKU-count and distribution levels are expected to rise as the company launches Maxitone, a nutrition brand for active females and Maxifuel, a system of energy nutrition products designed exclusively for endurance junkies as part of its business strategy to diversify into new markets.

“DeltaWMS is an investment to support planned company growth” explains Maximuscle supply chain manager Gary Lake. “We have a good reputation for service and we want to maintain that reputation as we grow. An RF-enabled warehouse will allow us to maximise the utilisation of our warehouse staff and the accuracy of our picking and putting away phases”.

Maximuscle’s selection team covering IT, the warehouse and office operations reviewed the market before picking the DeltaWMS system on the basis of its technical flexibility, scalability, price and support, according to Gary Lake. DeltaWMS will be integrated with the system supporting Maximuscle’s order entry team.

“When they are placing a telephone order for the customer they will be able to access live information on available stock” Lake explains. “In the future we plan to give our online customers access to the same information” he adds.

“Delta’s solutions provide a measurable return on investment for companies wanting to maximise their performance and profitability, who recognise that their warehousing operation is a core business process that can be continuously improved” observes Delta Operations Director Lance Bennett.

DeltaWMS:Distribution

The DeltaWMS:Distribution best-in-class warehouse management solution has been developed to meet the needs of today’s fast-paced wholesale distribution marketplace. DeltaWMS:Distribution allows the user to anticipate and plan for optimum inventory management and best service: purchase orders for stock can be placed prior to receipt, while sales orders can be routed to the system for speedier picking and dispatch, with the precise number of items picked against invoice.

Suitable for both single- and multi-site users, DeltaWMS:Distribution has an open database and can be quickly and cost-effectively integrated with the host system driving the broader business processes of an enterprise or smaller business - delivering immediate bottom line benefits and a faster return on investment.

The unique DeltaWMS graphical map manages warehouse inventory - interactively and in real-time - to optimise productivity; delivering measurable supply chain improvements.

Voice, barcode scanning, radio frequency, RFID and other technologies extend the power and reach of DeltaWMS:Distribution.

For paper-based put-away and picking, barcode scanning or fully functional radio frequency (RF) warehouse environments the DeltaWMS system improves stock location accuracy, reduces labour costs and enhances customer service levels. DeltaWMS enables full stock traceability - from point of receipt to point of despatch – for every item that moves through the warehouse.

DeltaWMS: company background

Founded in 1990 and headquartered in Wakefield, Yorkshire, DeltaWMS (www.deltawms.co.uk) is the UK's fastest-growing supplier of interactive warehouse management systems and a just-in-time technology innovator. DeltaWMS single- and multi-site systems are open-database, feature a unique, user friendly interactive warehouse management 'graphical map' and can be quickly and easily integrated into any ERP enterprise or smaller business environment.

DeltaWMS deploys its solutions throughout the UK and continental Europe, on-time and to-budget, providing rigorous fixed-price guarantees. Delta clients include Eddie Stobart, Maximuscle, Redhead International, Toyota Tsusho, TDG, Edexcel, Condor Ferries, Haven, Palletways and The Royal British Legion.

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PRESS CONTACTS (for more information / JPEG images):

Matthew Bantock - Team Communications (PR) for Delta

M +44 (0) 7770 357550 **T** +44 (0) 208 878 4432 **E** matthew@teamcomm.com

For more information on Maximuscle please contact Ben Greenslade at KTB PR on 0207 924 7214 / ben@ktbpr.com