

SOFTBRANDS SUCCESSFULLY IMPLEMENTS LEAN ENTERPRISE AUTOMATION SOFTWARE SYSTEM, DEMAND STREAM AT DATAMAX

Submitted by: Pattison Mitchell Associates

Wednesday, 22 September 2004

Press release

SOFTBRANDS SUCCESSFULLY IMPLEMENTS LEAN ENTERPRISE AUTOMATION SOFTWARE SYSTEM, DEMAND STREAM AT DATAMAX

+ Demand Stream continues to lead demand-driven manufacturing momentum in the high-tech sector

Reading, Berkshire UK - September 22, 2004 - For immediate release:

SoftBrands, a global leader in enterprise software for businesses in the manufacturing and hospitality sectors, has announced the successful implementation at Datamax Corporation of the ERP company's Demand Stream software for automating lean manufacturing processes.

With a representative sales office, label converting and preprinting facility at Harlow in Essex, Datamax specialises in the design, manufacture, and marketing of products for bar code and radio frequency identification (RFID) labeling including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons. The company's headquarters is in Orlando, Florida, USA and it has other representative sales offices in Singapore and China, as well as another label converting and preprinting facility in Illinois, USA.

"We needed a software system that would help us reduce inventory costs and buyer activities. We went live with the Demand Stream system in August of this year and have already realised the benefits of reduced inventory costs and buyer activities. Demand Stream has streamlined our supply chain connectivity to our suppliers through the Demand Stream supplier portal, which is a dramatic improvement over our old methods of fax machines," said Rich Newman, manager for distribution and business automation, Datamax.

For SoftBrands, Doug McGregor, general manager of the Demand Stream division, said: "This is an exciting implementation and one where we demonstrated our lean enterprise automation leadership in the high-tech industry. Demand Stream is managing a faster supply chain - signaling Datamax's vendors immediately via email, and the supplier portal. Datamax is experiencing a reduction in transaction time and other non-value added tasks. Demand Stream illustrates the growing use of proper technology to enable, sustain and enhance the benefits of lean manufacturing in today's demand-driven global economy."

ABOUT DATAMAX CORPORATION

Datamax specialises in the design, manufacture, and marketing of products for bar code and radio frequency identification (RFID) labeling including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons. Headquartered in Orlando, Fla., Datamax has sales representative offices in Singapore, China and Harlow, England, as well as label converting and preprinting facilities in Robinson, Ill., and Harlow. Datamax markets its products exclusively through a network of resellers in more than 100 countries worldwide. (Additional information at www.datamaxcorp.com)

ABOUT SOFTBRANDS

SoftBrands, Inc., is a global leader in providing solutions for small to medium-size enterprises (SMEs) worldwide, currently focused on the hospitality and manufacturing industries. With more than 5,000 customers in over 60 countries now actively using its manufacturing (Fourth Shift tm, evolution tm, Demand Stream) and hospitality products SoftBrands has established a worldwide infrastructure for distribution, development and support of enterprise software. The company, headquartered in Minneapolis, Minnesota, has over 500 employees with branch offices in Europe, Asia, Australia, the Middle East and Africa. (Additional information at www.softbrands.com)

ENDS

More information from:

Siobhan Robinson
Marketing Manager - EMEA
Telephone : +44 (0) 118 975 4080
E-mail: siobhan.robinson@softbrands.com
Web: www.softbrands.com
www.demandstream.net

Issued by:
Mark Mitchell
Pattison Mitchell & Associates
Telephone: +44 (0)20 7924 7700
E-mail: ptml@btinternet.com