



## **Daymon Worldwide Deploys Aldata for Space Optimisation**

### **Private Brand Broker Utilises Aldata Apollo to Collaborate with Retailers, Enhance Merchandising and Inventory Management**

September 29, 2010 - [Aldata Solution](#), a global leader in supplier to consumer business process optimisation, announced today that [Daymon Worldwide](#), a leading private brand broker and consumer experience marketing expert, is using Aldata's Apollo Space Optimisation solution as an integral part of its collaboration with a leading retailer in the United States. Daymon is utilising Apollo to enhance merchandising and inventory management, reduce waste and increase customer satisfaction.

#### **“Retailers strive to provide consumers with a diverse selection of products in a challenging economy”**

Daymon is a private label broker for several prominent retailers in the United States. The company serves more than 6,000 manufacturers of food and all types of private brand products. Daymon utilises Apollo to help effectively manage retailers' portfolios and merchandise for private label brands. As part of its relationship with a leading grocery retailer, which has more than 2,400 supermarkets and multi-department stores in 31 states, Daymon manages thousands of SKUs for a diverse portfolio of private label products.

“Interest in private-label brands continues to grow as cost-conscious consumers strive to maximise their shopping dollars. Aldata provides us with a cost-effective, easy-to-use solution to ensure that retailers are offering consumers the private brand products they want,” said Dan Ratterman, senior business manager, Daymon. “With Aldata, we are able enhance inventory management, helping reduce excess inventory and waste, while meeting consumers' evolving demands, increasing overall customer satisfaction.”

Aldata's Apollo Space Optimisation is a collection of powerful, market-proven software solutions that give customers the ability to automate planogram production while enabling consistent, accurate execution of category plans and new product launches at any required granular level.

“Retailers strive to provide consumers with a diverse selection of products in a challenging economy,” said Shaun Bossons, senior vice president at Aldata, Apollo Solutions Group. “With our space optimisation, retailers can ensure that they are providing the mix of items in a wide price range that suits a range of customer needs. Aldata also helps suppliers and manufacturers closely collaborate with retailers to help streamline inventory management and enhance merchandising.”

#### **About Daymon**

Daymon Worldwide Inc. is an employee-owned company headquartered in Stamford, CT specializing in the sales and marketing of Private Brand consumer products and consumer marketing events. Daymon serves more than 6,000 manufacturers of food and all types of private brand products. The company employs over 19,000 associates and has operations in 23 countries on six continents. Daymon services over 100 customers across 11 channels of trade. Though once known solely for its brokerage business, it is now more globally diversified, and includes its own design company (Daymon Design) and events marketing (Daymon Interactions).

Daymon Interactions is the largest international consumer marketing experience company in the world, conducting over one million interactions a year and more than 500,000 consumer interactions every day in stores in South

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#### **100% Merchandising**

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*Aldata*

Korea, Japan, Taiwan, Mexico and the U.S. We partner with our clients to deliver innovative customised marketing solutions with measurable results.

For over 25 years Daymon Worldwide Design has achieved both commercial and critical success around the globe, developing brands and executing package designs for the Private Brand industry. Our design work has been recognised and awarded by dozens of industry organizations, such as Mobius, American Corporate Identity and American Institute of Graphic Arts, as well as nearly all Private Brand publications.

### **About Aldata**

Aldata is a global leader in the supply of integrated business solutions to organisations that provide the best retail, wholesale, logistics, and marketing services to billions of consumers around the world.

100% of our business, technology, and people, plus over 20 years of accumulated best practice experience, is dedicated to improving the cost, time, and value delivered by our customers.

Today those customers include 15 of the world's 30 largest retailers, global distribution organisations, hundreds of national, regional and specialist businesses, and thousands of consumer brands.

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