



## Franz Bakery Deploys Aldata for Space Optimisation

**December 6, 2010 - Aldata Solution**, a global leader in supplier to consumer business process optimization, announced today that [Franz Bakery](#), the largest independent, family-owned bakery on the West Coast, has deployed Apollo Space Optimisation from Aldata. The bakery will use Apollo to automate the creation of planograms, enabling it to collaborate closely with retailers, increase efficiency and enhance overall merchandising.

Franz Bakery utilizes [Apollo Space Optimization](#) to create and share planograms with retailers that carry its extensive line of baked goods. With Apollo, Franz Bakery can also easily update planograms to reflect seasonal inventory changes. Franz Bakery, the largest baking company in the Northwest, supplies bakery items to 1,200 supermarkets in five states. The company sells more than 1,500 stock-keeping units including fresh breads, bagels, cookies and pastries.

"A large number of our customers already use Aldata Apollo for [category merchandising and space optimisation](#). The ability to create planograms with Apollo helps us collaborate even more closely with our customers," said Jason Strobbe, vice president, account sales, Franz Bakery. "Apollo is an easy-to-use solution that will reduce the time needed to create and update planograms. We were able to rapidly deploy Apollo within days of implementing the technology, resulting in immediate benefits."

Aldata's Apollo Space Optimisation is a collection of powerful, easy-to-use 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.

"More than ever, retailers depend on their vendors to understand and execute their vision when it comes to category management," said Shaun Bossons, senior vice president at Aldata, Apollo Solutions Group. "With Apollo, Franz Bakery can continue to build on its strong relationships with its customers providing them comprehensive, easy-to-understand planograms."

### About Franz Bakery

Based in Portland, Ore., Franz Bakery is the largest baking company in the Northwest and largest family-owned baking company in the Western United States. With a rich baking history, Franz Bakery has been bringing fresh bread, buns, bagels, cookies, and pastries to the Northwest since 1906. Today Franz Bakery has seven baking facilities throughout the Northwest and delivers fresh baked goods to grocery, restaurant, food service and institutional customers in Oregon, Washington, Idaho, Northern California and Montana. For more information, please visit [www.franzbakery.com](http://www.franzbakery.com).

### Aldata

Aldata is a global leader in supplier to consumer business process optimization. Our people and software help reduce costs, time, and waste, for retailers, distributors, and manufacturers, while improving availability, service, and customer retention. Founded in 1986, Aldata has an unparalleled track record of delivering successful projects for the world's leading retail and consumer brands, product distributors, and store chains.

More at: [www.aldata-solution.com](http://www.aldata-solution.com).

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