



Harlow-HRK Sales & Marketing Optimizes Retail Space Planning with Aldata

November 29, 2011 - Leading Sales and Marketing Organization for Manufacturers in the Grocery Industry Announces Expansion of Contract with Aldata

Aldata, a global leader in retail and distribution improvement software, today announced that Harlow-HRK Sales & Marketing, a sales and marketing organization that provides comprehensive sales, marketing, analytical and retail support for manufacturers in the grocery industry, will expand its use of [Aldata's Category Optimization solution](#) and core space planning module.

Aldata's Category Optimization solution enables the company's analysts to optimize retail space by automating planogram production and delivering the consistent, accurate execution of category plans and new product launches at any required granular level. The information generated from Aldata's solutions is used by Harlow-HRK to tailor product assortments to specific stores' customer buying habits and needs.

"Aldata's solution is critical in helping us achieve our customers' goals," said Harlow-HRK Vice President of Marketing and Analytical Services Rob James. "We represent brands where insight into exactly which products each store's clientele prefer and the ability to guarantee that those products are sitting on the shelf is a major advantage for us. We have been long-time Aldata users and have seen, first-hand, the value generated from this technology assisting our analysts as they focus on maximizing service level."

The Aldata Category Optimization solution is a comprehensive suite of products that enable you to effectively execute all merchandising activities, from category analysis and insight to strategic assortment planning to shelf space optimization. Aldata's core space planning enables Harlow-HRK analysts to create, manage and analyze planograms to optimize shelf space

"We are happy to work with visionary companies like Harlow-HRK as they provide us with an opportunity to showcase Aldata's Category Optimization solutions' dramatic benefits for grocery retailers, manufacturers and sales and marketing organisations," said Brendan Lowe, president, USA, Aldata. "The key to customer loyalty is simple: stock the brands your customers want and make sure the product is on the shelves when they want to purchase them. Thanks to our solution, Harlow-HRK is able to achieve both of these important goals easily and continue its growth."

About Harlow-HRK Sales & Marketing

For nearly 30 years, Harlow-HRK Sales & Marketing has provided comprehensive sales, marketing, analytical and retail support to manufacturers in the grocery industry. The many brands the company represents benefit from the strategic advantage such highly focused expertise affords. For more information, please visit: <http://www.harlow-hrk.com/>

About Aldata

Aldata is a global leader in retail and distribution optimization. Our software and service solutions help retailers, distributors and manufacturers dramatically improve their business performance.

We optimize categories, space, supply, logistics, and consumer engagement to increase our customers' revenue and margins, reduce time, cost and waste, and enhance on-shelf availability, service, and retention. <http://www.aldata.com/> or [Aldata's Apollo Space Optimisation](#)

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