



## Harold W. Young Inc. Selects Aldata for Enhanced Retailer Collaboration

Independent Broker to Provide Additional Insights on Category and Merchandising Increasing Sales and Customer Satisfaction

ATLANTA, February 1, 2011 – Aldata Solution, a global leader in retail and distribution improvement software, today announced that [Harold W. Young Inc.](#), a leading independent food broker in the Northeast, has selected [Aldata Apollo Space Optimization](#). The deployment will help to enhance collaboration with retailers, provide deeper insights on merchandising, category management and increase sales overall.

Harold W. Young is an independent broker working closely with several leading retailers including Ahold USA, Market Basket, CVS, BJ's Wholesale Club, Hannaford and Cumberland Farms. The company serves more than 50 manufacturers of food, HBC, general merchandise and confectionery products. Harold W. Young Inc. plans to use the Aldata Apollo Space Optimization solution to provide guidance to its retail customers on merchandising and category management, and ensuring that customers' shopping patterns are reflected.

"After a comprehensive review process, we selected Aldata Apollo because we believe it will help us forge closer relationships with our retail customers and provide them even greater value," said Betsy Harris, co-president, Harold W. Young. "We were impressed with Aldata's ease of use, and expect to be fully operational within weeks of our implementation. With Aldata, we can help retailers ensure that their merchandising and selections reflect customer demand and their evolving shopping behavior."

Aldata's Apollo Space Optimization 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.

"Retailers increasingly rely on their partners for their guidance and knowledge in category management and space optimization to ensure they are meeting the needs of consumers," said Shaun Bossons, senior vice president at Aldata, Apollo Solutions Group. "Harold W. Young Inc. is committed to providing its customers unparalleled service and goods. They understand the importance of working closely with their retail partners to ensure that they are providing the goods customers want, when they want them."

### 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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Metiri Mensus Pty Limited

Suite 107, Level 1, 30 Cowper Street, Parramatta NSW 2150 Australia

Phone: +61 2 8820 3600 | [www.metirimensus.com](http://www.metirimensus.com)