



Aldata

Karlie

Pets accessories manufacturer KARLIE standardises on Aldata for space planning

International German pets accessories manufacturer selects Aldata to leverage insights at the shelf

March 1, 2011 - "To visually merchandise products on shelf without the support of a software solution is time consuming and demands considerable resources. Thanks to Aldata, we are now able to easily bring together financial analysis and planogram design, which will give us a competitive advantage."

About the Company

For over 30 years, [KARLIE](#) has set the standard in pet accessories. Starting with grooming articles for dogs the company now distributes exclusive and original pet access, with more than 8000 articles for dogs, cats, rodents, birds and fish in 60 countries.

What have they purchased and how will it help their business:

- [Aldata for Space Planning](#)
- Maximise analysis to make better decisions for store merchandising and shelf re-stocking
- Decrease time in planning categories and enable valuable resources to be utilised more effectively

100% Merchandising

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