



M E T I R I
M E N S U S

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Press Release

VITA GROUP SELECTS APOLLO SPACE OPTIMISATION SOFTWARE

Queensland, September 2011 – [Metiri Mensus](#), providers of retail merchandising solutions, including space management solutions for over 10 years, announced today that [Vita Group](#), a lifestyle electronics and telecommunications retailer, has purchased the Apollo Space Optimisation Suite including Apollo Professional and Planogram Manager. Vita Group will use Apollo to manage the space and maximise sales potential for phone accessories in their Fone Zone and Next Byte stores, as well as their Telstra Business Centres and Telstra Stores.

“Implementing Apollo will enable Vita Group to analyse shelf space in relation to sales, utilise merchandising rules to decrease inefficiencies therefore delivering more sales and profit and importantly increasing customer satisfaction.” says Andrew Vincent, Account Manager.

“Apollo has greatly improved the time needed to merchandise brand new stores. Plus, this software has helped us to optimise our shelf space, improve the productivity of our inventory and grow sales” says Pete Connors, Divisional General Manager - Telecoms.

About Vita Group

Vita Group was born in 2008 and encompasses our 5 brands – Fone Zone, One Zero, Next Byte, iConcierge, and Vita Networks – along with selected Telstra Stores and Telstra Business Centres. Each of these brands succeed through providing solution focused products and services to meet the different needs of each customer. With our strong customer service focus we offer a unique retail and service experience for Australian consumers. www.vitagroup.com.au

About Metiri Mensus Pty Limited

Metiri Mensus' business is **100% Merchandising**. We are an innovative and dynamic company offering a wide range of Retail Merchandising Solutions that provide the tools for companies to merchandise effectively. We are known as the experts in merchandising and retail space planning via the distribution of Aldata Apollo Space Optimisation Suite throughout Australia and New Zealand. We operate in multiple channels from grocery, to hardware, to pharmacy, to home electronics, books, stationery and now apparel with the distributorship in Australia and New Zealand for Mockshop, vrSoftware's visual merchandising solution. www.metirimensus.com