

Zenith Hygiene Group picks RELEX to optimise inventory management and demand forecasting

UK's largest independent manufacturer of cleaning and hygiene products boosts supply chain management with RELEX systems

London October 6th, 2014. RELEX, Europe's fastest growing developer of supply chain management software, is to help Zenith Hygiene Group boost its planning, forecasting and efficiency.

Zenith operates through seven distribution centres around the UK and has been looking to optimise product availability while simultaneously reducing inventory levels.

"Zenith is expanding and we're constantly winning new customers - which is fantastic, but we need to ensure we always have stock so we do not let these, and our existing customers down" says Zenith's COO Simon Bower. "We've chosen RELEX to help provide high quality forecasts to optimise our handling of new accounts where we sometimes have no existing sales data. RELEX's technology will also help us ensure service levels for existing customers, who order infrequently and whose needs are therefore harder to predict, are maintained."

"Balancing stock between our seven depots is critical," says Bower, "while managing suppliers' purchasing rules as part of our ordering – things like minimum quantities – helps us keep input costs down."

Zenith also aims to improve the management of seasonal goods and to ensure service levels are maintained, so customers can always be sure of finding the items they need in stock.

"We routinely see clients cut inventory levels by thirty percent plus," says Tommi Ylinen, Managing Director of RELEX UK. "Yet with good forecasting and planning they can push availability to 98 or 99% at the same time."

"In the last twelve months wholesalers in four European countries, including the UK, have chosen RELEX for our systems and our expertise," says Ylinen. "Zenith's confidence in us reflects our track record of tailoring supply chain management systems to the needs of the wholesale sector and individual businesses within it."

The implementation project began in late August and full roll-out is planned to begin in December 2014, to be completed early in 2015.

Zenith makes around 35,000 deliveries a month to over 10,000 customer sites including restaurants, caterers, schools and hospitals. Founded in 1996, Zenith manufactures products in Northern Ireland and has distribution centres in Lisburn, East Kilbride, Droitwich, Elland, Oldham, Swanley and Welham Green.

About Zenith

Zenith Hygiene Group is the UK's largest independent manufacturer of cleaning and hygiene products. For over 15 years we have been trusted to supply quality products and excellent service at competitive prices to a wide range of customers and suppliers, with whom we work with in partnership daily. We aim to always work in partnership with our customers to provide clean and hygienic environments and reduce their long-term costs. Applying our unique industry knowledge to specific customer needs, we always offer the right product.

Website: www.zhgplc.com

Twitter: @ZenithHygiene

About RELEX

RELEX is Europe's fastest growing developer of supply chain software, to retailers, distributors and manufacturers.

RELEX clients in 13 European countries have become more efficient and more profitable through our pioneering demand forecasting, inventory optimisation and actionable analytics.

Clients have seen spoilage cut by 40%, inventory typically reduced by 30% and on-shelf availability routinely boosted to 98%+, saving tens of millions of pounds and improving their sales, profits and customer satisfaction.

RELEX's solution is built on a columnar database enabling in-memory calculation, improving performance over 100 times and permitting instant results to be drawn from big data flows. Our groundbreaking technology makes implementations quick, gives our clients almost complete independence to adjust and reconfigure our systems and produces rapid results. Gartner named RELEX as a "Cool Vendor in In-Memory Computing Technologies, 2014".

Founded in 2005 by a group of leading logistics scientists from Helsinki University of Technology, RELEX is fast becoming established as the first choice of retailers and manufacturers across Northern Europe. RELEX has been included in Deloitte's prestigious Fast 500 (EMEA) list of the fastest growing tech companies three years in a row. The company employs over 75 people at its offices in London, Stockholm, Wiesbaden and at its Helsinki headquarters.

For more information: www.relexsolutions.com