Forever Direct EU BV Activates Manhattan Supply Chain Platform to Support EMEA Distribution Operation

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NIEUWEGEIN, The Netherlands and ATLANTA, May 2, 2012 (GLOBE NEWSWIRE) -- Manhattan Associates, Inc. (Nasdaq:MANH) has announced that Forever Direct EU BV, the European distribution center for global health & beauty products company Forever Living Products, will activate the Manhattan Supply Chain Process Platform to support its logistics operations across the Europe, Middle East and African (EMEA) region.

Forever Direct EU BV will leverage the Supply Chain Process Platform with Manhattan's Warehouse Management (WMS) and Supply Chain Intelligence (SCI) solutions - key components of the Manhattan SCOPE® supply chain solutions portfolio. The solutions will be implemented at Forever Direct EU BV's new European Distribution Center (EDC) in Roosendaal, the Netherlands. Once the new EDC is fully operational, Manhattan's WMS and SCI solutions will fulfil orders for approximately 500,000 independent distributors located in 90 countries across the EMEA region.

Corné Mathijssen, operations manager at Forever Direct EU BV, commented, "With Manhattan Associates, we have definitely found a global supply chain systems partner that will be able to support our current needs as well as grow with us as our business needs evolve. There was a very high functional fit between our supply chain requirements and the standard software functionality that resides within the Manhattan WMS application. The solution is functionally very rich, highly configurable, and will for certain support our two primary distribution models: fulfilling bulk replenishment activities for DCs within the EMEA region and satisfying our requirements for package-based or single orders for all the independent distributors we serve across the European region. Furthermore, Manhattan's WMS supports us in our manufacturing operations, providing value added services such as country-specific labelling."

In the coming months, Forever Direct EU BV will implement a completely new IT systems infrastructure at its new 183,000 square foot facility. In addition to Manhattan's solutions, the company will also implement a number of other complementary technologies at the EDC including Warehouse Control (WCS), Enterprise Resource Planning (ERP) and Duty Management (DMS) systems. About half of the EDC will be dedicated to logistical activities associated with storage and replenishment activities, whilst the other half will focus on order fulfilment. All logistical operations within the EDC will be driven by the Manhattan WMS with orders being routed to loading areas using a variety of techniques and with support from a semi-automated pick by light operation and an automated conveyor/sorter application. Manhattan's SCI solution will be used to monitor and optimize Forever Direct EU BV's supply chain performance.

To read the entire release, please visit www.manh.com/news/foreverdirect.

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About Manhattan Associates, Inc.

Manhattan Associates continues to deliver on its 22-year heritage of providing global supply chain excellence to more than 1,200 customers worldwide that consider supply chain optimization core to their strategic market leadership. The company's supply chain innovations include: Manhattan SCOPE®, a portfolio of software solutions and technology that leverages a Supply Chain Process Platform to help organizations optimize their supply chains from planning through execution; and Manhattan SCALE™, a portfolio of distribution management and transportation management solutions built on Microsoft .NET technology. For more information, please visit www.manh.com.

CONTACT: John Bird
Director, International Communications Strategy
Manhattan Associates
Tel: +44 (0) 1344 318071
jbird@manh.com

Sander van Buuren
Lewis Public Relations
Tel: +31 (0) 40 235 4600
sandervb@lewispr.com

Manhattan Associates