

AutoLogic Systems Limited



LOOKING FORWARD TO THE FUTURE

News Release

May 21 2009

## **AFB Licensing acquires MaxLoad® Pro Container Load Planning Software from AutoLogic Systems**

AFB Licensing Ltd is a subsidiary of AFB plc, a specialist designer, manufacturer and distributor of home and fashion products. AFB Licensing Ltd is the licensee for brands such as Slazenger, Formula 1 and Guards Polo Club designing and distributing toiletry and gift toiletry products as well as car fresheners .

AFB plc supplies all categories of retail distribution including department stores, fashion and discount fashion, health and beauty retailers, and general retailers. The primary market is nationwide UK, but the company also markets and distributes to all European countries, Scandinavia, Asia and the Middle East.

To help improve the efficiency of their extensive distribution network, AFB Licensing has selected TOPS MaxLoad® Pro, the cargo load planning, container loading and freight calculation software from AutoLogic Systems.

MaxLoad Pro determines the best way of loading mixed size products onto vehicles and containers. Users can import existing properties of cases and pallets including dimensions, weights and any stacking rules into the MaxLoad Pro database to achieve an optimized loading plan with typical transport cost savings of 8-25%.

Gary Stenning, Head of IT and Operations at AFB Licensing comments: 'We needed a way to work out accurately what would fit in our container shipments and at the same time provide a guide to our warehouse how to load the containers. We tried several other container load planning software solutions but found that this software met our needs the closest. We have found the on going support on the product to be excellent.'

For more information on AutoLogic Systems visit [www.autologic-systems.co.uk](http://www.autologic-systems.co.uk) or call 01844 281380.

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## About AutoLogic Systems Ltd

Founded in 1993, AutoLogic Systems Ltd provides specialist software for all stages of the supply chain including: optimisation of pallet, case and package design; container & vehicle load planning; manufacturing and warehouse simulation; optimisation of process variables; and vehicle scheduling and tracking.

Our software helps: manufacturers; warehouse management; fleet and transport managers; large retailers; freight and cargo handling companies; systems integrators; materials handling equipment providers and airport baggage systems reduce waste, minimise risk and improve the efficiency of their supply chain.