

Joint software venture aims for market gap.

Two established industry players join forces to meet software needs of US food manufacturers.

June 8, 2009. Phoenix, Arizona – GlobalBake of New Zealand, and Datapax, Inc of Phoenix, Az. today announced the formation of a joint venture to provide ERP solutions for the food manufacturing sector.

From June 2009 the Phoenix, Az-based joint venture will market and support the GlobalBake and Datapax food manufacturing software products to the North American industry.

“We believe there is considerable opportunity in the food sector for purpose-built solutions,” says Kerry Glynn, GlobalBake’s President.

“Solutions offered in the food manufacturing sector are typically horizontal business applications rather than purpose-built software products like those our joint venture will offer.

“GlobalBake and Datapax solutions offer customers the ability to gain greater control over their operations and use this to achieve efficiencies right through their business,” says Mr Glynn.

GlobalBake was excited about the joint venture and the opportunity to work with Datapax, a company with such a heritage in the USA food manufacturing sector, Mr Glynn said.

Datapax’s President Tyson Philippi said they were delighted to join forces with GlobalBake. “Datapax customers will continue to enjoy highly responsive service and support with the added benefit of a broader solution set to select from as their business needs change.”

“Many food manufacturers are highly motivated to step up to broader information systems that reduce the complexity of managing their operations, thereby reducing risk and cost,” says Mr Philippi.

He said that motivation came from the intense pressure on food manufacturers, “a soft economy has affected sales and put pressure on costs for many, who were already confronting significant issues like increased consumer concern about food safety and federal requirements in relation to ingredient security.

“This makes more critical than ever before integrated solutions that offer a complete view of business information across a food manufacturing operation, backed by people who know the industry and can offer outstanding customer service,” said Mr Philippi.

About GlobalBake

GlobalBake is a New Zealand-based company that provides ERP solutions to hundreds of baking and other food processing companies in the USA, Canada, New Zealand, Australia and the Middle East. Formed in 1981, it is privately held.

About Datapax

For over 20 years, Datapax has been providing the international baking industry with leading edge software, services and solutions that help bakeries and food processors of all sizes manage their businesses so that they can realize their full potential.

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