

Optricity Awarded for Advancing Warehouse Operations and Supporting Supply Chain Success

Slotting optimization project produces substantial productivity gains

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RESEARCH TRIANGLE PARK, NC – June 30, 2016. Optricity, software development innovator and provider of advanced software technologies, has been recognized in *Supply and Demand Chain Executive's* annual list of 100 Great Supply Chain Projects (SDCE 100).

"Our goal with 2016's SDCE 100 is to shine the spotlight on successful and innovative transformation projects that deliver bottom-line value to small, medium and large enterprises across the supply chain," says Ronnie Garrett, editor of *Supply & Demand Chain Executive*. "The selected projects can serve as a roadmap for supply chain executives looking for new opportunities to drive improvement in their own operations. We congratulate all of our winners for a job well done!"

This awarding is Optricity's eighth inclusion in SDCE 100. Optricity's continued recognition reinforces project work performed while utilizing proprietary slotting optimization software, OptiSlot™, drives and supports performance within the warehouse. Optricity's development team persistently works together with engineers and clients around the world to ensure that the latest needs, defined by dynamic workplace environments, are addressed.

Optricity recently announced the launch of the Replixer™, the first in a platform of offerings coming within the next twelve months. "Focusing on elements that can create a huge impact within the warehouse is of utmost importance to Optricity's development team," said Chuck Grissom, Optricity's CTO and leader of the development team. "The Replixer™ is an element that is sure to do just that: improve operational precision by reducing replenishments with just a few button clicks."

"On behalf of the Optricity team, we would like to thank *Supply and Demand Chain Executive* for recognition," stated Sheila Benny, Executive Vice President of Optricity. "We look forward to continuing to support future projects and the success of our clients in all current and future warehousing endeavors."

About Supply & Demand Chain Executive

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints, and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. Visit us on the web at www.SDCExec.com.

About Optricity

Optricity utilizes a unique blend of warehousing domain expertise, advanced mathematics and software engineering skills to provide an expanding array of optimization, design and analysis software. Optricity's platform of innovative technologies enhance operational clarity and enable warehouses to perform with greater precision.

For additional information about Optricity's Workplace Optimization solutions, including the highly acclaimed warehouse slotting application, OptiSlot DC™, please contact:

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