
Optricity, Recognized for Providing Valuable Software Solutions by Leading B2B Publication, Hints at New Solutions to be Introduced in the Coming Year

FOR IMMEDIATE RELEASE

RESEARCH TRIANGLE PARK, NC – December 30th, 2015 – Optricity, software development innovator and provider, announces inclusion to Food Logistics' Top 100 Software and Technology Providers. This is the seventh consecutive year that Optricity has been included in Food Logistics' FL100.

Food Logistics, the only publication dedicated exclusively to the global food and beverage supply chain, prides itself in the rigorous process of uncovering software and technology providers that hold influential roles within the industry. "Developments in the software and technology sector are generating new opportunities for growers, food manufacturers, grocery retailers and the many logistics providers that support them," notes Lara L. Sowinski, editor-in-chief at Food Logistics. "Moreover, cloud-based solutions and mobile connectivity are helping create tools that are more flexible, affordable and responsive, making software and technology even more valuable to those in the global food supply chain."

As Optricity moves into its eleventh year of business, it plans to continue to provide "white glove customer support and software maintenance," a phrase coined by Sheila Benny, EVP of Optricity, to describe the extreme level of care and support Optricity provides to its clients, while also introducing a new platform of Workplace Optimization solutions to serve the warehousing and logistics industry.

Benny, who also serves the logistics industry as President of the Warehousing Education and Research Council (WERC) responds to the FL100 recognition and shares insight into what's ahead in 2016. "Being noted in industry as a top provider of high quality software delivering innovative solutions reinforces the work we do every day. The future we shape will provide tools that address the operational complexities of a warehouse with clarity and precision. We look forward to the coming year as we continue to support our clients all over the world solving warehouse slotting optimization challenges, while paving the path for the next wave of technologies such as warehouse-focused simulation and other Workplace Optimization solutions."

About Food Logistics

Food Logistics is published by Cygnus Business Media, a leading diversified business-to-business media company. The publication serves the information needs of executives involved in various aspects of the food and beverage supply chain. Through our print and online products, we provide news, trends, and best practices that help more than 24,000 grocery and foodservice suppliers, distributors, and retailers make better business decisions. Online at www.foodlogistics.com.



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About WERC

The Warehousing Education and Research Council is the only professional association focused exclusively on warehouse management and its role in the supply chain. Members are experts from all facets of the distribution industry who come together to share practical knowledge and professional expertise to improve individual and industry performance. Learn more at www.werc.org.

About Optricity

Optricity creates Workplace Optimization software that supports useful, usable and beneficial results in the warehouse. Optricity utilizes a blend of warehousing domain expertise, advanced mathematics, and software engineering skills to develop its solutions, including the highly acclaimed warehouse slotting application, OptiSlot DC™.

The Optricity platform of solutions, founded on our patented methods and proprietary RASSQ™ technologies, drives innovation, clarity, and precision for warehousing operations. For more information about Optricity, please visit www.optricity.com.