



PRESS RELEASE
Barcelona, 18 de Enero de 2010

Airwell target supply chain efficiency with TXT e-solutions to drive business performance

Leading France-based air conditioning system manufacturer implements Best of Breed solution from international demand & supply chain management software vendor

Airwell, a European leader in the design, manufacturing and marketing of air conditioning systems for home, office and industrial applications, has selected TXTDEMAND Plug & Plan from TXT e-solutions to manage demand and streamline supply and inventory.

The €400m manufacturer, part of the \$2bn ELCO Holding Group, has decided to reinforce its supply chain management processes in order to be better equipped to respond to business changes resulting from the current economic climate. As part of the selection process Airwell worked with Citwell a consultancy in Supply Chain to assist during the analysis phase and in establishing new rules for forecasting and supply processes as well as during the implementation phase. The new software solution is more adapted to Airwell's business model and as such supports better the new management processes.

With TXTDEMAND Plug & Plan, Airwell will now be able to evolve their demand planning process and achieve greater forecast accuracy through closer collaboration with their international subsidiaries. The solution will first be implemented at the subsidiaries in Europe and then rolled out to South and North America. The improved demand plan will provide a reliable input into their upstream supply processes and optimize the supply of not only finished products but also product components. The solution will also bring greater visibility into inventory levels across all of their distribution centers and therefore ensure a better response to customer orders avoiding unnecessary additional production.

By moving to the next level supply chain maturity, Airwell expect positive impacts on financial and overall business performance. Not only will better forecasts help the manufacturer strengthen their order fulfillment rate but also avoid stock piling along the chain and as such bring a reduction in working capital. In addition, the increased visibility along the supply network will enable Airwell to take more informed decisions about their portfolio breadth in order to provide the best response to consumer needs and control product profitability. This set of actions is ultimately expected to converge and free up liquidity and positively impact margins.

"When faced with new external market factors, we realized that being able to depend on advanced and efficient supply chain processes could have a positive effect on our business. The ability shown by TXT in providing us, on the one hand, with a packaged



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solution right for our needs and, on the other, with full international support, clearly guided our decision” says Mr Yvon Clech, Supply Chain Director, Airwell.

“That an organization such as Airwell put their trust in TXT e-solutions is further testimony of our expertise and international strength. The TXTDEMAND Plug & Plan solution has proven to be the right fit for Airwell in terms of implementation times, costs and functional coverage and we look forward to support them further in this initiative” says Gilles Alais, Sales Director, TXT France.

About TXTDEMAND Plug & Plan:

TXTDEMAND Plug & Plan is TXT’s ready-to-use demand & inventory management solution born from TXTDEMAND – TXT e-solutions’ comprehensive demand management offering. TXTDEMAND Plug & Plan offers a predefined model, workflow and KPI set based on industry best practices in Supply Chain Management. Provided with a service package allowing for short implementation times, TXTDEMAND Plug & Plan is the ideal choice for SMEs and in general for companies willing to benefit from quick start-to-value.

TXT e-solutions is an international software products and solutions vendor and leader in “Strategic Enterprise Solutions” in the industrial and media sectors. The principal business areas in which it operates are *Demand & Supply Chain Management* (DSCM) with TXT Perform offer and *Media & Channel Integration* with TXT Polymedia company (100% subsidiary); advanced software systems for the *Aerospace & Defence and Banking & Finance* industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.

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