

## Press Release

### AEB (International) Ltd celebrates 10<sup>th</sup> Anniversary, launches new Website



Warwick, 5<sup>th</sup> October 2010 – AEB (International) Ltd is celebrating its 10<sup>th</sup> Anniversary with the relaunch of its UK website, [www.aeb-international.co.uk](http://www.aeb-international.co.uk). Highlighting AEB's experience as one of Europe's leading providers of supply chain logistics software, the website now features more comprehensive information on the company's solutions in the areas of supply chain management and business services for end-to-end logistics.

With a strong product portfolio and growing customer base, AEB looks set to capitalise on its first ten years of business in the UK. General Manager Mark Brannan said: "We have a fantastic team of specialists working for the company that are driving our business forward. I'm confident that we have a very exciting and successful future ahead of us."

The outlook for AEB in the United Kingdom is very promising indeed. Strong financial results in recent years have enabled the AEB group of companies to continue to pursue its product diversification and internationalisation strategies. Having been known for many years as an export documentation specialist, AEB UK has over the years significantly broadened its product range to encompass end-to-end supply chain management and visibility.

As part of its product development programme, AEB has introduced a range of new software modules during 2010 including solutions for the Excise Movement and Control System (EMCS), US re-export controls, and a Web-based carrier cost comparison and labelling solution, called PARCEL|XPRESS. The company is now able to offer complete end-to-end supply chain solutions handling all inbound planning, warehouse management, picking and packing operations, and customs procedures.

Mark Brannan explains: "An increased emphasis on security in the supply chain and tighter restrictions by government agencies around the world mean that companies are facing new business challenges in international trade. AEB (International) Ltd is perfectly positioned to help companies adhere to all applicable global trade regulations, avoid penalties for non-compliance, put the right risk management strategies and solutions in place to address these challenges and ensure uninterrupted supply chain efficiency."

Many high-profile UK companies – including Gillette, BAE Systems, Land Rover and Boots Retail – have invested in AEB's solutions and rely on the software to ensure smooth logistics operations.

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The quality of its products and a solution suite that is being continuously enhanced to meet growing market demands has ensured customer loyalty over the years. Peter Michael Belz, CEO of AEB, comments: "Of my first ten customers thirty years ago, seven are still with AEB and all are using the latest version of the software." A similar picture is emerging in the UK, where many key customers have been using AEB's software for almost a decade.

The company's customer base now ranges from small and medium-sized enterprises accessing Web-based solutions to multinational corporations using the software globally. AEB has become a dominant force in some sectors of the European supply chain software market.

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### **Contacts**

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To find out more about AEB's supply chain management software solutions please contact AEB (International) Ltd., tel. +44 (0)1926 623 050, email: [info@aeb-international.co.uk](mailto:info@aeb-international.co.uk), or visit AEB's website at [www.aeb-international.co.uk](http://www.aeb-international.co.uk).

### **Notes to Editors**

#### **About AEB (International) Ltd**

AEB is one of Europe's leading providers of supply chain logistics software and has been delivering solutions to customers for over thirty years. The company has over 5000 customers worldwide supported by offices in the UK, Germany, Singapore, and the US. AEB's Warwick office celebrates its 10<sup>th</sup> Anniversary this year. AEB's core product - ASSIST4 - is the comprehensive solution suite for all logistics processes in global business. ASSIST4 offers a complete set of business services for end-to-end logistics, including international goods movements, making it possible to standardise and automate business processes in supply chain execution. ASSIST4 also creates transparency and provides a reliable basis for making the right decisions about the planning, monitoring, control and continual optimisation of supply networks - even beyond the boundaries of the business.

The ASSIST4 suite offers comprehensive functionality via a wide range of modules including Warehouse Management, Freight Management, Transport Management, Customs Management, Monitoring & Alerting and Compliance.