



Your partner in **innovation**



**LOGISTICS
ACHIEVER
AWARDS**

PALTRACK WINS GOLD AWARD AT PRESTIGIOUS 2011 LOGISTICS ACHIEVER CEREMONY

Paltrack won a GOLD award at the 23rd annual Logistics Achiever Awards (LAA) ceremony, held at the Emperors Palace in September. The title of the Paltrack entry was **“Supply Chain Visibility Solution, For the SA fruit industry stakeholders”**. It essentially described the Paltrack success story and the major contribution Paltrack has made to the fruit industry since it’s inception in 2000.



*Andries Mouton (MD – Paltrack) and
Jeanette Jenkins (Sales & Marketing Manager – Paltrack)*

The Objectives of the Logistics Achiever Awards are:

- *To recognise professionalism and excellence in the effective application of strategic, tactical, and operational logistics and supply chain management principles, concepts, and practices in Southern Africa.*
- *To encourage all companies and organisations in Southern Africa to review, evaluate and upgrade their current logistics and supply chain management practices.*
- *To create a greater awareness and understanding of the value of effective logistics and supply chain management.*

The gruelling judging process consisted of multiple rounds of submissions, site visits and presentations to a judging panel consisting of nominees from the leading (CILTSA, CIPS, CSCMP, RFA, SAAFF, SAPEA, SAIIE, SAPICS, SCC, TOCICO) industry associations.

The Paltrack strategy resulted in supply chain visibility through

- **maintaining coding and EDI standards**
- **creating preferred point solutions at each level of stake holder within the supply chain**
- **complementing the product offering with unique information services**

This was achieved within a complex and ever changing environment with multiple stake holders.

Paltrack is particularly proud of this accolade, and would also like to acknowledge those that have been involved in the business over many years, thereby assisting in building the platform that made winning this award possible. A special word of thanks is extended to our extensive customer base, and especially to those that have contributed to the 2011 LAA submission.