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afrifresh

AFRIFRESH UTILISE PALTRACK SOLUTIONS

One of South Africa's leading fruit exporters has recently signed a bulk software license agreement with Paltrack. Under this agreement, Afrifresh and some of their clients have implemented Paltrack's producer and pack house solutions, namely PALFARM and PALSTORE STD.

PALFARM

The solution addresses the produce's requirements for label printing and document generation. Exporter payments can be reconciled by the producer. Creation of intake documents, label generation capabilities, management of dispatches and reconciliation of payments are the key features of the solution.

PALSTORE STD

A warehouse management solution that includes key features like intakes, stock management, dispatches, protocol management, label printing, invoicing and reporting. Batch-, wireless- and 2D barcode scanning are some of the enabling technologies

Basil Karstel from Afrifresh says: "The stability of the pack house applications and the 24 hour support that goes with it was our main motivation for choosing Paltrack. We also have a cost saving through having multiple sites on Paltrack. Paltrack staff are helpful, know their product and are also open to new development to cater for client specific needs".

About Afrifresh:-

Afrifresh started out in the industry as a leading importer/supplier of fresh produce to South Africa's major chain stores. They supplied supermarket chains such as Pick 'n Pay, Woolworths and Checkers with a large percent of their fresh produce requirements on a national scale.

Exports were a natural extension of the service they offered producers. Using the knowledge and experience they had acquired with national supermarket programs, they began trading their fruit internationally under the South African permit system.

In 1998 Afrifresh purchased a 50% shareholding in Fruveg (Pty) Ltd from the well known Fine family. Fruveg was the holding company of Sunpride (Cape) (Pty) Ltd, another leading fruit exporter and one of their main competitors. This merger repositioned the two companies among the top five exporters in South Africa.

Afrifresh is very involved in agricultural development and besides assisting and supporting "emerging" growers and community farms, is farming itself on nearly 20,000 hectares of which 2,000 is under irrigation, making it one of the larger private farming operations in South Africa. The company is also involved in and committed to numerous joint-ventures with existing growers and also has large pack-houses in selected production areas.

About Paltrack:-

Paltrack (Pty) Ltd creates information technology solutions and provide these solutions to the fruit industry under license agreements. It is a wholly South African owned company with majority shareholder, the IMPERIAL group. Paltrack is the leading supplier of information systems and related services to the South African fruit export industry. A number of ancillary services have been established to compliment the software solutions. These services are mainly related to information provision and setting of standards to ease information exchange. See www.paltrack.co.za for more information.



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