



Atlas Express

FROM ATLAS PRODUCTS INTERNATIONAL



ATLAS PRODUCTS INTERNATIONAL

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Welcome

Welcome to API's monthly e-newsletter designed to keep you up to date with news about our company and our products and services. We hope you find this information of interest. If you would like to find out more, please contact Mark Williams at mark.williams@atlasproducts.com or call 08700 501007.

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Atlas launches new website

Atlas has launched its new website at www.atlasproducts.com designed to provide a renewed and refreshed resource for existing and potential customers alike.

Our new site provides news and information about Atlas, our customers and the range of products that we have developed over many years to meet the electronic trading needs of organisations throughout industry and commerce.

It provides advice and guidance for organisations embarking upon the EDI journey for the first time - and describes our added value services that can be used to ensure that the huge benefits of fast and secure transmission of data are fully exploited.

A variety of case studies provide testimonials from customers large and small.

Managing Director Allan Gray welcomed the launch of the site:

"Our previous website was more than three years old and I am delighted that we now have a new website that represents where our business is at in late 2007.

"We have made a deliberate effort to keep the content simple and uncomplicated. Atlas is a successful business because it never loses its focus on its customers.

"Every company is different and a cornerstone of our approach is the direct relationship and direct dialogue that we have with customers to understand precisely their issues and their needs.



"Our new website deliberately avoids complex jargon or detailed technical descriptions. Our aim is to provide a useful level of detail for visitors to the site to be followed by a more in depth discussion with one of our experts.

Head of Sales Mark Williams added:

"This website is an important addition to our efforts to service our existing customers as effectively as possible and, of course, to drive business development activity.



Atlas Chairman honoured by GS1 UK

Industry veteran and non-executive Chairman of Atlas Products International Bill Pugsley has been awarded Life Membership of GS1 UK, in recognition of his dedicated service to the organisation.

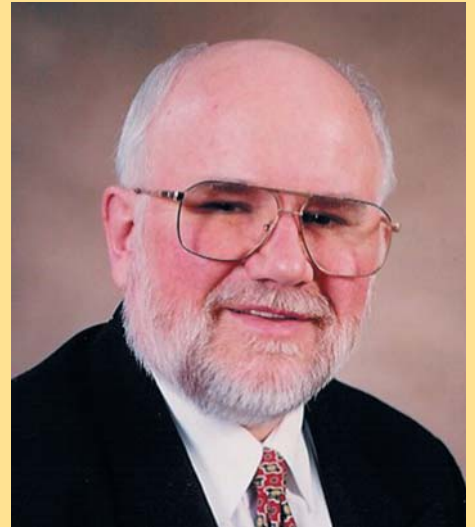
Bill and former GS1 UK Chief Executive Steve Coussins received the prestigious award at the AGM of GS1 UK on 8th November 2007.

Bill and Steve Coussins are the newest additions to an exclusive group of about a dozen industry professionals to have received this recognition, out of a corporate GS1 UK membership approaching 20,000 companies.

GS1 UK has driven innovation in the supply chain for over thirty years. It is part of the global GS1 organisation dedicated to the development and implementation of global data standards and solutions for any supply chain.

Members of GS1 UK license unique numbers to identify everything from products to patients.

The organisation helps members implement GS1 standards through the use of bar codes, radio frequency identification (RFID), electronic communications and Global Data Synchronisation (GDS).



Case study: Harringtons

Atlas MX from API transforms work and home life for Morrisons' supplier for just £50!

When Ashley Harrington, a supplier of fine cut flowers to Morrisons for more than 12 years, received a request from the supermarket group to become EDI enabled as quickly as possible, he decided to seek the advice of his cousin Greg who is a supplier of climbing plants to B&Q and a user of EDI.

Ashley informed Greg that Harrington's, based in Cambridgeshire, had been advised to contact Morrisons' EDI supplier to get connected. Greg's response was: "You should go to Atlas Products International (API) – they have been superb for my business," – advice that has proved invaluable for Ashley's business – and his lifestyle!

Ashley Harrington took his cousin's advice and hasn't looked back. He takes up the story:

"I've had a fantastic experience dealing with API. They have reassured me from day one and it's been an incredibly smooth and straight-forward process – and when we have encountered some minor issues, Margaret Gray from API has been very supportive and sorted them out with no fuss at all.

"I'm delighted with the results. I was up and running in five days from the order, well

within Morrisons' deadline. And the best thing is that it's radically improved the way I work.

"In the flower business you have to get up extremely early in the morning, yet all of my orders would come through by fax to my office, six miles away, late at night.

"This required me to go into my office to pick them up so that I could plan for the next day. It was a nightmare really.



"Now I have a remote connection at home which means that I can have my tea, log onto the system and see my orders two or three hours earlier than before. Its fantastic!

"Sadly there are too many examples these days of shoddy, expensive service, so it was so refreshing to pay a reasonable price for a good product, backed up by really excellent service. I can't praise API highly enough and I would recommend them to anyone."

Said Allan Gray, API Managing Director:

"I'm delighted that we have been able to help Ashley in this way, not only in ensuring that he was connected with Morrisons quickly and smoothly, but also to make his working day more manageable.

"We pride ourselves on the quality of the service we offer and stories like Ashley's just convince us all the more that making the extra effort pays off for everyone."

Ashley Harrington chose Atlas MX, a fast, secure, efficient and cost effective EDI system that was installed for just £50 on Pay as You Go. For more details, call API on 08700 501007.

Product focus: Atlas MX

Atlas MX

Major retailers understand that electronic trading provides their organisations with tremendous business benefits.

However, rolling out EDI to all of the supply chain can be a complex operation. Persuading smaller, infrequent suppliers to acquire the technology they need to connect with hub systems has been an ongoing challenge.

Without 100% participation the greatest efficiencies remain tantalisingly out of reach. Until now!

At a stroke Atlas MX provides the tool to complete the roll out – at a cost of less than

£1 per day. And for smaller suppliers the financial burden weighing down on them is instantly removed.

Atlas MX is our hugely successful, entry level system, available for just £50 for occasional or seasonal users, up to £595 per annum for unlimited usage with no additional transmission charges.

Atlas MX+

MX+ has a wide range of additional features to automate the flow of data between you and your trading partners.

MX Plus is intended for companies who need to be up and running quickly but who also

wish to exchange the data automatically with another system using a simple CSV file format. MX+ has a huge range of configuration capabilities and can be expanded and priced to suit any requirements.

Atlas MX Advanced

Takes the MX model even further with the addition of unlimited transformation and communication capabilities.

MX Advanced is best suited for companies who need to achieve complex data conversions and provide a data clearing house yet still require data to be presented in human readable paper format.

Atlas MX is a fast, secure, efficient and cost effective EDI system.

For both suppliers and buyers, Atlas MX – and MX Plus – make great business sense.

Suppliers

With Atlas MX, all it takes is:

- 2-Clicks to receive and print orders
- 1-Click to convert orders to invoices
- 1-Click to convert orders to acknowledgements
- 1-Click to convert orders to delivery notes
- OR
- Type and send invoices
- Set up templates for repeat invoices
- MX is cost effective – prices are tailored for occasional or seasonal users, all the way up to unlimited usage with no additional transmission charges
- MX fully complies with VAT and audit requirements
- MX is upgradeable to MX Plus - with a wide range of additional features - to automate the flow of invoices and orders in and out of your accounts system with no typing while retaining full control.

The screenshot shows a 'Sales Order' window. The supplier is 'Ivor Construction Ltd' and the customer is 'Plumbing Supplies Ltd'. The order date is 24/05/2003. A table lists various plumbing items such as 'Blue Bricks with smooth face', 'Cementation and 25kg bags', and 'Roof trapezoidal panel'. The total value of the order is £75,023.19.

A typical order – Preview or print any document whether it is a document you have sent or one you have received

Buyers

With Atlas MX, all it takes is:

- 2-Clicks to receive and print invoices
- 2-Clicks to receive and print acknowledgements
- 2-Clicks to receive and print delivery notes
- 2-Clicks to receive and print invoices
- OR
- Type and send orders
- Set up templates for repeat orders
- MX can handle EDI, XML or even PDF format files
- MX is cost effective – prices are tailored for occasional or seasonal users, all the way up to unlimited usage with no additional transmission charges
- MX fully complies with VAT and audit requirements
- MX is upgradeable to MX Plus - with a wide range of additional features - to automate the flow of invoices and orders in and out of your accounts system with no typing while retaining full control.

The screenshot shows a 'Purchase Invoice' window. The customer is 'Plumbing Supplies Ltd' and the supplier is 'United Merchants'. The invoice number is 04290066 and the order date is 30/06/2004. A table lists various plumbing items such as 'ELX HOB GAS WH', 'ELX HOB ELECTRIC & PLATE BI WH', and 'ELX FULLY INTEG. COOK HOOD SI'. The total value of the invoice is £2,034.40.

A typical invoice – Preview or print any document whether it is a document you have sent or one you have received



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