NEWS RELEASE
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Crocker & Winsor Seafoods Masters Inventory Control
with Seasoft ERP Software

April 14, 2013 — Seasoft Software today announced that Crocker & Winsor Seafoods, located in the heart of Boston within sight of the bustling fish pier, has joined the expanding community of seafood distributors using the Seasoft Enterprise Resource Planning (ERP) software to help them operate more profitably.

Continuing its 115 years plus reputation for leadership and excellence in frozen wholesale seafood sales, Crocker & Winsor's rapid service differentiates the company in the competitive seafood market. The company ships its frozen products from a state-of-the-art cold storage facility via common carriers throughout the continental United States. In addition, Crocker & Winsor ships for next day arrival to New York, Philadelphia, Baltimore and Washington DC. This assures our customers that all products remain completely frozen, maintaining the products' integrity.

"We pride ourselves on the sheer volume of transactions we process each day, along with the variety of products we offer our customers," said Dick Parker, vice president at Crocker & Winsor. "Couple that with the flexibility to select any species of seafood, in the portion size for any manner of preparation the customer prefers and you've got a winning formula."

The key to Crocker & Winsor's success is inventory management. "We must maintain sufficient quantities of all our SKUs in our warehouse so that we can fulfill the large volume of daily orders that we receive," Parker added. "Seasoft provides the inventory visibility and tools to manage it that we require. We can quickly see current inventory levels on site and at public freezers, receive alerts when inventories run low and schedule transfers to maintain sufficient levels on site. The inventory positioning is what sets C&W apart, allowing customers to have orders filled as if they're walking through the aisles of a supermarket."

Parker added, "We know what our expected daily volumes are as well as the lead-times for getting product from our domestic and international suppliers and we're able to manage reorder points on all of our items. When a particular product reaches a trigger point, Seasoft indicates the need to re-order or reposition the product to prevent a stockout." The software takes into account a number of factors in determining the optimum product re-order point, including average lead time, safety stock for each item, basic stock and average unit sales per day.

About Seasoft Software
Seasoft Software is a fully integrated, turnkey business management solution that helps seafood processors and distributors enhance operational efficiency, reduce costs and maximize their bottom line. Whether it's improving inventory control, increasing production yields, pinpointing costs or responding quickly to a food safety issue, Seasoft's integrated, easy-to-use software tools will help you meet the challenges of weight-based, commodity-priced products where yields, lot and portion control, by-product accounting, settlement processing and multiple freezer and warehouse locations are of paramount importance. For more information, call 800.422.4782 or visit Seasoft on the web at www.caisoft.com/seasoft.