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Nedal Aluminum B.V. Selects pVelocity Software

Nedal B.V. to implement Profit Management Software

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pVelocity Inc., a leading developer of Profit Management software, today announced that Nedal Aluminum has signed a contract for the pVelocity suite of Profit Management Software Products.

Says pVelocity CEO Paul Betsis, "As a manufacturer of aluminum profiles in a complex market and with some of the largest aluminum presses in Europe, Nedal needs to know where profitable business opportunities lie and what business is impairing profitable growth. We look forward to delivering that value to Nedal through our Profit Management software."

To deliver profitability insight at the level of detail illustrated below, pVelocity assesses every order in terms of the costs that can impact its profitability from discounts, rebates, raw materials, and waste to packaging, utilities, freight, direct labour, warehousing, and commissions. pVelocity also calculates profit visibility for each stage of the metals manufacturing process. For example, the metals extrusion P&L structure can be calculated for all value - added steps, such as rolling, extrusion, fabrication or finishing.

Says Nedal General Manager Marcel Veldman "pVelocity has quickly delivered value to our company. In our business, it is critical for us to continually analyze profitability at various levels and quickly model impact of our decisions on future profits. We are pleased to be joining its stable of customers."

About pVelocity

pVelocity delivers the key product, customer, and market intelligence necessary to support business decisions that improve profit. By bridging the gap between production and financial systems, pVelocity identifies true drivers of profitability at unprecedented levels of detail. The company has a growing list of prestigious manufacturing customers with multi - plant installations in various industry segments, including chemicals and extruded metals. With headquarters in Toronto, Canada and offices in the UK, privately- held pVelocity was founded in 2001.

About Nedal

“Founded in 1938 Nedal Aluminium is a specialised supplier of profiles to very demanding customers. It is an ISO 9001 certified company and belongs to the Hunter Douglas Group. Hunter Douglas is the global market leader in the field of window coverings and is major producer of architectural products. The Group is made up of 154 companies, with production and assembly plants and marketing and sales offices in more than 100 countries. Hunter Douglas has over 14,300 employees and its annual sales in 2002 amounted to 1692 million euros.”