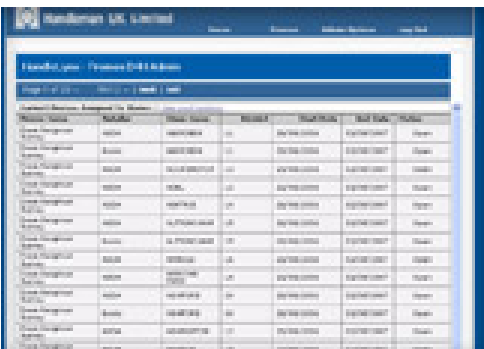
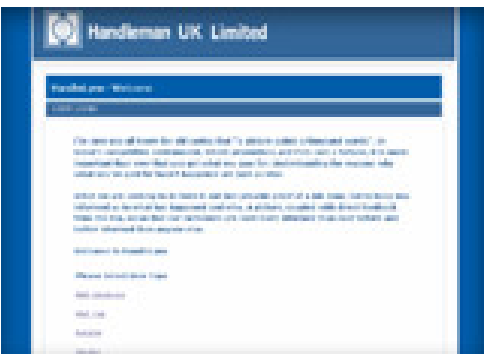
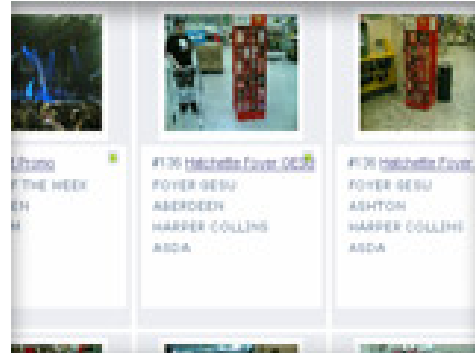


development case study : Handleman UK - Handlelynx Promotions Management

Handleman UK Limited (formerly Lifetime Entertainment) is a supplier and merchandiser of Home Entertainment products to a broad customer base in the United Kingdom. Customers include supermarkets, motor service areas, and chain stores. The Company's team of field sales representatives and warehouse staff utilizes the latest technology to distribute home entertainment products to approximately 3,000 retail outlets.

Technology utilized by Handleman U.K. includes proprietary category management systems, such as store inventory replenishment, sales force automation, and highly automated warehouse distribution equipment. These advanced programs assist in maximizing retail sales, while optimizing inventory productivity.



Handlelynx is a powerful Promotions Management System that D4H Creative has bespoke designed and developed for Handleman UK, the major supplier and merchandiser of Home Entertainment products to a broad customer base including supermarkets, motor service areas, and chain stores. Users of the Handlelynx system include major retail chains such as Boots and Asda and major music suppliers including Sony and EMI.

The new system allows Handlemans, the retailers and the music industry suppliers to monitor and manage the launch and promotion of CD's and DVD's in store.

To learn more please contact the D4H Creative development team.

