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EPI and ECRM Release redipoint, a Web-based Data Management Solution

Bentonville, AR (February 23, 2010) — With an influx of retailer reporting requirements and the increase in Extended Producer Responsibility (EPR) laws, EPI and ECRM announce a joint venture to make it easier for brand owners, distributers, manufacturers, packaging suppliers and retailers to maintain their data in a comprehensive web-based data management solution called **redi**point.

redipoint will assist multinational companies in complying with environmental legislative requirements and retailer reporting worldwide. The system produces comprehensive fee reports for international third-party organizations and government agencies and enables companies to easily export packaging data to retailers scorecards (such as the Walmart Sustainable Packaging Scorecard). In addition to facilitating compliance with a variety of legal mandates, **redi**point allows users to efficiently manage multi-level Bills of Material (BOM) data and track company-specific environmental criteria/benchmarking.

Victor Bell, President of EPI, comments on the need for **redi**point, "Through our clients we have seen a growing demand for a comprehensive system that can integrate existing company data, that is simple to use, allows you to add additional data from suppliers, and that can then be used for all their global reporting needs."

"Greater demands from Retailers, Product Suppliers, GO and NGO's to provide transparency and compliance reporting place increased demands on component and material management," according to Jim Rice, ECRM's CIO. "Our clients share with us the demands that their customers (internal and external) and increasingly, Governmental Organizations, place upon them. These obligations apply to both Consumer Packaged Goods companies and retailers."

Rice elaborates, "**redi**point provides an enterprise solution that answers these demands with a wide range of reporting tools that include environmental and regulatory reporting (Packaging, WEEE, etc.), customer requirements for product packaging scorecards such as Walmart's Packaging Scorecard as well as for internal benchmarking, modeling and design for environment."

For more information about **redi**point, please visit www.redi-point.com or contact Charles Walsh at cwalsh@redi-point.com or Tanja Carroll at tcarroll@redi-point.com.

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