



## **Conair Receives Outstanding Achievement Award in Supply Chain Excellence for its Work with Enterra Solutions, LLC**

Orlando, FL (October 27, 2010) – In Orlando yesterday, Conair Corporation received an *Outstanding Achievement Award in Supply Chain Excellence* at the annual Consumer Goods Technology (CGT) Business & Technology Leadership Conference. The prestigious award is presented annually to three consumer goods firms that demonstrate outstanding achievement in executing supply chain improvements. Conair received the runner-up award and was honored for its participation in the development and implementation of the Enterra Supply Chain Assurance Platform™ (ESCAPE™). Enterra Solutions' collaboration with Conair was acknowledged by Albert Guffanti, Publisher of *CGT*, during the award presentation.

Conair's Global CIO, Jon Harding, who accepted the award on behalf of the company, commented, "Our partnership with Enterra has been extremely beneficial for both companies. We co-developed the retailer compliance module of the ESCAPE platform with Enterra knowing that there was a gap in the market for a solution to manage the complex supply chain requirements of retailers. Enterra's solution will enable us to focus on positive collaboration with our retail partners rather than spending valuable interactive time discussing penalties and deductions. Additionally, we are working with Enterra on co-developing new modules that will make our supply chain even more efficient and effective."

"We're very gratified and excited that our client Conair Corporation has won an award for Outstanding Achievement in Supply Chain Excellence for its work with Enterra and that the hard work of our team and the effectiveness of our ESCAPE platform have been recognized by the consumer products industry," stated Stephen F. DeAngelis, President and CEO of Enterra Solutions. "We partnered with Conair to develop ESCAPE, and Conair's insights and leadership have been instrumental to the successful development and expansion of the ESCAPE platform to consumer products manufacturers."

Conair is now implementing the second ESCAPE module – the Pre-Inventory Prediction Module – that uses advanced predictive capabilities to help monitor its supply chain prior to warehouse delivery to: spot inventory delays; identify affected customers and order impact of delivery delays; and generate recommended remedies to minimize the impact of delivery delays.

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**About Enterra Solutions, LLC**

Enterra Solutions, LLC is an information technology firm focusing on the application of artificially intelligent rules-based technologies to solve the complex business problems of commercial organizations and governmental agencies. For more information about Enterra Solutions, please visit [www.enterrasolutions.com](http://www.enterrasolutions.com).

**About Conair Corporation**

Conair Corporation is a developer, manufacturer and marketer of health and beauty products and kitchen and electronic appliances. Since its founding in 1959, the company has become a leading manufacturer of nationally branded personal and health care small appliances. Today, divisions of Conair are among the most recognized and respected brands in small kitchen appliances and cookware. The company's domestic and international divisions offer a diversified mix of professional and consumer products under their own brand names and private labels. Conair brands are quickly becoming household names around the world. Conair is headquartered in East Windsor, New Jersey, with sales and marketing offices in Stamford, Connecticut. The company has large distribution centers in East Windsor, Phoenix, Arizona and a manufacturing facility in Rantoul, Illinois. Conair product lines include: Interplak®, Travel Smart® by Conair, Allegro Mfg. Inc., Scünci®, ConairPRO, BaBylissPRO®, Forfex®, Satin Smooth®, One 'n Only, Jilbere de Paris, ConairPRO™ PET, Rusk, Cuisinart®, and Waring®.

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