



Press Release

Source: Innovative Technologies

GrowerLive Appears in *Big Grower* Article

Riverview Flower Farm mentions GrowerLive as a key to their success with managing pay-by-scan inventory.

June 2007

Riverview FL: Rick and Dave Brown, co-owners of Riverview Flower Farm in Riverview, FL, published an article written in *Big Grower* magazine discussing their success with managing pay-by scan inventory at their garden centers by using GrowerLive.

GrowerLive is a complete sales and management tool that plugs growers into their sales locations. GrowerLive allows companies using the new pay-by scan (consignment) and Vendor Managed Inventory (VMI) methods to manage inventory remotely at any customer location that has EDI (Electronic Data Interchange) capability, which includes all major big-box retailers.

Rick and Dave Brown state, “To be profitable at pay by scan, we have to know what to sell, what level to stock at and what will hold space until it sells when traffic is low. We monitor sales and compare history and supply to projected sales levels of inventory using all the information we know and keep at our fingertips on the Dashboard of our Grower Live software.”

Riverview Flower Farm places orders with ease by using GrowerLive. “Orders are placed with knowledge of what must be sold and how to distribute the product effectively. The orders flow to picking tickets, packing schedules, packing lists, truck assignments and routes that can be manipulated when needed with drag-and-drop ease. The assignments are immediately available to drivers and merchandisers from a PDA so they know what they are scheduled for on the next day,” says Rick and Dave.

GrowerLive also helps increase the efficiency of your business. “Once we knew we would be allowed to supply to the rate of sale, we immediately increased production and acquired more facilities,” comments Rick and Dave. “Without the process of soliciting 500 orders a week and having to wait to get 500 deliveries checked and received and without having to battle for dedicated space, we seized the opportunity to grow and stock items that would maximize their sales and profitability and ours.”

ABOUT INNOVATIVE TECHNOLOGIES: Based just outside Tampa FL, Innovative Technologies primarily develops Business to Business applications. They have long term relationships with a wide variety of industries including over 12 years in the grower and live goods industry. For more information visit inntec.com or growerlive.com.