

# Maxima scales up with next generation of micro space planning to support continued growth

**Cheshire, 26 September 2016** – [Maxima Grupė](#), one of Lithuania's most successful retailers, announces it has extended its usage of [Galleria's](#) solutions by upgrading to the next generation of micro space planning, automation and optimisation. This will enable it to easily create various assortment levels different from country to country . Additionally, it will be able to merchandize any fixture and produce planograms anywhere in its stores.

With its 535 stores of various sizes - from local convenience and supermarkets through to hypermarkets - Maxima was also keen to enhance communication between all departments and stores, increasing overall operational efficiency. Having implemented the new system throughout Lithuania, it plans to roll out the solution globally to facilitate one centralized and scalable platform across its multiple territories.

Miglė Čepulienė, Head of grocery, drinks and prime nonfood, at Maxima Grupė comments: "We have been working closely with Galleria to utilize its solutions to automate and optimize our merchandizing strategy in Lithuania for three years now. The move to upgrade and implement its solutions in all of our markets is a reflection of the confidence we have in its software and its team. Having one solution across the business will undoubtedly help us to make better informed merchandizing decisions, and as a result, improve our customer satisfaction."

"We needed a system that could support all our current stores, and continue to expand in line with company growth. Galleria's platform is easy to use, compatible with multiple languages, and is flexible to fit around our varied business processes and new requirements. Creating planograms for complex fixtures, which are now with full 3D visualization, will be much easier, and will help us better manage problematic areas in our stores."

A part of RELEX Solutions, and the leading provider of end-to-end category planning, automation and optimization solutions and services to the retail industry, Galleria's experience provides the foundation for next generation category optimization solutions with advanced planning, automation and optimization levels.

Ian Duncan-Lewis, CEO, Galleria, adds: "Maxima is taking substantial steps to gain centralized control and improve efficiencies on a global scale. Upgrading its system will not only optimize assortment and the space available in each store, but also ensure inventory levels better meet country preferences."

"We are pleased that Maxima has chosen to strengthen our partnership even further and we look forward to continuing to support its customer-centric merchandizing strategy as it evolves in line with the growth of the business."

Galleria's next generation of micro space planning, automation and optimization solution fully integrates via web service technologies to Maxima's SAP ERP system and is due to go live in Estonia and Latvia in the coming weeks.

### **About Maxima**

MAXIMA GRUPĖ, UAB is a holding company founded in 2007. It controls retail trade companies in Lithuania, Latvia, Estonia, Poland and Bulgaria. Currently, the Group owns 532 stores Maxima X, Maxima XX, Maxima XXX, Aldik, and T Market. Companies of the Group employ more than 31.000 people. The company MAXIMA GRUPĖ is managed by VILNIAUS PREKYBA, UAB, which also owns EUROAPOTHECA, UAB, ERMITAŽAS, UAB, AKROPOLIS GROUP, UAB and FRANMAX, UAB.

For more information about Maxima, visit <http://www.maximagrupe.eu/lt>

### **About Galleria RTS**

Galleria is the leading provider of consumer-focused category optimization solutions and services to the retail industry.

Many of the world's best-known retailers and suppliers including Coop Denmark, Morrisons, One Stop, PARKnSHOP, Safeway, and Unilever, use Galleria for customer insight, clustering, assortment and space automation and optimization.

Supported by detailed analytics and reporting tools, Galleria's flexible solutions help increase sales and margins, accelerate inventory turns, and cut waste and markdowns. They're accessible as desktop, cloud and integrated solutions or via consultancy.

Galleria is part of RELEX Solutions, Europe's fastest growing provider of integrated retail and supply chain planning solutions.

For more information about Galleria, visit [www.galleria-rts.com](http://www.galleria-rts.com)

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