

THORPE-Bowker

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PRESS RELEASE

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For immediate release

Thorpe-Bowker to sell and market PacStream

From 1 October 2008, Thorpe-Bowker will assume responsibility for all sales and marketing activities of the PacStream e-commerce service in both Australia and New Zealand, including customer relationship management and first-level support. The ECN Group will continue to manage the PacStream platform, delivering the e-commerce functionality, provide professional services and continue developing new functionality in consultation with Thorpe-Bowker.

Thorpe-Bowker general manager Gary Pengelly said: 'This is an opportunity to put the PacStream service back in the middle of the publishing industry it was purpose-built to serve, with an organisation that is interacting with book retailers and publishers on a daily basis. Under Thorpe-Bowker's management, the service can be more proactive in driving the adoption of electronic messaging to improve the efficiency of the industry supply chain, while also contributing to the expansion of operating message sets and the promotion of industry standards.'

'This relationship also compliments Bowker's global position as a provider of e-commerce services to the publishing industry through its PubNet and PubEasy services.'

The ECN Group's Michael Davey said: 'The synergies between the two organisations will greatly assist to service the growing needs of the publishing and bookseller community now and in the future.'

PacStream's account manager Gary Copeland will be continuing his involvement with the service. 'Gary brings his considerable retail and IT experience to the growing range of supply-chain services being offered by Thorpe-Bowker,' Pengelly said.

PacStream was established in 1994. It is an e-commerce system used by booksellers, publishers and distributors to simplify, standardize and automate stock ordering and invoicing. For more information on PacStream, contact Gary Copeland on 0400-428-313 or on (03) 8517-8359 after 6 October.