
COMPANY NEWS



For Immediate Release

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August 22, 2012

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Associated Announces Their New Strategic Partnership with TZA

Addison, IL, August 22, 2012 – Associated, a leader in providing customers with integrated [supply chain solutions](#), announced that it has entered into a strategic partnership with TZA, a technology, consulting, and engineering company specializing in the optimization of labor performance.

This partnership will enable Associated to leverage TZA's expertise and experience in implementing [labor management solutions](#), which encompass people, processes and technology, to enhance the value Associated brings to its customer in increased workforce productivity, efficiency and operational cost reductions.

Michael Romano, President/CEO of Associated said "As we look toward the future we are committed to developing new and innovative methods to provide value to our customers. In today's environment, labor costs comprise the largest part of a warehouse's controllable operating expenses. The ongoing challenge many of our customers face is how to manage labor costs without jeopardizing customer service. Our partnership with TZA will allow us to provide our customers with market-leading technology and tools to help them leverage the true potential of their workforce."

For more information on Labor Management Programs and how Associated can be of assistance in making recommendations that will boost labor productivity, visit their website at www.associated-solutions.com.

About Associated:

Celebrating over 50 years of providing customers with innovative solutions that optimize storage and order fulfillment operations within their supply chain, Associated understands that handling materials in the supply chain should be more than material handling. By utilizing their unparalleled experience and industry best practices they are able to evaluate current methods and processes for storage, order fulfillment, labor and equipment utilization and recommend practical strategies to enhance its effectiveness and reduce overall cost.

Featuring leading edge engineering, fleet management and labor optimization services to complement industry leading sales, service, rentals and parts, Associated has been the recipient of multiple awards in recognition of being a premier organization in the material handling industry.

About TZA:

TZA is a technology, consulting, and engineering company specializing in the optimization of labor performance and operational effectiveness across the entire supply chain, resulting in workforce productivity gains of 10% to 30% and logistics improvements of 6% to 15%. TZA solutions include Labor Management, Contract Workforce Services, LEAN Transformation, Transportation, Strategic Network Planning, Material Handling Integration, Facility Design, Slotting Optimization and Organizational Development. TZA's headquarters are in Long Grove, IL. For more information on TZA solutions and service, visit www.tza.com or call 800 229-3450.

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For additional information about Associated, visit the company Web site at www.associated-solutions.com or call (800) 755-7201.

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