

## **Maurice Sporting Goods Selects Herlitz Inventory Management’s HIMPACT for Daily Forecasting and Analytics, Resulting in Improved Customer Service Level Performance**

*Maurice Sporting Goods selected HIMPACT, a best of breed supply chain solution for retail and wholesale. Since implementing HIMPACT, Maurice Sporting Goods is fully equipped to improve customer service levels, lower inventory, and increase profits.*

Northbrook, IL – October 8, 2018 - [Herlitz Inventory Management](#), leading innovator in scientific demand forecasting, replenishment and optimization, announced its selection by [Maurice Sporting Goods](#), a fishing, marine, hunting and outdoor recreation supplier to retailers. Herlitz Inventory Management delivered a rich, market focused, customized solution that optimizes customer service levels and will increase profits. Maurice Sporting Goods supplies products serving mass retailers and independent dealers throughout the United States and international markets.

Maurice Sporting Goods is a highly seasonal, regional and SKU-intensive business. It has products that are sourced both domestically and internationally. With 42,000 client/store fronts, 15,000 SKUs, and two distribution centers, Maurice Sporting Goods sought a more advanced and efficient inventory management system.

Jory Katlin, Maurice Sporting Goods President & CEO, commented, “We are excited to partner with Herlitz as they assist us in continuing to improve our customer service levels, our company’s inventory and forecasting performance as we move down our path of continuous improvement.”

[HIMPACT](#) was selected because it helps improve customer service level performance. It offered expanded capabilities, such as seasonality and promotions management, over the previous system. Further, HIMPACT delivers improved daily and monthly forecasting capabilities, daily exception management, and future forecasting for vendor trade. In both wholesale and retail environments, time is an extremely valuable asset. For Maurice Sporting Goods, a major factor in choosing the HIMPACT solution was the standardized user platform, ease of use, and quick learning curve.

“Effectively managing thousands of SKUs across thousands of clients can be a time-consuming and complex task without the right systems in place. With HIMPACT, we know Maurice Sporting Goods will see the results they are looking for, just as our other clients do,” added Carl Herlitz, Herlitz President & CEO of Herlitz Inventory Management. “We are so pleased to work with a company as renowned as Maurice Sporting Goods. They are an industry leader and are well respected because of their services and the fantastic people working there.”

**About Maurice Sporting Goods, LLC:**

Maurice Sporting Goods, LLC is owned by Middleton Partners, an active investor of private equity in real estate and operating company opportunities offering returns that exceed industry or sector comparables. Maurice supplies products in the fishing, hunting, outdoor recreation, marine and outdoor gift categories, serving mass retailers and independent dealers throughout the United States and international markets. Maurice operates a portfolio of sourcing and manufacturing companies containing recognizable brands such as Shoreline Marine, South Bend Fishing Tackle, Rivers Edge Outdoor themed gift products, Danielson and Matzuo fishing products. Please visit our website to learn more or to sign up to become a dealer at [www.maurice.net](http://www.maurice.net).

#### **About Herlitz Inventory Management**

Founded in 2009, Herlitz Inventory Management (Herlitz IM) provides tightly integrated Demand Forecasting, Order Optimization, Pro-motion and Forward Buying. Herlitz innovative designs are an industry standard; used by thousands of companies to optimize inventory. With end-to-end visibility and new insights, HIMPACT is uniquely suited to today's marketplace, delivering optimized buying quantities, highly satisfied customers and tighter inventory management.

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