

PRESS RELEASE

Mother's Day flowers from the grocery store: EDITEL makes sure Klimesch is digitally connected

Just in time for Mother's Day on 9 May, Klimesch Group has taken a promising step towards the future. The company has teamed up with the Vienna-based EDI service provider EDITEL to connect to food retailers via EDITEL's data hub. This allows Klimesch to exchange order data with clients in real time. As a result, fresh handmade bouquets can be provided on a continuous basis. Non-food articles are increasingly popular at grocery stores, which prompted Klimesch to adapt its processes.

Vienna, 28. April 2021. Klimesch, a Vienna-based company specialized in flowers and produce with production sites in Burgenland and Hungary, is a leading provider to florists and wholesalers. As a result of closed retail stores, flower sales at food retailers are on the rise, and high demand is expected for Mother's Day on 9 May. The company sells its handmade bouquets and floral creations under the "Klimesch for Moments" brand.

Klimesch also exchanges invoices with food retailers

"Flowers are considered the epitome of beauty. For them to show all their glory, they need to be 100% fresh and undamaged. Therefore, the swift automated exchange of order data with food retailers, expertly implemented by EDITEL, is key to us. It allows us to always have the required amount of bouquets available," said Lukas Klimesch, the managing director of Klimesch Group. To leverage all the benefits of process automation, Klimesch not only exchanges order data with retailers, but also invoices.

EDITEL knows retail specifications inside out

"From a technical perspective, what we did was create a connection between food retailers and the SAP ERP at Klimesch. In addition to taking care of required data conversion on both sides, we were also in charge of organizational processes with retailers. Since we have been working for retailers for so many years, we are very familiar with the industry's specific demands," explained Gerd Marlovits, the CEO of EDITEL. Via its data hub eXite, this company specialized in Electronic Data Interchange (EDI), processes more than 400 million transactions per year for more than 20,000 clients in many different industries around the globe.

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Photos, reprint free of charge

Photo 1: Flowers from Klimesch © Klimesch Group

Photo 2a: Mag. Gerd Marlovits, CEO EDITEL Austria © Editel/Nadja Nemetz

Photo 2b: Mag. Gerd Marlovits, CEO EDITEL Austria © Editel/Nadja Nemetz

Photo 3: Lukas Klimesch, Managing Director Klimesch Group © Klimesch Group

About EDITEL

EDITEL is an internationally leading provider of EDI solutions (Electronic Data Interchange) that specializes in the optimization of supply chain processes. The company serves clients in many different business sectors and industries.

Thanks to its offices in Austria (where the company is headquartered), the Czech Republic, Slovakia, Hungary, Croatia and Poland as well as many franchise partners, EDITEL has a presence in myriad countries, which makes EDITEL the perfect business partner for companies with international business activities.

Via the EDI platform eXite, EDITEL offers a comprehensive portfolio of services, ranging from EDI Communication and EDI Integration, Web EDI for SMEs, e-Invoice solutions and Digital Archiving to Business Monitoring. Our successful EDI projects are backed by 40 years' experience and in-depth expertise.

www.editel.at / www.editel.eu / www.editel.cz /
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About Klimesch Group

Klimesch Group is a family-owned business in its second generation. It is headquartered in Vienna and has production sites in Heiligenkreuz (Burgenland) and Szolnok (Hungary). Managing director Lukas Klimesch is the company founder's son and the visionary behind Klimesch Group. The company delivers flowers both to florists and wholesalers. In addition, Klimesch Group produces vegetables. Klimesch Group is one of the few direct importers of high-quality Ecuadorian roses and purchases selected produce from partner farms in Africa. All products are grown, produced, and shipped following eco-friendly criteria.

www.klimesch.com

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