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Penzeys Spices Installs the QuadSystems™ Catalog Management Solution™

SUSSEX, WI – To facilitate its catalog and magazine production, Penzeys Spices has installed the QuadSystems Catalog Management Solution. Penzeys Spices' catalogs – both in print and available on its Web site – generate almost half of the company's sales. The remainder of its sales comes from its nationwide chain of 32 retail stores. The retailer's new magazine, *Penzeys One*, already has a circulation of about 58,000. The company plans to have the magazine on newsstands soon.

The QuadSystems Catalog Management Solution automates key creative and management tasks for greatly enhanced efficiencies, improved accuracy and faster turnaround. The system enables real-time communication across the entire workflow, from merchandising and creative through manufacturing. Tasks that previously required hours or days can now be performed by the Penzeys Spices staff in just minutes.

QuadSystems installed the system and trained the Penzeys Spices staff in January, 2007. The Catalog Management Solution greatly simplifies the management of last minute content and price changes – especially beneficial in a market like the spice industry where prices can fluctuate. Plus, because only one person is able to work on a page at a time, the staff never has to deal with overlapping changes, which results in greater accuracy and efficiency.

About QuadSystems

QuadSystems delivers integrated solutions that optimize the entire catalog and publishing workflow. It offers software systems, hosted solutions and a full range of professional services. QuadSystems' development and support teams are based in Sussex, Wis. Dedicated sales and professional services teams are also located in New York City and Washington, D.C.

About Penzeys Spices

Headquartered in Brookfield, Wis., Penzeys Spices imports bulk spices, herbs and seasonings and grinds, blends and packages them for sale. The retailer operates 32 stores nationwide and a mail-order business.