



B2BGateway Helps MaxRelief Reduce Labor Headaches with Fully Integrated EDI Solution for Xero.

B2BGateway's cloud based, fully integrated EDI solution for Xero users allows MaxRelief to reduce reliance on paper and greatly increase labor efficiencies when communicating with their supply chain partners.

January 26, 2016 | Boston, USA and Sydney, Australia – B2BGateway, an award winning global EDI solution provider has announced that it has developed a cloud based, fully integrated EDI solution for Xero accounting software users. The solution allows B2BGateway client MaxRelief to exchange electronic documents with their trading partners without having to re-key data.

Founded in Australia in 2000 as a pain relief product specialist, MaxRelief pain relief therapies have helped more than one million people worldwide to become pain-free naturally. MaxRelief is made from 100% natural ingredients and it is the only topical pain reliever that combines the soothing, anti-inflammatory properties of Arnica with the moisturizing and regenerative capabilities of Emu and Rosemary oil. In 2015, MaxRelief introduced its pain relief spray and cream to the U.S. market, selling to pharmacies including Cardinal Pharmaceutical and Drugstore.com.

In order to improve supply chain efficiencies, cut costs and to scale for ever increasing growth, MaxRelief enlisted the help of B2BGateway to integrate EDI with their Xero accounting software system. Having a fully integrated EDI solution allows MaxRelief to exchange electronic business documents such as purchase orders and invoices with their trading partners and customers. Having B2BGateway's EDI solution fully integrated with MaxRelief's Xero system removes the need for the MaxRelief staff to manually re-key data; this in turn leads to reduced errors, lower labor costs and faster payments from their customers.

"Integration between our distributors and our accounting and warehousing functions used to be a big paperwork nightmare that took many staff hours to reconcile," state Peter Spoto, President, MaxRelief USA, Inc., "Now, with B2BGateway, it's there, at our fingertips, fully accountable and in the cloud. Employees in Sydney, San Francisco, London and Toronto are now all on the same page, and our staff requirements have been reduced by nearly 20%. How good is that?"

Roger Leyden, Director of Global Business Development at B2BGateway, added "B2BGateway continually strives to offer best in breed EDI and automated supply chain solutions to our clients and it was for this reason that we developed a cloud based, fully integrated EDI solution to meet the needs of Xero accounting software users such as MaxRelief. Through B2BGateway's cloud EDI integration, the Xero user no longer has to re-key data when exchanging documents with trading partners such as retailers, online marketplaces, manufacturers, 3PL's and additional 3rd party inventory software providers. The Xero user is also granted access to the B2BGateway Client Portal where they can control all their EDI functionality, view reports and add new trading relationships as required".



About MaxRelief: Founded in Australia in 2000 as a pain relief product specialist, MaxRelief pain relief therapies have helped more than one million people worldwide to become pain-free naturally. MaxRelief is made from 100% natural ingredients and it is the only topical pain reliever that combines the soothing, anti-inflammatory properties of Arnica with the moisturizing and regenerative capabilities of Emu and Rosemary oil. For further information on MaxRelief please visit <https://maxrelief.us/>

About B2BGateway: B2BGateway, a GS1 Accredited solution provider, is a leading global EDI (Electronic Data Interchange) provider with offices in North America, Europe, Australia and China. B2BGateway offers 24/7 customer support with each client assigned a designated setup team. B2BGateway EDI solutions are simple to use, competitively priced, highly effective and can increase profitability by reducing costs associated with manual data entry. For further information please call +1 (401) 491 9595 (USA), +353 61 708533 (EU), +61 28003 7584 (ANZ) or log onto www.B2BGateway.Net

