



Allied Vaughn "auto-authors" custom fitness DVDs for Push.tv customers on a one-off basis, integrating the manufacturing process with distribution.

to wring greater revenues and productivity out of an already highly refined science. "Many companies utilize SAP or Oracle for Material Resource Planning, with some variations programmed for customization," says Smith. "Oracle has announced a new plan to aggressively pursue SAP in the management and administration environment. Also, JVC develops software in-house via our seven-person MIS staff. As the saying goes, invention is the mother of necessity, and we've gone from a software program that originally billed [for] CD, jewel case, top spine and shrinkwrap, to our current version, which is a marriage of SQL server software handling MRP, freight optimization, retailer compliance program-

ming and return logistics, and which has all EDI functions integrated."

RFID will increasingly figure into supply chain planning, both Thompson and Smith agree. "Case level is a requirement by the start of 2006 and we are in the midst of implementing that program," says Smith. "We are already at the pallet level."

But challenges remain. "The biggest issue we faced this past fall was many of the retailers went from case replenishment to one-for-one unit replenishment," says Smith. "This placed a huge strain on the supply chain operation as forecasted reorders went from several hundred to several thousand on a

daily basis."

Furthermore, increased petroleum prices have affected supply chain components including trucking fuel and other shipping costs. The only solution to that, most concur, is to try to pass along as much of it as possible. "The industry in general has gone out to the client base, and increased the unit price on packaging and discs to absorb the material increases," Smith reports. "Some suppliers have neglected to increase fees—those are the same suppliers I expect to see in receivership later this year."

Other than issues such as increased raw materials costs, most replicators will continue to look to a combination of process refinements and technology to increase the value of the supply chain to their bottom lines. But the thrust is going to increasingly point to interfacing with consumers on behalf of their clients. "The technology has a lot of potential for innovation there," says Allied Vaughn's Olzenak.

## Atoglas becomes Altuglas International

Atoglas, the world's leading supplier of PMMA plastic, changed its name to Altuglas International last month, reflecting its corporate membership to the Paris-based Arkema Group.

The company markets PMMA products in resin, capstock and sheet form under the Altuglas

brand name in Europe and Asia, and the Plexiglas brand in North and Latin America.

PMMA, previously used as a substrate material for Laserdiscs, is now employed as a stamper material in DVD-18 and HD DVD production.

► [www.altuglasint.com](http://www.altuglasint.com)

would be increasing its lobbying of content owners to work only with licensed DVD replicators.

DVD6C is comprised of Hitachi Ltd., IBM Corp., Matsushita, Mitsubishi Electric Corp., Sanyo Electric Co. Ltd., Sharp Corp., Toshiba Corp., Victor Company of Japan, Ltd. (JVC) and Warner Home Video, Inc.

## Vinpower Digital Intros CD/DVD Duplicators

Vinpower Digital, a developer of optical disc duplication equipment, announces the second generation of its Sharkcopier DVD/CD duplicator.

The Sharkcopier II, utilizing Vinpower Digital's own standalone VPD7T controller, enhances the previous generation's features and options, such as an auto counter, hard drive partition naming, load and copy, and password protection. New for the second generation is the ability to do drive firmware upgrades through the duplicator for specific drive manufacturers, true 16x burn speed, account management, and the quick and easy auto copy. The Sharkcopier II is available with anywhere from two to seven recording drives.

In addition to the Sharkcopier II, Vinpower Digital has introduced the Titan Pro standalone robotic auto-loading CD/DVD duplicator. Utilizing the company's VPDAL controller, the Titan Pro comes with between four and eight recording drives and a capacity of between 500 to 1000 discs, and is designed to run continuously with very little human interaction day and night.

The company also plans to bring to market a Titan lite version, touting all the benefits of the Pro series in a three-drive, 100-disc capacity frame. Approximately one-third the size of the Pro series, the Titan lite is designed for easy placement into an office space, and will have an estimated price competitive to that of a manual duplication tower.

► [www.vinpower.biz](http://www.vinpower.biz)