

## FOR IMMEDIATE RELEASE

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# Honam Petrochemicals Chooses WAM Systems to Optimize Korean Supply Chain

*Major Korean Manufacturer Partners With WAM Systems to Implement the Picaso™ Solution in Support of Yeosu Plant Operations*

**PLYMOUTH MEETING, Pennsylvania** — WAM Systems, a leading provider of supply chain planning solutions designed for the chemical industry, today announced that Honam Petrochemical Corporation has selected WAM Systems' [Picaso™](#) supply chain planning solution to optimize its chemical manufacturing supply chain in Korea.

Honam Petrochemicals, a billion dollar enterprise headquartered in Seoul, is among the largest chemical manufacturers in Korea. Honam has a diverse manufacturing portfolio, which includes basic chemicals, polymers and synthetic industrial chemicals. WAM's Picaso solution is currently being implemented in support of Honam's polypropylene, PET and polyethylene product lines manufactured at the company's Yeosu manufacturing site. The Picaso solution is designed to optimize Honam's production schedules with the goal of reducing inventory and production costs while simultaneously increasing customer service levels. The implementation effort in Seoul is being supported by WAM's reseller AID Corporation of Korea.

"We selected WAM and AID to provide our supply chain solution based on their respected chemical industry track records. Together, they offer a targeted solution that closely mirrors our planning needs, and they bring a knowledge of industry best practices that we consider every bit as important to our success as their software offering," said G. H. Kim, general manager, production coordination team for Honam. "We expect Picaso to play a very significant role in supporting Honam's growth and profitability targets."

"We are genuinely excited about this opportunity to support Honam's supply chain vision. Honam is a major player in the vibrant Korean chemical market," said Jack Weiss, CEO and founder of WAM Systems. "A

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success at Honam is an important milestone in WAM's drive to become a leading provider of chemical supply chain solutions in Asia.”

H. H. Huh, president of AID Corporation, the Korean IT solution provider that is partnered with WAM in support of the Honam initiative added, “We are very pleased to have been selected by Honam. Their confidence in our solution helps validate our teaming with WAM to provide the Korean chemical industry with a world class planning solution.”

#### *About Honam Petrochemical Company*

Honam Petrochemical Company is a billion dollar chemical manufacturer headquartered in Seoul, South Korea. Honam manufactures a variety of petrochemical products including synthetic resins, synthetic industrial materials including ethylene glycol and ethylene oxide for making polyester, automobile antifreeze solutions, methyl methacrylate, benzene, propylene and ethylene. A subsidiary of Lotte, Honam is one of the largest industrial conglomerates in Korea, with operations throughout Asia. Lotte's business lines include hotels, tourism, department stores, heavy industry, distribution and electronics. For more information on Honam, visit [www.hpc.co.kr](http://www.hpc.co.kr).

#### *About AID Corporation*

AID Corporation is a leading integrated solution supplier of software and implementation services to the process industries in Korea, providing customers with cost-effective solutions combining plant information systems, plant automation systems, supply chain management systems and plant engineering software. AID's mission is to help customers maximize productivity and profitability by improving the operational and business performance through the deployment of integrated solutions. AID Corp.'s customers include refinery, chemical, power, pulp-paper, food and steel manufacturers in Korea. Additional information for AID Corp. is available at [www.aidcorp.com](http://www.aidcorp.com) (currently Korean only).

#### *About WAM Systems*

WAM Systems, Inc. develops advanced supply chain planning solutions designed exclusively for the chemical industry. Picaso™, its premier advanced supply chain planning solution used by leading chemical manufacturers, provides a broad set of decision support and optimization tools that address collaborative sales forecasting, production optimization, inventory management, distribution network optimization, production planning and scheduling, and procurement planning. The company also provides a full range of consulting, support, training and implementation services. Its customers include Basell Polyolefins, BP Solvay, Chevron Phillips, Cyro, DuPont, Equistar, Honam, Lyondell, Petrobras, Solvay, and Wellman. Founded in 1987, WAM

Systems is a headquartered outside of Philadelphia, Pennsylvania. For more information on WAM Systems, visit [www.wamsystems.com](http://www.wamsystems.com).

Picaso is a trademark of WAM Systems, Inc.