



**For immediate release**

## **"Are you a Waste Warrior?"**

***Demand Management company JustEnough asks the question at next week's Material World & Technology Solutions***

**DURHAM, NC- April 16, 2009-** At next week's Material World and Technology Solutions show, JustEnough plans to encourage attendees to "get rid of the unnecessary" by becoming "Waste Warriors." Attendees seen wearing a Waste Warrior button while at the show have a chance to win daily prizes such as iTunes gift cards, Amazon gift cards and a new iPod Shuffle.

### **So, what's a Waste Warrior?**

"Waste warriors are people who are passionate about getting rid of the unnecessary," said Malcolm Buxton, CEO of JustEnough. "JustEnough's employees and clients are equally committed to reducing both the economic and environmental waste that exists within the supply chain. The term 'Waste Warrior' really helps us personify our AgainstWaste mission in a way that resonates with just about everyone."

The term is even on the company's business cards, which are a half inch shorter than the typical business card as a symbolic gesture towards supporting their AgainstWaste philosophy.

Waste Warrior buttons will be available on a first-come, first serve basis at the company's booth (#629). The show, which is sponsored by the American Apparel and Footwear Association (AAFA), takes place April 21-24 at the Miami Beach Convention Center. This will be JustEnough's first time exhibiting at Material World and Technology Solutions.

To read more about JustEnough's AgainstWaste mission, visit [http://justenough.com/About\\_AgainstWaste.aspx](http://justenough.com/About_AgainstWaste.aspx).

### **About JustEnough**

*Founded in 1994, JustEnough is a global leader in Demand Forecasting and Demand Planning solutions.*

*Available OnDemand, OnSite and OnMobile, JustEnough helps retailers and suppliers of every size and industry to forecast their customer demand, plan their inventory, sales and operations and then execute on those plans. JustEnough's services more than 200 of the world's leading brands including **Levi Strauss, Kraft Foods, Seventh Generation, Strandbags, John West Salmon, Heineken and Cadbury.***

*JustEnough is headquartered in the United States with offices worldwide. For more information visit [www.JustEnough.com](http://www.JustEnough.com) , email [info@justenough.com](mailto:info@justenough.com) or call +1 (919) 956-7372.*