



Press Release
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The world famous company Pentax choose Baltzar

Pentax, one of the world's leading camera manufacturer, has chosen Palette system Baltzar Business Arena to get a more efficient invoice processing.

Palette is a market leader in solutions to streamline the entire process from purchase to pay with their own-developed product Baltzar Business Arena.

Pentax is one of the world's leading manufacturer of cameras and other optical instruments such as, measuring instruments, interchangeable lenses, binoculars, spectacle lenses, surveying and medical equipment, closed-circuit television lenses and information technology products.

It is the European part of Pentax who have chosen to use Baltzar Business Arena and the system will be integrated with SAP. Pentax Europe has offices in Belgium, Switzerland, Holland, England, Germany, France and Sweden.

-- For Pentax, it was important with a flexible and user-friendly system, easy to work with for all countries. It was also important for Pentax to have confidence in us as a supplier says **Lars Ola Petters, CEO of Palette.**

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About Palette Software & Consulting AB www.palette.se and www.baltzar.com

Established in 1993, the Swedish and privately owned, Palette is a fast-growing software manufacturer. It provides the know-how and tools to make accounting and administrative processes more efficient, from purchasing to payment. Palette customers benefit from smarter ways of working, improved quality and reduced costs in their business.

Palette is the market leader in Scandinavia with its own developed product, Baltzar Business Arena. Flexible and with a user-friendly interface, Baltzar integrates with leading ERP and finance systems. Baltzar users include 500 institutions and business of all sizes in multiple sectors in 33 countries, including companies like Barco, Findus, Handelsbanken, Abbot, Schenker Logistics and Stena Line. In 2008, more than 100 companies have chosen to start working with Palette and Baltzar.

The company attributes its success to emphasising the human element of IT. Through its relationship with partners and customers, it aims to help businesses to function more effectively by mastering technical processes. Palette has offices in Stockholm, Eskilstuna and Malmoe, with sales throughout Scandinavia and Europe. In 2004, 2005 and 2006, leading software author ReadSoft named Palette its 'Partner of the Year'.