

MALY'S-WEST DISCOVERS REVOLUTIONARY SALON SOFTWARE THAT COULD CHANGE THE INDUSTRY

Valencia, CA (June, 2007): Since 1967, the driving force behind Maly's-West has been to assist the salon professional in achieving success by delivering incredible service and fantastic products. For 2007 Maly's-West is introducing a product to their customers that is going to revolutionize the way salon owners run their business. It's Milano's *Spa & Salon 2007* business management software. Designed specifically for the salon industry, this software makes the day-to-day running of a salon or spa simple and efficient.



"*Spa & Salon 2007* signifies a new beginning for not just salon owners, but the industry as a whole," comments John Maly, President of Maly's-West. "With this software in place, salon owners will feel empowered. Not only will it greatly simplify the task of running their business; it will also give them the ability to gain any insight they want about their business with a simple click of a mouse. This is one of the most exciting new products we have ever offered."

Created by **Milano Systems**, *Spa & Salon 2007* was developed for non-technical people. It's extremely user-friendly and easy to learn. "We had two goals at Milano Systems," points out Paul Pagliaro, President of Milano Systems. "One, to create a software package that delivers all of the management functions a salon owner would require, and two, to ensure it is easy to use no matter what the level of someone's technical expertise."

The software makes running a salon simpler and easier in so many ways. Its Electronic Data Interchange (EDI) feature ensures accurate inventory counts which means the salon owner will know exactly what the hot sellers are and when to re-order to capitalize on demand. It even replenishes inventory by automatically ordering from the distributor when stock counts are down, saving time and possible order errors. "You don't know how easy you just made my life," comments Suzy from *Beauty and the Budget* when asked about the EDI feature.

Another breakthrough aspect of the *Spa & Salon 2007* software package is the Personalized Marketing feature. "This is a fabulous way for salon owners to promote their salons using custom-designed advertising materials," remarks John Maly. "Once their advertising materials are created, this feature will automatically send them out to customers in their database, ensuring the salon stays top of mind with its customers."

Spa & Salon 2007 also gives the salon owner business insights they need to know. It monitors staff performance, productivity and cost, all in real-time. It tells which products are moving, and which products are not. It shows who the best clients are. And up-to-date, comprehensive reports detailing the financial well-being of every aspect of the business are just a click away.

"John Maly is a true visionary in the salon industry. The reputation John and the people at Maly's-West have for uncovering products and solutions that their customers can benefit from is well deserved," states Paul Pagliaro. "All of us at Milano are extremely pleased and excited by the opportunity to continue to build and grow our relationship with John and Maly's-West. We look forward to working together to bring more business-changing innovations to the salon industry."

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About Maly's

Maly's has been a successful, salon products distributor for nearly 40 years and has been Modern Salon's "Distributor of the Year" It has received honors from American Salon for "Educational Excellence" and "Salon Business Building." Founded in 1967 by Kenneth Maly, Maly's West employs more than 1,000 people and provides products and services to over 30,000 salons. Under the leadership of President John Maly since 1988, Maly's now serves all of California, Arizona, Nevada, Utah, Oregon, and Washington. With 320 sales consultants and over 100 stores, Maly's strives to be the best distributor for the salon professional.

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About Milano Systems

Milano Systems has been developing software for the beauty industry since 1990.
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