

TraceGains Acquires Healthnotes to Bring Powerful Combined Compliance Solutions to Supplements Industry

TraceGains' acquisition of Healthnotes will integrate meaningful software solutions and industry expertise to bring real change to the supplement supply chain

WESTMINSTER, CO, UNITED STATES, August 21, 2018 /EINPresswire.com/ -- [TraceGains](#), the leading compliance software solution, revolutionizing information exchange across the supply chain for food, beverage, and CPG companies, announced today that it has acquired [Healthnotes](#), the forerunner in regulatory and consumer education solutions for dietary supplement retailers and manufacturers.

TraceGains will deliver significant added benefits to the supplement industry by leveraging Healthnotes' decades of expertise. Leading supplement companies, including Arizona Nutritional Supplements®, Nature's Way®, and NOW®, are already benefiting from TraceGains and Healthnotes' powerful solutions.

"Today, more than 1,000 customer sites, and 14,000 supplier locations collaborate using [TraceGains Network](#) – we're excited for the substantial growth our Network will see with this acquisition," said TraceGains CEO Gary Nowacki.

“

Today, more than 1,000 customer sites, and 14,000 supplier locations collaborate using TraceGains Network – we're excited for the substantial growth our Network will see with this acquisition."

TraceGains CEO, Gary Nowacki

Both food and supplement companies will benefit from the robust functionality of TraceGains' product suite and Healthnotes' supplement industry knowledge and comprehensive ingredient and science database.

Tom Dubinski, VP of Quality Systems at Arizona Nutritional Supplements® said, "With the combined technology platform and expertise of TraceGains and Healthnotes, the supplement industry can share standardized information and data with the thousands of suppliers already on

TraceGains Network. We look forward to the additional supplier management capabilities that the merger of TraceGains and Healthnotes will deliver to our business."



"Transparency is becoming more important to both the food and supplement industries; consumers are increasingly concerned with sustainability and social issues, and in particular, where products come from," Nowacki added. "Our goal is to enable organizations to provide transparency and efficiently manage regulatory compliance across the supply chain. Now, with Healthnotes, we're positioned to provide an integrated software and network platform that increases the ease and depth of transparency."

Skye Lininger, founder and former CEO of Healthnotes, and now TraceGains' President of Dietary Supplements, said, "Retailers have been leveraging our robust ingredient database for over 20 years to help their consumers make educated decisions. With TraceGains, there are tremendous opportunities to rapidly expand our ingredient and regulatory databases to support the needs of the food industry, especially the natural food industry where new products, novel ingredients, and claims like 'organic' and 'non-GMO' need additional compliance support."

Through this asset acquisition, TraceGains will also continue to support the Aisle7 products and customers and welcomes all former Healthnotes employees as TraceGains team members.

About TraceGains

TraceGains is a rapidly growing software company, delivering a sophisticated suite of products for food, beverage, and CPG companies. TraceGains solutions empower customers to satisfy compliance with regulations and industry standards such as FSMA, GFSI, and HACCP/HARPC, without the need for additional staff.

At the heart of TraceGains is a robust platform that enables companies to automate and optimize their processes through instant information sharing and collaboration between supply chain partners, which saves time and improves food safety and quality.

TraceGains is the winner of the 2016 Stratus Award for Cloud Collaboration. The company is also among the Food Logistics Top 100 software and technology providers and was named a Top 20 Information Technology Firm by Colorado magazine. Learn more about TraceGains products at www.tracegains.com. Follow TraceGains on Twitter @TraceGains.

Helen Timothy
TraceGains
720-791-5601
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.