



Carhartt Makes Switch to Elastic B2B Platform

PlumRiver Technologies Provides Seamless Transition in Connection with ERP Upgrade

Denver, Colorado (Aug 11, 2020) – Leading workwear and lifestyle apparel brand Carhartt, a former CenterStone Technologies client, is making the transition to PlumRiver’s Elastic B2B solution. The switch is in connection with the company’s planned upgrade to SAP’s S4 ERP platform and to meet Carhartt’s need for enhanced wholesale merchandising functionality offered by Elastic. A long time and valued client operating on the iVendix technology platform since 2011, PlumRiver began serving Carhartt as part of the acquisition of Centerstone in late 2018.

“Bringing an iconic company like Carhartt into the growing family of brands we serve is a privilege for the entire team at PlumRiver,” said Josh Reddin, CEO, PlumRiver Technologies. “As we work closely with Carhartt to make this important transition to our flagship Elastic B2B technology, we can help this category leader further build on their success. We will do this by providing Carhartt with an enhanced wholesale ecommerce and merchandising capability that will bring a much more strategic approach in response to today’s challenging market conditions.”

Enhanced digital merchandising functionality offered by the Elastic platform will provide Carhartt sales reps with a variety of tools to more effectively present, sell and manage the brand’s diverse product lines across a global network of retail partners and company stores. While the initial conversion and rollout of Elastic is focused on North America, a parallel transition is in process for Carhartt’s numerous markets covering the EU region. Retail partners will have full access and use of the platform, providing a seamless and fully integrated B2B purchasing experience for wholesale buyers.

“Carhartt was in need of an upgrade to our digital merchandising capability to help our sales reps conduct B2B sales virtually in the current business environment, and the upgrade to Elastic positions us well for integration with S4 next year,” said Katrina Agusti, VP Solutions Delivery, Carhartt. “The iVendix platform has served us well over the years. Making the upgrade to enhanced features of the Elastic platform, assisted by the same technology team we know and trust, is providing a smooth and seamless transition for Carhartt and our retailers.”

Elastic helps manufacturers, retailers and distributors adopt a more sustainable approach to B2B sales while achieving efficiency-driven cost savings and incremental sales growth. Sustainability and cost savings come through streamlined order entry, digital catalogs, eliminating printed sales materials, resource optimization, inventory management, online payment functionality and product sample reduction. Increased sales revenues come through brand-specific retailer/dealer applications, sales rep tools, strategic sales planning, digital merchandising, product customization, managing complex pricing incentive programs, assortment planning tools, history-driven selling, strengthening brand equity, segmented sales capability, increased client acquisition/retention and enhanced product presentations.

PlumRiver's B2B platforms serve clients representing some of the world's largest and most iconic brands in the outdoor, surf, cycling, sporting goods, apparel, lifestyle and footwear industries. In addition to Carhartt, selected brands include: The North Face, Patagonia, Rip Curl, Active Brands, Timberland, Volcom, Shimano, Gordini, Kuhl, Houdini, Ortovox, Trespass, Dainese, Outdoor Research, Pearl iZUMi, Devold, Rawlings, Stanley-PMI, TYR, Fjällräven, New Balance, Montane, 2XU, Boardriders, Crocs, Puma, Reebok/CCM, Klättermusen, Kidiliz, O'Neill, Original Buff, Havaianas, Odlo, Orvis, Hagggar, Lazer, Bauer Hockey, Easton, Burton, Hurley, Icebreaker, Nidecker, Black Diamond, Osprey, Smith Optics, Bushnell, Fox River, Lowe Alpine, Rab, Carhartt, Dickies, Helly Hansen, Ariat, Marmot, Simms Fishing, Lole, Carter's, Smartwool, Golfino, Hi-Tec, Bell, OshKosh, Vans and CamelBak.

About Carhartt

Established in 1889, Carhartt is a global premium workwear brand with a rich heritage of developing rugged products for workers on and off the job. Headquartered in Dearborn, Michigan, with more than 5,500 associates worldwide, Carhartt is family-owned and managed by the descendants of the company's founder, Hamilton Carhartt. For more information, visit www.carhartt.com.

About PlumRiver Technologies

Founded in 2003, PlumRiver Technologies is a leading provider of B2B ecommerce SaaS solutions. Easy-to-use, web-based applications are tailored to the needs of manufacturers and wholesalers of footwear, apparel, outdoor, surf, sporting goods and other segments of the specialty retail market. In early 2016 PlumRiver acquired Elastic Suite Inc. the leading provider of B2B digital merchandising and sales enhancement technologies serving category-leading clients from a variety of manufacturing verticals. PlumRiver acquired CenterStone Technologies in 2018, bringing together the combined experience of a strong technology team behind the company's Elastic platform as the industry standard wholesale purchasing interface between manufacturers and retailers. Some of the world's biggest brands utilize the company's Elastic technology platform that quickly bridges the gap between order processing systems, sales reps, retailers and consumers. Clients benefit further from Elastic features designed to quickly and easily integrate with existing IT infrastructure and ERP systems. For more information visit www.plumriver.com and www.elasticsuite.com.

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