



## **Black Crows Taps PlumRiver's Elastic Platform for Virtual B2B Sales Technology**

**Chamonix, France (4 Sep 2020)** – French free ski and technical apparel innovator Black Crows has selected Elastic Suite from PlumRiver Technologies to help develop a new digital merchandising and virtual B2B sales capability. The Elastic rollout is expected to provide sales reps and specialty retailers with a major upgrade to the brand's wholesale merchandising, sales, ordering and purchasing process.

The ability to create digital catalogs and virtual showrooms to support the launch of new Black Crows product lines in response to challenges created by current market conditions was a key requirement in their selection of Elastic. Integration with the company's current ERP on the SAP platform is expected to provide a seamless deployment of the new virtual digital technology across all of the brand's ski, technical apparel and accessory product lines.

"Black Crows began through creative innovation to develop skis designed specifically to meet the diverse performance challenges free skiers face on the mountain," said Julien Vigouroux, International Sales Director, Black Crows. "We've been successful in that quest and have brought numerous products to market that exceed our customers' expectations. In similar fashion, with Elastic, we've found a technology partner that brings that same level of innovation to our strategic B2B sales approach while enhancing our brand value with retail partners and ultimately consumers."

Supported by PlumRiver's global technology team, the rollout will cover all of Black Crows' markets throughout the EU and North America. Elastic's industry-leading digital custom catalog builder will also help strengthen the company's commitment to sustainable business practices by reducing and eventually eliminating printed B2B sales materials, in line with the values shared by Black Crows and their customers.

"Bringing such a cutting edge and creative company like Black Crows into the growing family of European brands on the Elastic platform is an incredible opportunity for our entire team," said Dimitri Roosens, Europe Sales Director, PlumRiver Technologies. "We look forward to helping Black Crows reach a new level of virtual B2B and digital merchandising capability in support of their diverse and growing product lines and with their upcoming launch of new products."

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 Black Crows, selected brands served 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, Carhartt, Havaianas, Odlo, Orvis, Haggard, 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 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](http://www.plumriver.com) and [www.elasticsuite.com](http://www.elasticsuite.com).

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