



PlumRiver Sees Strong Growth in Serving \$250 Billion Global Children's Wear Vertical

Reima, Kidiliz Group and Tank Stream Design Adopt Elastic B2B Technology

Denver, Colorado (9 Sep 2020) – Building upon many years of experience by parent company PlumRiver Technologies in serving the Oshkosh brand, Elastic has recently signed several global kid's wear manufacturers. Finnish manufacturer Reima, French Kidiliz Group and Australian Tank Stream Design have all chosen PlumRiver's industry leading Elastic B2B digital merchandising platform. This represents a continued growth opportunity for Elastic as the global children's wear market is currently estimated at \$252 billion in annual sales and is expected to grow to \$326 billion by 2027, according to data from the market research firm Global Industry Analysts, Inc.

"The diversity of brands and expected growth within this vertical, along with the trendy nature of consumer preferences for kid's apparel, makes Elastic's wholesale ecommerce technology a natural fit for both manufacturers and retailers serving this growing market segment," said Josh Reddin, CEO, Plumriver Technologies. "Our entire team looks forward to working with Reima, Kidiliz Group and Tank Stream Design to help them pursue a more strategic, streamlined and sustainable approach to B2B merchandising and sales."

Reima's motivation in choosing Elastic is the platform's next generation wholesale merchandising technology to help develop a robust virtual B2B capability in response to current market conditions. During their initial rollout, the premium kid's wear brand is deploying Elastic in support of their diverse children's wear product lines across their network of company stores and retail partners throughout Scandinavia and Europe. This first phase will be followed by deploying the platform in Reima's additional global regions of Russia and North America.

The flexibility of features on the Elastic platform is helping Australian lifestyle apparel and resort product manufacturer Tank Stream Design pursue their unique product segmentation approach of personalizing designs for specific store locations. This includes the company's unique Earth Nymph children's destination apparel, as well as Millymook and Dozer kid's headwear products. The rollout covers Tank Stream Design's worldwide retail partner network including Australia, New Zealand, United States, Caribbean, Japan and Canada.

Leading French children's wear manufacturer Kidiliz Group is utilizing Elastic for eight of their brands and licensed products, including Kenzo Kids, Paul Smith Junior and others. The rollout of the technology is beginning in Europe with the opportunity to expand the deployment to additional global regions of North and South America, Asia and Australia. Elastic's unique platform features will be utilized for line showings across multiple categories and for processing pre-season orders. Assortment building, whiteboard features and custom catalog building on Elastic are key components to help Kidiliz achieve greater process efficiency and sustainability initiatives through B2B print reduction.

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 Reima, Kidiliz Group and Tank Stream Design, selected brands served include: The North Face, Patagonia, Rip Curl, Active Brands, Timberland, Volcom, Shimano, Gordini, Kuhl, Houdini, Ortovox, Trespass, Dainese, Black Crows, 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, Haggar, 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 and www.elasticsuite.com.

Media Contact:

Kenny Thomas

(801) 232-2916

kenny.thomas@elasticsuite.com

Sales Contact:

Dimitri Roosens

+33767159043

dimitri.roosens@plumrivertechnologies.com