

Surf Industry Elevates B2B Digital Merchandising for Brands and Retailers

SIMA Promotes Business Sustainability and Standardized Approach to Virtual Wholesale Purchasing

Aliso Viejo, Calif. (8 Dec 2020) – Further building upon their partnership with Elastic Suite from PlumRiver Technologies, the Surf Industry Manufacturers Association (SIMA) is taking steps to promote the sustainability benefits of digital wholesale purchasing technology while creating an industry wide standardized virtual B2B platform. New enhancements and customized features of the Elastic merchandising solution are making it easier for surf industry brands to eliminate printed product catalogs and sales works books while actively engaging retailers in a more efficient and flexible virtual purchasing process.

"In August of 2019, SIMA and Elastic first announced the start of their partnership to move the surf industry to digital catalogs," said Sean Smith, Executive Director, SIMA. "The timing of the partnership couldn't have been better given that most of the world would need to move to virtual platforms due to the COVID-19 pandemic by March of this year. Elastic has proven to be an invaluable resource and partner for surf brands and retailers alike, and SIMA is excited to not only continue the partnership, but also to go deeper with new innovations to strengthen the industry."

Central to program enhancements is the formation of a SIMA taskforce consisting of brands, retailers and technology advisors from Elastic. The aim of this working group is to foster greater feedback and collaboration to maximize the effectiveness of digital merchandising solutions and to streamline the onboarding process for retailers, including hands-on training for wholesale buyers. A new, centralized SIMA dealer dashboard will create a more consistent, seamless and fully integrated purchasing process for retailers.

"The Elastic team welcomes the opportunity to achieve this common vision while creating a more efficient and standardized B2B merchandising experience across the surf category," said Josh Reddin, CEO, PlumRiver Technologies. "We envision the partnership with SIMA setting an example of brand and retailer collaboration in creating innovative virtual B2B solutions that will extend to other industries as well."

Ongoing education about the sustainability benefits of eliminating printed B2B sales and marketing materials is also a key focus. New features on the SIMA website, including a real-time ticker illustrating the positive environmental impact from B2B print elimination among SIMA members and a sustainability calculator, are additional elements of the enhanced program. Furthermore, PlumRiver Technologies will make perpetual donations to SIMA's Business Sustainability Alliance through annual endorsements and rebates of activation fees from platform users.

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. Existing SIMA partners on the Elastic platform include: Quiksilver, Roxy, DC Shoes, Billabong, Element, RVCA, Hurley, Volcom, RipCurl, Jetty, Xcel, VonZipper, Vans and O'Neill. For more information on the SIMA program please visit: www.sima.com.

About SIMA

The Surf Industry Manufacturers Association (SIMA) is the official working trade association of more than 250 surf industry suppliers. Founded in 1989, SIMA is a non-profit organization that serves to promote awareness of the surf industry and participation in the sport of surfing through public relations efforts and a variety of services, educational programs and research. In addition, SIMA actively supports oceanic environmental efforts through its 501(c)(3) charitable environmental foundation, the SIMA Environmental Fund. In the past 24 years, SIMA's Environmental Fund has raised more than \$8 million for environmental groups seeking to protect the world's oceans, beaches and waves. The SIMA Humanitarian Fund, also a 501(c)(3) charitable foundation, was established in 2006 to award grants to various surf or boardsport related social and humanitarian non-profit organizations whose efforts are focused on improving the quality of life, health and/or welfare of people.

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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