



Åre, 10 March 2020

KLÄTTERMUSEN CLIMBS ON BOARD WITH CENTRIC SMB

Klättermusen, the Swedish maker of robust mountaineering apparel and backpack equipment, has selected Centric Software's Product Lifecycle Management (PLM) solution for emerging brands, Centric SMB. Centric Software provides the most innovative enterprise solutions to fashion, retail, footwear, outdoor, luxury and consumer goods companies to achieve strategic and operational digital transformation goals.

Klättermusen has been making the world's most refined mountaineering equipment for outdoor enthusiasts since 1975. Founded by a tightly knit band of local mountaineers in the north of Sweden, the company prides itself on producing the most durable and long-lived equipment on the market, alongside a global commitment to sustainability. Klättermusen's hands-on approach has resulted in the development of proprietary materials and techniques to create sustainable high-performance fabrics.

Sara Hult, Global Production Manager at Klättermusen, explains the company's drive for a software solution to gain a competitive advantage by improving products and streamlining processes. Klättermusen decided to implement Centric SMB, a cloud-based PLM solution tailored for small to medium businesses, "We're entering new markets, widening our product assortment and increasing the number of suppliers, so we really need scalability. With Centric SMB's out-of-the-box solution, we can add users, modules and processes as our business changes and grows."

Available on a subscription basis (SaaS), Centric SMB is designed to speed product development, optimize product costs and increase brand responsiveness. With access to the same proven technologies and industry know-how as big players, emerging brands set the foundation for future growth.

With a growing base of information centralized across the company, the Klättermusen team benefits from a market-leading collaboration platform. "Our team liked the fact that Centric SMB is user-friendly but highly configurable for our most specific needs. In addition, the installation process did not require extensive training and consulting services," adds Sara.

Centric's local support team in Sweden, as well as the desire to make a long-term commitment, were central to Klättermusen's final decision. "Centric came out as an ideal partner as it already provides solutions to other market-leading outdoor brands that face similar challenges," says Sara. "With this partnership, we can focus on value creation for our customers by reducing the time spent on data management."

"We are thrilled to be partnering with Klättermusen, a company that has both a wonderful history and an innovation-driven future," says Chris Groves, President and CEO of Centric Software. "With Centric SMB, Klättermusen can move swiftly toward its ambitious future plans for growth and explore new territories while continuing to drive high quality innovation for outdoor enthusiasts."

ABOUT KLÄTTERMUSEN

Klättermusen was founded in 1975 as an experimental workshop by mountaineering enthusiasts in the far north of Sweden. The field proven designs found a much wider audience who recognized the emphasis placed on high performance and reliability. By evolving into a business Klättermusen could put their philosophy of

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safety equipment created using sustainable methods into practice. Remaining true to its original vision and craftsmanship approach to creation Klättermusen has found recognition all over the world as a leading authority on issues of sustainability and durability. Additional information about Klättermusen and our philosophy can be found on the company's website, www.klattermusen.se.

ABOUT CENTRIC SOFTWARE

From its headquarters in Silicon Valley, Centric Software provides a Digital Transformation Platform for the most prestigious names in fashion, retail, footwear, luxury, outdoor, consumer goods and home décor. Centric's flagship Product Lifecycle Management (PLM) platform, Centric 8, delivers enterprise-class merchandise planning, product development, sourcing, quality and collection management functionality tailored for fast-moving consumer industries. Centric SMB provides innovative PLM technology and key industry learnings for emerging brands. Centric Visual Innovation Platform (VIP) offers a new fully visual and digital experience for collaboration and decision-making and includes the Centric Buying Board to transform internal buying sessions and maximize retail value and the Centric Concept Board for driving creativity and evolving product concepts. All Centric innovations shorten time to market, boost product innovation and reduce costs. Additional information about Centric Software can be found on the company's website, www.centricsoftware.com.

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