



NEWS RELEASE

Swedish Outdoor Brand POC Selects Centric Product Lifecycle Management

Centric will help POC support business growth and streamline product development

CAMPBELL, California, August 16, 2016 – Swedish outdoor brand POC has selected Centric Software to provide its PLM (Product Lifecycle Management) solution. POC specializes in protective gear for gravity sports and cyclists. Centric Software is the leading PLM solution for fashion, retail, luxury, outdoor and consumer goods companies.

Founded in 2005 in the ski racing market, POC debuted with new products to improve safety by reducing the force transmitted to the brain and body in case of a crash. The company has developed a strong reputation for gravity sports and cyclist's protection and is now established in 25 countries. The brand is rapidly growing and sought a PLM solution to help streamline operations and add flexibility to operations based on best practices.

"With our business expanding, we needed support to manage the complexity that comes with growth while still keeping us nimble," says Stefan Ytterborn CEO & Founder.

Like many growing brands, POC was working with standard office tools, including a lot of spreadsheets. Monica Lindström Senior Manager Apparel explains, "As we expand our activities, we couldn't use spread sheets anymore. We decided to look for a solution that would enable us to enhance visibility and transparency and take control over our supply chain from assortment planning to product development."

Centric's fashion expertise, solutions and customer references made the difference.

"I worked with other PLM systems in the past and I am impressed with Centric's solution which is specifically designed to answer apparel market needs based on industry best practices. This really makes a huge difference," continues Lindström.

“Centric Software understood our business right away and we received positive feedback from our team. I am convinced Centric will help us bring better products to the market faster,” declares Ytterborn.

Chris Groves, CEO of Centric Software says, “We are excited to be part of POC’s growth plans. Because best practices are incorporated into Centric PLM, we can help assure methodical and profitable growth as POC expands its high quality product offering.”

POC (www.pocsports.com)

POC is a Swedish company, built on a strong mission; to do everything we can to possibly save lives and to reduce consequences of accidents, for gravity sports athletes and cyclists, by developing and renewing what personal protection is all about. POC has in many ways already set a new standard when it comes to technical solutions, construction, material combinations and engineering, with patented solutions, to increase the degree of protection.

Centric Software, Inc. (www.centricsoftware.com)

From its headquarters in Silicon Valley and offices in capitals around the world, Centric Software develops technologies for the most prestigious names in fashion, retail, footwear, luxury, outdoor and consumer goods. Its flagship product lifecycle management (PLM) platform, Centric 8, delivers enterprise-class promotional planning, product development, sourcing, business planning, quality and collection management functionality, tailored to fast-moving consumer industries. Centric SMB packages provide small businesses with extensive PLM solutions, based on innovative technology and key industry learnings.

Centric Software has received multiple industry awards, including the Frost & Sullivan Global Product Differentiation Excellence Award in Retail, Fashion and Apparel PLM. Red Herring named Centric in its Top 100 Global list in 2013 and 2015.

Centric is a registered trademark of Centric Software. All other product names and brands may be trademarks of their respective owners.

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