



Fjällräven Chooses Elastic Digital Merchandising Platform to Improve B2B eCommerce and Sales Process Efficiency

Elastic to Share Revenue Generated from New Fjällräven Account with the Conservation Alliance and Outdoor Industry Association (OIA)

Denver, September 8, 2017 – Leading Swedish outdoor gear manufacturer Fjällräven has chosen PlumRiver's Elastic Suite B2B digital merchandising platform focused directly on achieving improved financial results through higher levels of ecommerce process efficiency and bolstering commercial sales for the company's North American business. The initiative will help extend the popular Fjällräven brand across the company's growing product portfolio while achieving a much more effective B2B sales segmentation strategy and a greatly enhanced purchasing experience for retailers.

Under the terms of the agreement, Elastic will donate two percent of ongoing revenue from the new account on behalf of Fjällräven to the Conservation Alliance to help that organization preserve and protect North America's wildlands and waterways. Revenue will also be shared with the Outdoor Industry Association (OIA) through Elastic's participation in the OIA Partner Program which provides exclusive benefits for association members.

"Fjällräven is committed to providing our retail partners the most efficient, flexible and intuitive B2B purchasing solution that utilizes the most innovative digital merchandising technologies optimized for both supplier and buyer," said xxxxxxxxxxxx. "In Elastic, we found not only a partner that has set the industry standard for this level of B2B merchandising capability, but is committed to providing hands on orientation and client support that is second to none. And combining that with PlumRiver's years of experience in the B2B space and accompanying infrastructure and integration expertise gives us real confidence in this long term relationship.

Elastic will help Fjällräven achieve cost savings to through B2B sales process streamlining and boost incremental growth opportunities through a more strategic sales approach. Cost savings come through new efficiencies generated by, streamlined order entry, digital catalogs, print reduction, resource optimization, inventory management, online accounting functionality and product sample reduction. Increased sales revenues come through customized retailer/dealer applications, strategic sales planning, digital merchandising, complex pricing incentive programs, history-driven selling, strengthening brand equity, segmented sales capability, increased client acquisition/retention and enhanced sales presentations.

"Helping Fjällräven more fully leverage their powerful brand and more efficiently merchandize their expanding portfolio of high quality products to retailers is what Elastic does best and is why we have set the industry standard for the most innovative and disruptive B2B sales technology," said Josh Reddin, Elastic Founder/ PlumRiver Principal. "We are also very pleased to be generating revenue on behalf of Fjällräven for both OIA and the Conservation Alliance in a way that is consistent with the values of both of our companies." Whit Johnson, PlumRiver Principal added "It is gratifying to see the investment we have been making into the Elastic platform lead to such impressive clients as Fjallraven and to then be able to leverage that into a contribution to the OIA and the CA is a great win-win".

PlumRiver and Elastic together serve clients representing some of the world's largest and most iconic brands in the outdoor, sporting goods, apparel and footwear industries. In addition to Fjällräven, selected clients include: The North Face, Patagonia, Timberland, Asics, Crocs, Puma, TOMS, Oakley, Reebok/CCM, Arcteryx, Bauer, Spyder, Burton, Reef, Hurley, Fila, Kuhl, Nidecker, Black Diamond, Majestic, Smith Optics, Lucy,

Easton, Ibox, Bushnell, Toko, Lowe Alpine, Rab, Simms Fishing, Lole, Carter's, Rawlings, Smartwool, Speedo, Golfino, Hi-Tec, Bell, OshKosh, Vans and CamelBak.

About PlumRiver and Elastic

Founded in 2003, PlumRiver LLC is a leading provider of B2B ecommerce software solutions. Easy-to-use, Web-based applications are tailored to the needs of manufacturers and wholesalers of footwear, apparel, outdoor, sporting goods and other segments of the specialty retail market. In early 2016 PlumRiver acquired Elastic Suite, the leading provider of B2B digital merchandising and sales enhancement technologies serving category-leading clients from a variety of manufacturing verticals. Some of the world's leading manufacturing brands utilize Elastic solutions, including digital catalogs, white boarding, order entry and visual merchandising. The company's combined solutions quickly bridge the gap between order processing systems, sales reps, independent retailers and consumers, while achieving higher levels of process efficiency, platform consolidation, sales growth and profitability. Clients benefit further from solutions designed to quickly and easily integrate with existing IT infrastructure and ERP systems. For more information visit www.plumriver.com and www.elasticsuite.com.

About Fjällräven

In 1960, Åke Nordin founded Fjällräven in his basement in the town of Örnsköldsvik in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 30 countries. Fjällräven's product range comprises outdoor clothing and accessories for men and women as well as backpacks, tents and sleeping bags. Fjällräven prioritizes acting responsibly towards people, animals and nature and encouraging and Sustaining public interest in the outdoors. The company is the initiator of two popular outdoor events, Fjällräven Classic and Fjällräven Polar, which attract thousands of participants every year. The brand Fjällräven is part of the Fenix Outdoor AB. Hanwag and Primus are part of the Fenix Outdoor AB as well and offer great outdoor equipment. www.fjallraven.com

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