

Press Release

iShopShape/AXIND help Garcia and Jeans Centre manage their worldwide product development and sourcing processes

Haarlem, Netherlands. July 2012 - The rapidly expanding international jeans label Garcia and the largest Dutch jeans retailer Jeans Centre have chosen ChainReaction PLM+ to manage and control all of their vital product development, sourcing and planning processes. During the roll out all far-east based manufacturers will be added to the user group of ChainReaction PLM+ at Garcia. Furthermore ChainReaction PLM+ will be integrated with Garcia's SAP ERP solution.

“After thoroughly researching the international market place for PLM, we favoured iShopShape/AXIND's ChainReaction PLM+ above any other PLM vendor”

says Louk van der Sanden, CEO of Garcia. The state of the art web based technology in combination with the deep understanding of the fashion industry made the choice for iShopShape/AXIND inevitable, according to Mr. Van der Sanden.

The entire concept to consumer lifecycle is now completely covered with the integration of both Styleshoots and Mockshop to ChainReaction PLM+. The entirely web based software runs in any modern web browser and can be used on Mac and Windows, on desktop and mobile devices.

Company Contacts:

AXIND Software
Varun Suri
Tel: +91-9810213411
Email: varun.suri@axind.com

iShopShape Systems (European
Distributor)
Tom van Soest
Tel: +31-235518522
Email:
tom.vansoest@ishopshape.com