AXIND, a provider of solutions for the Fashion Industry, has announced a partnership with Visual Retailing, a provider of Retail Experience Management solutions.

Under the partnership, Visual Retailing BV has been appointed as a Sales & Implementation partner and can deliver end to end solutions that include AXIND's ChainReaction® suite of applications in the European and US markets.

"We are very excited to have this fascinating new product on board. AXIND delivers software that is a perfect fit to our Visual Retailing Product suite! The combination of Visual Retailing and AXIND products empowers our customers with a dedicated end-to-end solution, all the way from first production to the sale in the store." said Maurits Teunissen, founder of Visual Retailing B.V.

"Visual Retailing's products address the retail experience of customers of fashion retailers and complement our business solutions and underscore our fashion focus." said Sanjoy Sahgal, CEO of AXIND.

About Visual Retailing BV

Visual Retailing is a privately held company that delivers Visual Merchandising and Range Visualisation Tools for the Fashion industry.
It has over 200 customers in Europe and the US including top fashion brands like VF Corporation, O'Neill, Liz Claiborne and Tommy Hilfiger.

About AXIND

AXIND is a privately held company that delivers Sourcing (PLM), Manufacturing and Sales solutions to companies in the Fashion and related industries with its ChainReaction® suite of products.
AXIND was selected by the IT research major Gartner as one of their 5 "Cool Vendors in Consumer Goods, 2008". "What makes AXIND unique is its ability to configure the flexible framework to meet the workflow-driven business processes that are specific to the needs of fashion customers…" says Gartner analyst Peter Bambridge.

Founded in 2004, AXIND's customers include leading retailers, wholesalers, manufacturers and agents in Europe and Asia.

ChainReaction®   Source   Make   Sell   Mockshop   Sampleroom