



Gerber Technology
24 Industrial Park Road West
Tolland, CT 06084 USA

860-871-8082 phone

www.gerbertechnology.com

IMMEDIATE RELEASE

Contact: Ketty Pillet

Tel: +1 860-896-6036

Email: ketty.pillet@gerbertechnology.com

Elevenate Reaches New Heights With Gerber Technology's YuniquePLM®
Strengthening the performance brand's ability to deliver on consumer expectations.

TOLLAND, CONN., USA, October 15, 2019 - Elevenate, a high-quality performance gear company from Sweden, has joined forces with ACG Nyström and Gerber Technology. This exciting partnership will allow the outdoor performance brand to implement Gerber's easy-to-use product lifecycle management solution, YuniquePLM, in order to gain more control over their supply chain and further streamline their processes to meet increasing customer demand.

Gerber Technology, the global leader in flexible material and fashion technology, empowers their customer base by providing them with integrated technology solutions that will allow them to scale the highest peaks of the on-demand market.

Elevenate is a global brand with pure adventure in its DNA, and deep roots in Swedish mountain culture. Founded in 2010 in Åre, the skiing capital of Scandinavia, Elevenate successfully proved the concept of in-house product development and pattern design with Gerber's AccuMark® CAD software, as well as quality-controlled manufacturing with carefully selected partners, who also use AccuMark CAD software. Known the world over as a premium performance and casual wear brand dedicated to providing the market with sustainable, quality clothes built to last, Elevenate believes that mountain culture is a state of mind, thus redefining the boundaries of their product offerings with innovative production techniques extended to product offerings even outside of the mountain habitat.

For Elevenate to bring their brand to new heights, they needed a solution that would streamline their design and development process, and also allow them to keep up with increasingly challenging demands. With YuniquePLM, Elevenate is able to gain greater

insight into their supply chain, reduce errors, and decrease their time to market through enhanced integration with the other pieces of their workflow.

“Implementing cloud-based YuniquePLM is a huge step towards making our business more streamlined and agile,” said Tim Larsson, Project Manager at Elevenate. “Gerber is a leader within the textile industry and constantly updating their products to ensure their customers always have the latest tools at their fingertips, which is crucial not just for our success, but also to enable sustainability in the current and future consumer climate.”

Gerber’s cloud-based YuniquePLM allows for easy management of the entire supply chain -- from design, all the way through to production. With cloud capabilities, users can gain valuable insight into their workflow and easily communicate with their team members from anywhere in the world. The easy-to-use product lifecycle management system provides a single source of the truth by consolidating data, designs, and 3D samples into one place, making it easily accessible for every member of the team.

YuniquePLM is part of Gerber’s innovative end-to-end solution, meaning it can seamlessly integrate with their full suite of industry-leading software solutions, such as AccuMark CAD. Additionally, YuniquePLM integrates with many commonly used industry applications, such as Adobe® Illustrator® and True Fit®. YuniquePLM’s powerful integrations eliminate bottlenecks by allowing users to quickly pass data to their favorite applications, all without having to leave the PLM solution. For Elevenate, the powerful Adobe Plug-In will help to reduce their time-to-market by allowing users to upload their designs and make changes directly within YuniquePLM.

“We are incredibly excited to welcome Elevenate into our family,” said Michael Lock, Vice President of Gerber’s Global Software Business. “In listening to the current issues the Elevenate business has in their product design process, we are convinced YuniquePLM will truly help them compete and win in the ever-changing consumer climate”, added Per-Martin Dahlqvist, Business Area Manager at Gerber partner ACG.

“From the beginning and during mutual evaluations to put this project together, we felt that Gerber partner ACG Nyström onsite here in Sweden listened to our demand and was keen to truly help us to optimize design and production chain.” - Elevenate Project Manager Tim Larsson.

About Gerber Technology

Gerber Technology delivers industry-leading software and automation solutions that help apparel and industrial customers improve their manufacturing and design processes and more effectively manage and connect the supply chain, from product development and production to retail and the end customer. Gerber serves 78,000 customers in 134 countries, including more than 100 Fortune 500 companies in apparel and accessories, home and leisure, transportation, packaging and sign and graphics.

In October 2018, Gerber acquired Avametric and MCT Digital to add to its integrated solutions portfolio. Avametric is a leading developer of software engines used for 3D product simulation and e-commerce in the fashion industry. MCT Digital provides integrated software and finishing solution in the sign and graphics space, with industry leading modular technology applicable to a wide range of textile workflows.

Based in Connecticut in the USA, Gerber Technology is owned by AIP, a New York based, global private equity firm specializing in the technology sector and has more than \$3.0 billion assets under management. The company develops and manufactures its products from various locations in the United States and Canada and has additional manufacturing capabilities in China. Visit www.gerbertechnology.com and www.gerbersoftware.com for more information.

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