



NEWS RELEASE

BRAX Digitalizes Design & Sustainability with Centric Solutions

German clothing brand digitalizes design and streamlines product development with PLM and visual assortment solutions from Centric Software

CAMPBELL, Calif., June 28, 2024 – [Centric Software®](#) is pleased to announce that German pants company Leineweber GmbH & Co. KG (BRAX) will implement their Product Lifecycle Management (PLM) solution Centric PLM™ and Centric Visual Boards™. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics to achieve strategic and operational digital transformation goals.

Founded in 1888, BRAX specializes in pants and is renowned for blending tradition and technical innovation. Today, BRAX is based in Herford, Germany and produces four collections per year across four brands: BRAX FEEL GOOD, RAPHAELA by BRAX, EUREX by BRAX and PNTS.

A majority wholesale operation, BRAX recognized that their existing PLM did not enable the supply chain transparency or flexibility that they needed to comply with EU sustainability directives.

Seeing an opportunity to rethink both product development and design, BRAX chose to implement Centric PLM and the Centric Visual Assortment Board, part of the Centric Visual Boards family of digital boards for collaborative, visual decision-making to enable market expansion and alleviate the manual workload required.

“Our creative teams were mind-blown when they saw the Visual Assortment

Board,” says Markus Lacher, Director of Digitalization & IT at BRAX. “They had never imagined that product ideation and design could be supported by digital tools so early in the process.”

With Centric solutions as the cornerstone for accurate, detailed and digitalized data management, the native free flow of product data between the Visual Assortment Board and Centric PLM means BRAX will be able to:

- Digitalize sampling, saving the business a considerable amount of money annually on pre-production costs alone.
- Comply with EU transparency requirements.
- Drive better collaboration and more product innovation.
- Bring collections to market more efficiently, sustainably and resourcefully.

“Before we even make the first prototype, we will save a lot on costs. Centric PLM and Visual Assortment Board are the foundation of our digitalization roadmap for our future design and product development process,” says Lacher, “With this investment, we will enable more flexible, creative design and planning to better meet demand and maintain customer loyalty, which are enormously important to us.”

“A best-of-breed approach is our priority,” explains Lacher. “We want a modern, user-friendly, cloud-based platform that is future-proofed with next-generation capabilities such as plug-ins for 3D solutions and integration with our existing enterprise systems, as well as future investments in AI and business intelligence tools.”

“We are very happy to announce that BRAX has chosen to partner with Centric Software,” says Fabrice Canonge, President of Centric Software. “BRAX is a future-focused company with a commitment to choosing best-in-class solutions, and we are honored to work with them. We are looking forward to working with BRAX to transform design and product development and achieve their business goals.”

Learn more about [Centric Software](#)

[Request a Demo](#)

Brax (www.brax.com)

Founded in Berlin in 1888, BRAX is now headquartered in Herford, East Westphalia. The brand offers smart casual collections for men and women, which extend beyond the core product of trousers to include knitwear, shirts, blouses and outdoor wear. 'We make people feel good' is the message to all stakeholders.

BRAX supplies around 3,000 specialist retail partners worldwide, including over 1,500 with shop-in-shops, and is also represented in around 60 stores worldwide and in e-commerce. More than 1,100 employees ensure the sustainable success of BRAX with the brand values 'smart', 'stylish' and 'passionate'.

Further information about the company and the BRAX brand world can be found at www.brax.com.

Centric Software® (<https://www.centricsoftware.com/>)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-replenishment platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for fashion, outdoor, footwear and private label, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance, including SKU optimization, resulting in an up to 110% increase in margins.

- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform giving insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.

Centric Software's market-driven, best-of-breed solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

Centric Software is a subsidiary of Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software is a registered trademark of Centric Software, Inc. in the US and other countries. Centric PLM, Centric Planning, Centric Pricing & Inventory, Centric Market Intelligence and Centric Visual Boards are Trademarks of Centric Software, Inc. All third-party trademarks are trademarks of their respective owners.

Media Contacts:

Centric Software

Americas: Jennifer Forsythe, jforsythe@centricsoftware.com

EMEA: Kristen Salaun-Batby, ksalaun-batby@centricsoftware.com

APAC: Lily Dong, lily.dong@centricsoftware.com