



## NEWS RELEASE

### **BBK Confident in Centric Software Partnership & 'Top Shelf' Solution**

*Polish home décor company selects Centric PLM to power company-wide transformation, recalibrate processes & leverage industry expertise*

**CAMPBELL, California, September 17, 2024** - Centric Software® is pleased to announce that BBK has selected Centric PLM™ to empower operational change. 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 1992 in Poland, BBK has made a name for itself by developing beautiful, unique interiors and taking an unconventional approach to creating charming and functional arrangements. Today it has nearly 140 retail stores in Poland as well as in major cities in Iceland, Albania and Romania. BBK sells its original collections of décor, textiles and home accessories through its retail outlets, e-commerce channels and wholesale distributors with two brands under its umbrella - home&you and Essex. It works with the largest manufacturers in Poland, the EU and the Far East, and has an office in Shanghai to stay close to suppliers and ensure quality control of imports.

BBK has been using a PLM developed by a startup company since 2019. After five years, some technical issues and provider limitations propelled BBK to search for an established PLM partner with a track record of client success.

"We feel that we have come to a point where we have outgrown our current PLM, we are in the process of a huge transformation in the company and hope to rebuild many of our existing processes," says Michal Jaros, Head of IT Business Services at BBK. "We wanted to purchase a top shelf PLM solution from

a recognized software provider with a large customer portfolio to benefit from the know-how and experience.”

After assessing several solutions, BBK selected Centric PLM for its advanced functionality, impressive customer references, vast knowledge base and the exceptional service delivered by the Centric team.

“As well as providing us with the software we need, we are also counting on Centric to guide us through process optimization,” explains Jaros. “We had a reference call before making our final selection and were glad to hear from an existing customer that what Centric had presented to us was also reflected in the real world.”

BBK recently started the PLM implementation process and expect to go-live later in the year. Team members, including product managers, designers, quality controllers and buyers will be onboarded to the system. BBK expects to streamline the end-to-end product journey and anticipates the opportunity to learn from others in the industry.

“The PLM implementation for us is more about rethinking how we currently operate and gaining experience from Centric and its customers,” comments Jaros. “We have found our initial workshops incredibly helpful from a strategic viewpoint, as we can ask questions about how Centric and its customers would do things, based on their extensive experience.”

“As we progress further into our implementation journey with Centric, we’re certain we’ll enhance our efficiencies across all teams to better align with our evolving business needs,” says Jaros. “We are excited to develop this partnership with Centric, and so far, I think it is going in a very positive direction.”

“We are delighted to partner with BBK, our first Centric PLM customer based in Poland,” says Chris Groves, CEO of Centric Software. “We look forward to seeing how they transform their operations with PLM and drive the growth and evolution of their high-quality brands.”

See Centric solutions in action at [NRF 2025](#), Booth #6257

[Request a demo](#)

**BBK ([www.bbk.com.pl](http://www.bbk.com.pl))**

Love for beautiful interiors - this is where it all started. Original, charming and functional arrangements are our passion, which we have been developing every day for over 20 years, dealing with the import and distribution of interior design products. We closely follow new trends in the interior design industry, and we are not afraid to create our own - both in the Polish and foreign markets. We are constantly looking for new inspirations to create original collections of decorations, textiles and home accessories for our brands home&you and Essex.

Our team consists of specialists in various fields, including: graphic designers, designers, quality controllers and visual merchandisers. We cooperate with the largest manufacturers from Poland, the European Union and the Far East. We also have an office in Shanghai, which allows us to establish close contact with suppliers and ongoing quality control of imported goods.

Our mission is to share a passion for beautiful, unique arrangements and an unconventional approach to creating spaces. We are committed to ensuring that products bearing our logos combine quality, functionality and original design.

**Centric Software® ([www.centricsoftware.com](http://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 fast-moving consumer goods like fashion, outdoor, luxury, home, multi-category retail, grocery, food & beverage, cosmetics & personal care and consumer electronics, 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 consumer goods, 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 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 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.

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