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Supplier News

CenterStone Signs Deal with Vans

SportsOneSource Media Posted: 11/13/2006

CenterStone Technologies, Inc. announced that Vans has selected the company's iVendix software application for business-to-business (B2B) online ordering for their retail dealers and sales reps. When the application goes live, Vans dealers will be able to place their pre-season orders and all their re-orders through this successful B2B tool. iVendix is accessible 24/7 via the Web. Dealers will also be able to check on the availability of product as well as track and monitor the status of their orders.

"We are truly appreciative that the VF Outdoor Coalition has decided to roll out our iVendix application to the Vans brand. Now the VF Outdoor Coalition will be able to leverage a common platform across multiple brands. The North Face® started with CenterStone several years ago, we added JanSport® last year, and we are excited that Vans has been selected as the next brand to launch with iVendix," said Tom Detmer, CenterStone Technologies' chief executive officer. "The North Face invested in the CenterStone solution several years ago, and it has been well received by their dealers and sales reps. Since then, CenterStone has rapidly become an industry standard for B2B, online ordering in action sports and outdoor recreation, so it was only logical for Vans to launch a similar initiative. With thousands of specialty retailers currently using the CenterStone application, we are confident that Vans dealers, as well as their sales reps, will quickly adopt CenterStone's iVendix solution. As a specialty retailer said to us, 'it's like Amazon.com on steroids, but for B2B.'"

Joanne Kennedy is a buyer with The Alpine Experience of Olympia, Wash., and she has used CenterStone's online solution for several years for The North Face. "CenterStone has made my life as a buyer so much easier. All the information is in one place—product images, availability and order status. CenterStone makes it easier to develop and analyze our large seasonal orders with The North Face and is an efficient resource for placing special and fill-in orders. Having The North Face available through CenterStone is an important part of our good relationship with them. I'm always glad to hear that a brand we carry is available through CenterStone, and because we carry Vans, we look forward to having them available through CenterStone too," Kennedy said.

"By equipping the Vans sales organization with the CenterStone solution, we continue to propel leading surf and action sports brands forward by making it easier for them to work with their

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dealers—and for everyone to increase sales, ” stated Dave Mathias, vice president of sales at CenterStone. “Vans, like Adio Footwear, Planet Earth, Smith Optics, Freestyle and O’Neill Clothing—who already provide the system to their sales reps and dealers—recognizes the importance of sharing availability information, and making ordering easier and more convenient. Those companies are keenly aware of how this system increases sales. Dealers log in for inventory availability and can reliably follow through on special orders for customers. They also have a fast and easy re-order process and can refresh their stock mid-season. Because iVendix is open for business 24/7 on the Internet, Vans dealers can spend more time during the day on the shop floor with their customers—and work more efficiently after traditional, 9 to 5 store hours—with full access to the transactions and information they need to maintain good vendor relationships. It’s just the way business is getting done these days.”

Brands currently making the CenterStone Technologies solution available to their retail customers and sales reps include: The North Face, JanSport and VF Imagewear, part of VF Corporation (NYSE: VFC); Pearl Izumi, a division of Nautilus, Inc. (NYSE: NLS); Marmot Mountain, Ex Officio, Marker Apparel, Adio Footwear and Planet Earth, part of K2 Corporation (NYSE: KTO); Helly Hansen; Perry Ellis Intl. (NASDAQ: PERY); Geneva Watch Group; Cleveland Golf, part of Quiksilver (NYSE: ZQK); RipCurl; Billabong; Sport Obermeyer; Smith Optics; Garmont; KHS Bicycles; Dale of Norway, Malone Auto Racks, O’Neill Clothing, Hot Chillys, Walk-EZ International and others.

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