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## New Balance Selects CenterStone for Online B2B e-Commerce in Europe

21/10/2008 - 11:00

New Balance EMEA, in partnership with CenterStone Technologies, the international provider of Web-based ordering solutions for manufacturers of apparel, footwear, equipment and accessories, has selected CenterStone's iVendix B2B e-Commerce application.

iVendix will provide New Balance's sales force and more than 4,000 dealers with a 24/7 on-line ordering solution in EMEA. New Balance dealers and sales reps now will be able to view automated catalogues, check on the availability of product, place orders, and track and monitor the status of those orders using iVendix.

"When looking for a B2B solution the choice was very easy. CenterStone has a tremendous track record in providing a fast and easy solution, which is a perfect fit for us," said Maurice Oomen, New Balance's IT Manager EMEA.

"We are extremely pleased to be partnering with CenterStone on the launch of our B2B platform. The combined strength of their technology and our replenishment program through our EU manufacturing capabilities positions New Balance to deliver value to our customers like no else can," said Jonathan Ram, New Balance's Managing Director for the EMEA Region. He continued, "We are continually striving to improve our service levels and the 24/7 order entry, order management and inventory availability access will assist our retail partners in maintaining optimal New Balance footwear and apparel inventory levels, maximize their inventory turns, reduce mark-downs and ultimately be more profitable. The CenterStone B2B deployment is critical to our goal of double our revenue by 2012."

New Balance has joined a growing list of companies that understand the urgency of modernizing the way of conducting business with retailers through more efficient processes, real time information, and better customer service.

"We're delighted that a leading corporation such as New Balance has recognized the potential of iVendix. Sales reps and customer service assistants will be able to maximize the satisfaction of their clients by making the ordering process faster and more efficient. EMEA dealers will be able to conduct business at their convenience and thus, better serve consumers at the point of sale. A competitive advantage that will certainly contribute to stimulate New Balance global sales in the next 3-5 years and reinforce the attractiveness of the brand," said Christophe DeLussac, general manager for CenterStone Technologies' European operations in Paris.

### About New Balance

New Balance, headquartered in Boston, Mass., has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4,000 people around the globe, and in 2007 reported worldwide sales of \$1.63 billion. For more information, please

visit <http://www.newbalance.com>.

### About CenterStone Technologies

CenterStone Technologies provides B2B e-Commerce solutions in six languages and local currencies in North America and Europe with widespread adoption by specialty retailers and sales reps. CenterStone's e-Commerce solutions processed more than \$1.2 billion dollars in wholesale transactions in 2007. CenterStone makes suppliers more competitive by driving revenue growth, providing increased inventory turns at retail, reduced customer service costs, and greater speed to market, thus improving relationships with their customers – retail dealers.

Brands that currently use CenterStone's solutions include: The North Face, JanSport, Vans, Reef and VF Imagewear, part of VF Corporation (NYSE:VFC); Pearl Izumi; Marmot Mountain, Ex Officio and Marker Apparel, brands of Jarden Corporation (NYSE:JAH); Under Armour (NYSE:UA); Helly Hansen; Perry Ellis Intl. (NASDAQ:PERY); Geneva Watch Group; Cleveland Golf; SmartWool, a division of Timberland (NYSE:TBL); Rip Curl; Billabong; Sport Obermeyer; Smith Optics; KHS Bicycles; Dale of Norway; O'Neill Clothing; Hot Chillys; Petzl; Icebreaker; Four Star Distribution (C1RCA); Fresh Produce Sportswear; Yakima Products; Patagonia Europe; 180s; Oxbow; Ober Jeans; Hurley Europe; The Orvis Company; Life is good®; The Quiksilver Rossignol Group and others. For more information please visit [www.centerstone-europe.com](http://www.centerstone-europe.com) or [www.centerstonetech.com](http://www.centerstonetech.com).

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