



NEWS RELEASE

Workwear Brand Selects Centric Planning to Boost Planning, Merchandising and Replenishment.

Iconic workwear clothing brand chooses Centric Planning to gain visibility, industry best practices and data-based decision-making

CAMPBELL, Calif., January 28, 2024 – Centric Software® is pleased to announce that Carhartt, America's heritage premium workwear brand, has selected Centric Planning™ for its innovative enterprise solutions. These solutions include the ability to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, outdoor, luxury, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Centric Planning's tools enable customers to unify planning, merchandising and replenishment processes under one scalable, AI-driven platform.

"With Centric Planning, we've streamlined operations, connected teams and established a single source of truth for planning, financials and inventory," said Eric Hrubik, Director of Global Application Technologies at Carhartt. "Centric Planning delivers the capabilities we need while seamlessly integrating with our existing Centric PLM™ to create full business flow synergies."

By integrating AI-powered modules for **Merchandise Planning, Assortment Planning, Allocation & Replenishment and Demand Planning**, Carhartt can forecast with precision, reduce reliance on spreadsheets and align sustainability goals with actionable insights.

Fabrice Canonge, President of Centric Software, says "We are excited to deepen our relationship with Carhartt as they adopt Centric Planning to drive their retail operations forward. Our AI-powered solutions integrate smoothly to create a

flexible, end-to-end platform that enables smarter decision-making and sustainable growth. Carhartt's move demonstrates their commitment to innovation and Centric Planning is perfectly aligned to support their vision."

Learn more about [Centric Software](#)

[Request a demo](#)

Centric Software® (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 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.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance resulting in a 110% increase in margin.
- **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 a proven 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, increasing product portfolios by up to 90% using the same resources.

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 appears 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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