



NEWS RELEASE

Imtron Selects Centric PLM to Drive Costing Automation and Business Efficiency

Centric Software Empowers Imtron to streamline pricing strategies and strengthen operational excellence

CAMPBELL, Calif., May 8, 2025 – Centric Software® is pleased to announce that Imtron has selected Centric PLM™ to drive automation in costing and pricing calculations and improve overall product lifecycle management. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, price and sell products such as apparel, fashion, home, footwear, sporting goods, consumer electronics, cosmetics, food & beverage and luxury to achieve strategic and operational digital transformation goals.

Headquartered in Ingolstadt, Germany, Imtron is a wholly owned subsidiary of MediaMarktSaturn Retail Group. The company specializes in high-quality consumer electronics and appliances, overseeing the production and distribution of its four private labels—Koenic, PEAQ, ok. and ISY—across 11 countries, both online and offline. Imtron focuses on delivering innovative, reliable and affordable alternatives within the MediaMarkt and Saturn product ranges. Through strategic collaborations with leading manufacturers and partners worldwide, Imtron ensures its products meet the highest standards of performance and quality.

With approximately 500 new products introduced annually, Imtron faced increasing complexity in pricing calculations, manual Excel-based workflows and growing communication and coordination needs across departments. Currently, over 1,700 products are calculated and updated multiple times per year, requiring extensive reconciliations between data.

By implementing Centric PLM, Imtron will enhance pricing automation, improve efficiency and ensure compliance through workflow-driven processes. Automation will reduce manual data handling, minimizing errors and freeing up time for strategic decision-making. The system will also facilitate faster pricing adjustments, providing Imtron with the agility needed to adapt to market changes. Additionally, seamless integration with the ERP will enhance data consistency and streamline overall operations, reinforcing Imtron's commitment to operational excellence.

"From the initial discussions to the final decision, Centric Software demonstrated an in-depth understanding of our challenges," shares Mario Neuwirth, CEO of Imtron. "Their expertise and communication ensured a strong alignment between our teams, creating an efficient and positive working relationship. This partnership marks a significant step in optimizing our pricing processes and strengthening our market position."

"We are thrilled to welcome Imtron as a valued partner. Their commitment to innovation and efficiency aligns perfectly with our mission to provide industry-leading PLM solutions, says Chris Groves, CEO of Centric Software. We look forward to empowering Imtron in optimizing their pricing strategies and achieving new levels of operational excellence."

[Learn more about Centric solutions.](#)

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Imtron GmbH (www.imtron.eu)

Imtron GmbH is a wholly owned subsidiary of MediaMarktSaturn Retail Group GmbH, headquartered in Ingolstadt, Germany. Specializing in high-quality consumer electronics and appliances, Imtron oversees the production and distribution of its four private labels—Koenic, PEAQ, ok. and ISY—operating both online and offline across 11 countries. The company focuses on delivering innovative, reliable and affordable alternatives within the MediaMarkt and

Saturn product ranges, catering to the evolving needs of modern consumers. Through strategic collaborations with leading manufacturers and partners worldwide, Imtron ensures its products meet the highest standards of performance and quality.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home, food & beverage, cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, market, 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 delivering 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 PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

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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