



NEWS RELEASE

emma & noah to Nurture Future Growth with Centric PLM's Single Source of Truth

German baby product brand partners with Centric Software to enhance collaboration, uphold product quality and track compliance

CAMPBELL, Calif., April 29, 2025 – Centric Software® is pleased to announce that emma & noah has selected Centric PLM™ to power efficiency and drive sustainable growth. 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, footwear, outdoor, home and related goods like cosmetics & personal care as well as multi-category retail to achieve strategic and operational digital transformation goals.

Founded in Düsseldorf in 2018 with the foundational principle of sustainable quality, emma & noah offers a huge range of baby products for the new generation of parents. It is a direct-to-consumer brand creating durable products of timeless design, with its main categories of sleeping bags, sleepwear and woolen outdoor products. Its customers are based in Germany, Switzerland and Austria, with majority of sales through its online store, followed by popular bricks and mortar retailers, as well as e-commerce marketplaces.

Like many fast-growing emerging brands, emma & noah face challenges with disjointed processes and systems, time-consuming manual tasks, limited project visibility, an over-reliance on spreadsheets and a need to rapidly onboard new team members.

“After having grown the brand rapidly in our home country over the past years, we are planning to expand internationally this year,” says Aline Gallois-Trautmann, Founder of emma & noah. “Entering two new European markets

brings challenges to our processes on the product side that we want to be ready for.”

Nadja Sack, Design & Product Lead at emma & noah, shares how scaling collections, managing complex design workflows and maintaining a focus on quality drove the decision to adopt a modern PLM solution.

“Since I joined the team four and a half years ago, we’ve gone from six to 20 team members,” says Sack. “We are developing our own patterns, designs and products and are working with multiple international suppliers. As the business expands, we want to become even more efficient.”

emma & noah took a methodical approach to its PLM solution selection. It defined a clear scope of requirements and assessed multiple solutions before selecting Centric SMB, Centric Software’s cloud-based PLM solution for small and mid-sized businesses. The reasons for its choice—best of breed functionality, the highly-visual, easy-to-adopt user interface, innovative sustainability features and Centric Software customer references.

“A key requirement for choosing a PLM was that it had to meet our scope definition, as well as being really easy to handle,” explains Gallois-Trautmann. “The product design team is highly visual, so it is very important to have a tool that is aesthetically appealing, enjoyable to navigate and enhances their creativity.”

emma & noah anticipates company-wide ROI with improved communication across the board. The product development team will be the first to use the system and look forward to reaping the benefits of Centric PLM’s ‘single source of truth.’

"Having all product information in one place with a clear seasonal overview will keep cross-functional teams aligned, saving us all time, increasing efficiency and boosting collaboration," says Sack. "Every product will be centralized in PLM, making communication with our suppliers seamless and reducing the risk of errors."

Gallois-Trautmann shares the importance of Centric PLM integrating with other business tools across the company. "It is essential for us that the PLM integrates with our other systems, like our ERP, so we have a good landscape of solutions working seamlessly together," shares Gallois-Trautmann. "Digitalizing the product lifecycle will also improve product traceability and ensure we are compliant with regulations, especially important in the children's sector, where continuous testing is required. With Centric PLM we will strengthen our quality management, inspection processes and sustainability efforts."

The team is optimistic about the rollout and partnership with Centric Software as Gallois-Trautmann explains, "We have high expectations that the implementation will run smoothly and we really value having a true partnership, rather than just a traditional vendor and buyer relationship."

"We are delighted to partner with emma & noah and admire its commitment to creating high quality, sustainable products for young families," says Chris Groves, CEO of Centric Software. "We look forward to supporting emma & noah's rapid growth and future innovation."

[Learn more about Centric solutions.](#)

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emma & noah (www.emmanoah.de)

Timeless and modern designs instead of fast fashion and short-term trends, sustainable and organic materials instead of disposable items and cheap mass-produced goods.

Sustainable quality instead of cheap mass production

At the beginning we asked ourselves a question: How can we actively promote a collective change in thinking? Away from fast fashion and towards conscious consumption.

It has become clear to us that not only our generation needs to change its way of thinking, but that future generations must grow up with a common understanding of the environment.

With emma & noah we enable parents to choose conscious consumption that focuses on quality, durability and our environment.

Much more than just cute baby products

With us you will only find selected products of the highest quality. For this reason, sustainability, durability, quality and timeless design are integral parts of our company.

The focus is on the selection of our materials, the development of our unique designs and the high-quality workmanship of our manufacturers. We primarily use renewable and organic raw materials for our products. Thanks to the high quality, you can enjoy your emma & noah products for a particularly long time. This is easy on your wallet and good for the environment.

Our key to success: teamwork!

True to the motto "Nothing can be done", we do our best every day to continue to grow and reach even more families with our philosophy.

Our team includes not only our employees in Düsseldorf, but also our manufacturers and suppliers, with whom we work closely to continuously develop our products.

We also involve our experts such as midwives, parents and our community in our work every day. Through their expertise and constructive feedback, we optimize our products in a continuous process in order to bring the best baby products to the market and, above all, never stand still.

Our emma & noah philosophy

Sustainability: Our planet is important to us. That's why we want to make our sustainable, ecological and fairly produced baby products the unrivaled standard for all young families.

Openness & honesty: We work transparently, realistically & reliably. We are in constant communication with colleagues, experts and of course our customers.

Responsibility: We are driven by common goals and everyone in our team takes responsibility. With our hands-on mentality and perseverance, we achieve our goals.

Performance: We work hard and are open to new ideas. We don't shy away from developing our products and always question ourselves and turn our ideas into reality.

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, 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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