



## NEWS RELEASE

### **Zeeman Fast-Tracks Digital and Sustainability Transformation with Centric PLM**

*Leading Dutch retailer partners with Centric Software to streamline workflows, enhance communication and reinforce CSR commitments*

**CAMPBELL, Calif., November 20, 2025** – Centric Software® is thrilled to announce the go-live of Centric PLM™ at Zeeman, a leading Dutch retail chain specializing in affordable clothing and textiles. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, buy, make, price, allocate, sell and replenish products such as fashion, 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 1967 by Jan Zeeman, the family-owned retail chain specializing in affordable clothing and textiles has become one of Europe's largest retailers. With 450 stores in its home country, the Netherlands, and a total of 1,300 spanning European countries including France, Belgium, Germany, Luxembourg, Austria, Spain and Portugal, Zeeman's success is a result of its founder's mantra, Good clothing and textiles don't have to be expensive. It sets itself apart from the competition with its award-winning sustainability and ethical production practices and distinctive marketing strategies, such as its headline-grabbing €30 diamond campaign.

Before it launched Centric PLM, buying and administrative teams struggled with the limitations of using multiple legacy systems. Sharing information between disparate systems resulted in wasted time, errors, frustration and a lack of critical, detailed replenishment data.

“Our processes for buying and administration were spread across numerous different platforms, data couldn’t be shared easily and we were doing things twice over—it just wasn’t efficient,” explains Leandra Nanninga, Product Owner at Zeeman. “We really wanted to have one system for the article and PO data and we have that now with Centric PLM.”

Zeeman selected Centric PLM for its fashion and retail expertise, its agility and out-of-the-box capabilities and for its role in helping to define and solidify key processes, providing a solid operational foundation.

“Centric PLM’s flexibility is a major selling feature,” says Nanninga. “We are impressed with how many releases it has, how the system moves with you and how quickly teams can create new attributes in PLM.”

Zeeman recently went live with PLM and reflects on results and collaborating with the Centric Software team.

“It’s been a big change to move to one system, and we are implementing an article structure where we have data on variants and SKUs because of PLM,” says Nanninga. “We are happy with how the Centric team worked with us — they asked us the right questions, got to know our unique business needs and ensured the configuration met our requirements.”

“The biggest topic for us in the future is CSR because of the new Digital Product Passport (DPP) regulations coming into effect. We’ll need to report on details reaching as far back as the cotton farmers at the very start of our supply chain and we’re confident that PLM will help us optimize this process efficiently.”

CEO of Centric Software Fabrice Canonge says, “We are thrilled that Zeeman has successfully launched Centric PLM and that teams are saving time, making data-informed decisions and bolstering eco-friendly practices. We look forward to a long-term partnership with Europe’s retail leader in affordable clothing and sustainable operations.”

**[See Centric Software's AI-Powered Solutions in Action at NRF 2026, Booth #6505](#)**

Learn more about **[Centric Software](#)**

**[Request a demo](#)**

**Zeeman (<https://www.zeeman.com/>)**

A Family Business with Dutch Merchant Spirit

In 1967, a supermarket selling clothing and textiles at low prices was a revolutionary idea. At the time, very few stores in the Netherlands even had self-service. But by organizing efficiently and buying in bulk, Zeeman was able to offer the same quality at a much lower price. The concept caught on quickly, and from 1974 onwards, the company grew even faster through several major acquisitions. With the acquisition of Brons in 1980, Zeeman instantly became the largest textile discounter in the Netherlands.

At Zeeman, we believe in keeping things simple.

But today's world is anything but simple. Things are thrown away far too quickly — and sometimes, sadly, people are too. We believe everyone, everywhere, should be able to count on a fair and sustainable foundation for life.

Changing the world close to home.

At Zeeman, we want to make a real impact by contributing even more than we already do. Of course, improving the whole world is a big task for a humble textile store like ours. That's why we focus on the world close to us — where we can make a difference. For our customers. For the people who work for and with us. And for the communities where our stores are located.

We want to make a difference — for our customers, our employees, and the neighborhoods we're part of.

We keep everything simple.

We're the champions of basics. With over 1,300 stores across Europe, we're never far away. We're here for people with smaller budgets, but also for those who simply choose not to overpay. We make that possible by keeping things efficient and simple. With timeless basics for everyone — and that's reflected in our low prices.

What do you really need?

Being careful with resources is about more than just saving money. It starts with a question: "What do you really need?" For yourself. For your community. And for the planet. That means using quality materials. Using as few materials as possible. And making things that last longer. We call that *zuinig*, a typical Dutch word meaning both caring and cost-cautious.

Being *zuinig* is about more than saving money — it's a way of thinking.

We want to include everyone.

At Zeeman, we believe in being *zuinig*. And we stand by that. We start where we can make an immediate and visible difference: with the people close to us. Our own employees. The people who make our products. And the communities around our stores. We want to support all of them — and offer a solid foundation to build on.

Zeeman is More Relevant Than Ever

Jan Zeeman's vision was simple: "Good clothing and textiles don't have to be expensive." That vision still holds true today and continues to attract more customers than ever. Zeeman has since grown into one of the largest textile retailers in Europe, with around 1,350 stores across eight countries.

**Centric Software® ([www.centricsoftware.com](http://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, 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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