NEWS RELEASE

schleich® Drives Brand Experience with Centric PXM to Get Closer to Consumers

German toy manufacturer partners with Centric Software to modernize data management and deliver the best possible brand experience

CAMPBELL, Calif. (USA), December 11, 2025 – Centric Software® is pleased to announce that schleich® has selected Centric PXM™, formerly Contentserv, to streamline data management and enhance the consumer experience. Centric Software delivers innovative, integrated, end-to-end AI-powered enterprise solutions to take products from concept to commercialization. Fashion, luxury, footwear, outdoor, home, consumer electronics, food & beverage, cosmetics & personal care as well as multi-category retail teams can plan, design, develop, source, comply, buy, make, price, allocate, assort, sell and replenish products to achieve strategic and operational digital transformation goals.

Founded in 1935 by Friedrich Schleich, schleich® is one of the largest toy manufacturers in Germany, known for animal figurines that spark the imagination of children around the world. Today, the company maintains approximately 1,000 products and launches new collections twice a year. The figures and playsets span ten product lines, including Horse Club, Farm World and Eldrador® Creatures, captivating multiple generations. schleich's renowned products sell across 60+ countries through e-commerce channels, distributors and retailers.

Jennifer Jungnitz, Head of Digital Commercial Enablement at schleich® explains, "Our goal was to structure product data more effectively so retail partners can access it faster. Consistent product data formats are critical to create consistent brand experiences across each channel. We don't want consumers to have conflicting information as they move from channel to channel."

With approximately 30,000 digital assets across all product ranges, schleich® recognizes the enormous importance of consistency to ensure that each channel delivers identical product information and consumer experiences.

Compliance with the European Accessibility Act (EAA), which mandates specific product information in multiple languages, was also a decisive factor for implementing intelligent, AI-powered PXM (Product Experience Management).

After a live Centric PXM demo and thorough evaluation, schleich® selected Centric for its powerful PIM (Product Information Management) and DAM (Digital Asset Management) functionality, embedded AI for product data enrichment, validation and localization, plus the potential to achieve high ROI both internally and externally.

"Centric PXM drives results on both sides," Jungnitz explains. "Internally, our teams focus on their primary tasks. Externally, it gives trading partners real-time access to complete and accurate product data, so they can work faster."
Over 1,500 retailers have now been successfully integrated into schleich's asset management module.

Fabrice Canonge, CEO of Centric Software, says, "We're thrilled that schleich® has chosen Centric PXM to modernize product information management and product experience management. We look forward to a successful, ongoing partnership."

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

Learn more about [Centric Software](#)

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schleich® ([gb.schleich-s.com](#))

Schleich® ranks among Germany's largest toy manufacturers and leads internationally as an authentic play figure brand that sparks children's storytelling joy. Friedrich Schleich founded Schleich® in 1935. Today, the brand's famous schleich® figures and sets sell across 60+ countries and have become beloved toys in children's rooms worldwide, unleashing kids' imagination. A University of Koblenz study confirms that Schleich® play figures excel at free play, with 89% of surveyed parents rating them as particularly imagination-enhancing. Schleich now generates over 60% of its revenue outside its core German market and sold approximately 40 million animal figures worldwide in 2024. The company is jointly owned by Partners Group and Schleich® employees.

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, 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 competitively

and get closer to the consumer, driving up to a 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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