



Spyder rejoins Elastic Suite for elevated B2B and Wholesale Selling Re-onboarding Completed in Record Time

Denver, CO (6 Dec 2021) – After a two-year absence, due to a company acquisition that temporarily forced Spyder onto another B2B platform, the global recreational and competitive ski apparel brand has now rejoined Emerald’s Elastic Suite. The re-onboarding of Spyder took place in less than 30 days, a record time for an Elastic deployment, due to a collaborative effort and the brand’s desire to be back with their preferred B2B technology provider as quickly as possible.

“Spyder was our first client dating all the way back to 2009,” said Josh Reddin, Emerald EVP, Elastic Suite. “The genesis of Elastic and all that we stand for was originally started by creating solutions to serve the wholesale merchandising needs of this iconic brand. To say how incredibly awesome it is to bring them back home is an understatement for both of our companies.”

Not only the rollout but user adoption of Spyder’s Elastic redeployment is happening at an unprecedented pace. The new user portal was introduced on a Friday, and by Monday, Spyder reps were logged into Elastic and creating custom digital catalogs and sales presentations for their retail partners. The implementation includes all Spyder’s global regions covering North America, Europe, and Asia/Pacific.

Elastic’s leadership in providing environmentally friendly digital B2B sales technology is also expected to help Spyder in their continued and growing application of more sustainable business practices. The Spyder Sustainability Promise states: “No one can solve the climate crisis alone, so we partner with the best in the business.”

Elastic helps manufacturers, retailers and distributors adopt a more sustainable approach to B2B sales while achieving efficiency-driven cost savings and incremental sales growth. Sustainability and cost savings come through streamlined order entry, digital catalogs, resource optimization and inventory management. Increased sales revenues come through brand-

specific retailer applications, sales rep tools, strategic sales planning, digital merchandising, product customization and assortment planning tools.

About Elastic Suite

Elastic Suite's next-generation B2B technology serves clients representing hundreds of the world's largest and most iconic brands in the surf, outdoor, cycling, sporting goods, apparel, lifestyle, and footwear industries. In addition to Spyder, selected brands served include: The North Face, Patagonia, K2, Thule, Marker, Dalbello, Völkl, Active Brands, Shimano, Boardriders, RipCurl, Volcom, O'Neill, Quiksilver, Vans, Scott Sports, New Balance, Puma, Reebok/CCM and Burton.

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