



# CENTRIC PLM™ EMPOWERS P.E NATION TO HANDLE EXCEPTIONAL GROWTH

ACTIVEWEAR BRAND WORKS FASTER WITH SINGLE SOURCE OF TRUTH



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“Small business, rapid growth, increased SKU counts – we were increasing our range across different categories and we began to see pain points.”

Despite celebrating exceptional growth, even during the Covid-19 pandemic, Mark Rogers, Head of Operations at P.E Nation, reflects on a time when teams felt the frustration and stress of working with multiple data sources.

Fast forward a matter of months and that frustration has been improved thanks to Centric PLM. Teams now starting to manage all product-related data, including tech packs, from one single source of truth, immediately empowering teams and increasing overall business efficiency.

## ACTIVE MEETS STREETWEAR

Headquartered in Sydney, Australia and founded by fitness and fashion entrepreneurs Pip Edwards and Claire Tregoning, P.E Nation offers a new genre of fashion sports luxe athleisure and activewear.

Having grown substantially both nationally and internationally in recent years, P.E Nation continues the incline to global predominance. Its apparel categories are expanding, and it has released successful collaborations with brands including Speedo & H&M. However, to manage this growth it became apparent the business needed to act quickly and streamline its way of working to optimize efficiency and agility throughout its processes.

## PLM – THE NATURAL NEXT STEP

“Not having one source of truth or not intuitively knowing where to find things was challenging. Occasionally there were times when an incorrect style number was mistyped, or something wouldn’t get updated. The bigger the business gets, the slower spreadsheets move and that leads to frustration as well,” explains Mark. “To scale a business properly, you need everything under one roof and PLM was the natural next step for us.”

P.E Nation selected Centric Software’s Product Lifecycle Management (PLM) solution. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source and sell products to achieve strategic and operational digital transformation goals.



“ FROM A PRODUCTION PERSPECTIVE, WITH THE LINK TO OUR ERP SYSTEM & CERTAIN AUTOMATIONS FROM THE PLM WE WILL BE ABLE TO SHAVE A CONSIDERABLE AMOUNT OF TIME OFF DATA ENTRY. IT MEANS THE TEAM CAN FOCUS BACK ON PRODUCT AND THAT’S ULTIMATELY WHAT WE’RE ABOUT AT P.E NATION. ”

## CHALLENGES

- + Running out of capacity to manage increasing SKUs and ranges
- + Accessing files and working outside of the office was slower
- + Teams working into multiple spreadsheets rather than focusing on product

## A ONE-STOP SHOP

"We looked at a lot of PLM solutions, but we settled on Centric because simply, it made sense to us. The P.E Nation team is very creative in their approach to work so the link between Adobe Illustrator and Centric PLM means the design team can create a style in Illustrator and send it straight through for feedback. The ability to have everything under one roof- tech packs, specs and costings makes things really straightforward," explains Mark.

The ease of the interface, the usability, the fact that we can generate reports out of it- it's a one stop shop."

## EFFICIENCY FROM THE ONSET

"I wasn't expecting to see efficiency straight off. The feedback I've had back from the team is really positive, some people have completed their work before the deadline. They can see how user friendly it is and how much faster they can get their work done," reveals Mark.

"The beauty of Centric is that it's cloud-based. You can use it even if you're not coming into the office. The pandemic is a classic example, you know you're in lockdown for 5 days, but it doesn't stop you working, it doesn't stop you moving forward."

## EFFICIENCY & ACCURACY

"In the next months I think we are going to see efficiencies, not only in creating styles but approving those styles too. Centric PLM will link to our sales tool, so as soon as a style is approved by sales, it's pulled straight through into their system, which is phenomenal. No more mistakes or pulling through incorrect information."

P.E Nation will integrate its suppliers with Centric PLM for maximum collaboration, to save time and ensure accuracy.

"Rather than having to send an email, information will come straight from the system. You don't have to open up a massive costing spreadsheet that takes half an hour to update because it's so complicated."

## RESULTS

- + Single version of the truth avoids data errors and missing information
- + Teams are working faster and have time to focus on products again
- + Supplier portal will create a fast and consistent exchange of information
- + Will reduce data entry during production with PLM/ERP integration



## ABOUT P.E NATION ([www.pe-nation.com](http://www.pe-nation.com))

P.E NATION was conceived in Sydney, Australia by Pip Edwards and Claire Tregoning.

Since its launch in March 2016, the brands' street-meets-sportswear offering has expanded to include extremely technical active wear, nostalgic 90's streetwear, performance snow gear, accessories, fashion denim and now, a basics range. Always in constant motion, and moving at lightning speed, 2021, sees the expansion of the product categories, exclusive capsules, many global initiatives and like-minded brand collaborations for P.E NATION.

P.E NATION was born from a universal need for multi-faceted active wear, given the global shift towards juggling a fast pace life. The lifestyle trend of women wearing active wear all day, showcased an actual gap in the market, highlighting the need for fashion-active wear: active wear, that is design-driven and led by relevant global fashion trends, with curated seasonal colours, and considered silhouettes, styled and outfitted in a fashionable way, yet working with key performance fabrications and technical properties attributed to sportswear. Couple this, with a distinct and signature aesthetic, that is highly recognizable and un-wavering, and a clear vision and voice for the brand, this has been the very basis of building and creating one of the most coveted and adaptable active wear labels, that is disrupting the global athleisure market, taking on the international scene with verve.

The P.E NATION philosophy is centred around quality design and construction, whilst offering fashion forward, comfortable and fashionable pieces, specifically designed to take you from the studio to street. The brand reflects a sense of strength in unity and community, encouraging women to find their passion and flair and celebrate an active way of life. P.E NATION. Active-streetwear for urban life, lived at fast-pace. Designed to perform, all day, every day.

## ABOUT CENTRIC SOFTWARE ([www.centricsoftware.com](http://www.centricsoftware.com))

From its headquarters in Silicon Valley, Centric Software® provides a Product Concept to Consumer Digital Transformation Platform for fashion, retail, footwear, luxury, outdoor and consumer goods including cosmetics and personal care and food and beverage. Centric's flagship Product Lifecycle Management (PLM) platform, Centric PLM™, delivers enterprise-class merchandise planning, product development, sourcing, quality and product portfolio optimization innovations specifically for fast-moving consumer industries. Centric SMB focuses on core tools and industry best practices for emerging brands. Centric Visual Innovation Platform (CVIP) offers highly visual digital board experiences for collaboration and decision-making. Centric Software pioneered mobility, introducing the first mobile apps for PLM, and is widely known for connectivity to dozens of other enterprise systems including ERP, DAM, PIM, e-com, planning and more as well as creative tools such as Adobe® Illustrator and a host of 3D CAD connectors. Centric's innovations are 100% market-driven with the highest user adoption rate and fastest time to value in the industry. All Centric innovations shorten time to market, boost product innovation and reduce costs.

Centric Software is majority-owned by Dassault Systèmes (Euronext Paris: #13065, DSY.PA), the world leader in 3D design software, 3D digital mock-up and PLM solutions.

Centric Software has received multiple industry awards and recognition, including being named by Red Herring to its Top 100 Global list in 2013, 2015 and 2016. Centric also received various excellence awards from Frost & Sullivan in 2012, 2016, 2018 and 2021.



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