



Thule Group Boosts Business Sustainability with Emerald's Elastic Suite Digital Technology Rollout Enhances Print Free Wholesale Merchandising

Denver, CO (22 Jun 2021) – Emerald Holding, Inc. (Emerald) today announced that Thule Group, a leading global company of products for sports and outdoor activities, has deployed Emerald's Elastic Suite digital catalog solution to enhance the sustainability of their B2B sales and marketing programs. The move builds upon Thule Group's strong commitment to print-free digital wholesale merchandising by introducing a more integrated, targeted, and curated purchasing process with the group's retail partners.

"At the Thule Group, we are very excited to further our sustainability efforts by seeking out partners that not only share our vision and values but who help us build upon our ongoing legacy of environmental stewardship," said Schuyler Horton, Vice President of Sales and Service. "While we've already been using digital catalogs, we encountered some limitations which required custom print runs. Thanks to our partnership with Elastic and the flexibility of their platform, we've been able to expand our capabilities and create dynamically segmented digital catalogs and offer the right product mix to our unique retail customers and channels – eliminating the need to print."

Thule Group is a longtime member of the [UN Global Compact](#) and the company's sustainability efforts conform to the Global Reporting Initiative's principles and guidelines. The rollout of Elastic is consistent with Thule Group's decision to join the internationally renowned Science Based Targets Initiative in support of the Paris Agreement to combat climate change. As a result, the company is setting even clearer goals for its continuous long-term work to reduce its own and suppliers' greenhouse gas emissions.

"It is a privilege for the entire Elastic team to partner with a legendary global leader in sustainable manufacturing like Thule Group, and assist them in optimizing the efficiency of their B2B sales programming," said Johan Westerholm, General Manager Europe, Elastic Suite. "We are actively engaged with Thule Group, helping them create a more curated approach to their wholesale merchandising while achieving a higher level of B2B sales segmentation with specific target retailers."



During the initial phase of the Elastic Suite implementation, Thule Group's B2B sales processes will be enhanced through the creation of custom wholesale product catalogs and the ability to seamlessly share these digital assets with their global network of retailers. Thule Group's Case Logic and SportRack brands will also be included in the rollout to company sales reps. The worldwide deployment of Elastic Suite's technology covers Thule Group's regions of EMEA, North America and Asia.

Elastic Suite 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.

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

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information on Elastic, visit www.elasticsuite.com.



About Thule Group

Thule Group is a global world leading company of products for sports and outdoor activities. We make it easy for people to bring the things they care for, easily, securely and in style, when living an active life. Under the motto *Active Life, Simplified* we design, manufacture and sell products within the four product categories **Sport & Cargo**

Carriers: (roof racks, roof boxes and carriers for transporting cycling, water and winter sports equipment, as well as roof top tents for mounting on cars), Active with Kids (bike trailers, strollers and child bike seats), RV Products (awnings, bike racks and tents for motorhomes and caravans) and Packs, Bags & Luggage (everyday backpacks, hiking bike packs travel luggage and camera bags).

Thule Group has about 2,600 employees at 9 production facilities and 35 sales offices worldwide. The Group's products are sold in 140 markets and in 2020, sales amounted to SEK 7.8 billion. www.thulegroup.com

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