



## Fenix Outdoor Accelerates International Omnichannel Expansion with Manhattan Associates

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NIEUWEGEIN, The Netherlands and ATLANTA, Nov. 06, 2017 (GLOBE NEWSWIRE) -- Fenix Outdoor Group, a subsidiary of Switzerland-based outdoor goods specialist Fenix Outdoor International AG, has selected [Manhattan Associates, Inc.](#) (NASDAQ:MANH) to underpin its international, omnichannel growth strategy. Fenix Outdoor Group will standardize its order fulfillment operations on the [Manhattan SCALE™](#) solution with initial deployments in its distributions centers in the U.S. and Germany, followed by the Netherlands, Norway, China and Australia.

Fenix Outdoor Group develops and markets high-quality, low-weight equipment and clothing for outdoor activities under its Fjällräven, Tierra, Primus, Hanwag and Brunton brands, and sells through a combination of its own stores, retail partner stores and a growing online operation. The company's major markets include North America, Germany and the Nordics.

Established in the 1950s, Fenix Outdoor has grown organically and through a series of acquisitions. Its 2015 purchase of Globetrotter, a German retail group, transformed the company from a predominantly wholesale-oriented business to a multi-channel commerce operator. The multiple, disparate systems it had inherited over the years were, however, hindering its further development. Fenix Outdoor therefore opted for a new warehouse and distribution management solution to optimize its expanded business operation and to support its broader international and omnichannel growth ambitions.

Marcel Gerrits, Global Supply Chain Director at Fenix Outdoor Group, commented, "With today's consumers requiring exceptional shopping experiences, we are building our capabilities to provide a 'best in class' omnichannel experience – offering our customers the goods they want, whenever and wherever they want them. We selected Manhattan as our chosen partner on this journey for its unmatched omnichannel commerce experience and its SCALE solution that allows us to serve multiple channels from a single inventory pool. It also has on-the-ground support teams in all the geographies where we will deploy."

Pieter Van den Broecke, Managing Director Benelux and Germany at Manhattan Associates, commented: "Orchestrating the complex flow of orders across multiple channels to meet the expectations of today's increasingly demanding consumer is one of the biggest challenges facing apparel brands and retailers today. We are confident our technologies will accelerate Fenix Outdoor's journey to omnichannel commerce maturity while also boosting the company's top and bottom lines."

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### About Fenix Outdoor

The business concept of Fenix Outdoor is to develop and market high quality and low-weight outdoor products through a selected retail network with a high level of service and professionalism to end-consumers with high expectations. The company is listed on Nasdaq OMX Stockholm, Mid Cap. For more information, please visit [www.fenixoutdoor.se](http://www.fenixoutdoor.se).

### About Manhattan Associates

Manhattan Associates is a technology leader in supply chain and omnichannel commerce. We unite information across the enterprise, converging front-end sales with back-end supply chain execution. Our software, platform technology and unmatched experience help drive both top-line growth and bottom-line profitability for our customers.

Manhattan Associates designs, builds and delivers leading edge cloud and on-premises solutions so that across the store, through your network or from your fulfillment center, you are ready to reap the rewards of the omnichannel marketplace. For more information, please visit [www.manh.com](http://www.manh.com).

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