



Retail Market Momentum Continues for PTC with Major Sports Equipment Company's Selection of FlexPLM

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PTC Technology to Streamline Product Creation and Supply Chain Management for JR286

NEEDHAM, Mass.--(BUSINESS WIRE)--Jul. 11, 2018-- [PTC](#) (NASDAQ: PTC) today announced that [JR286](#), a premier global sports equipment and accessories company, selected PTC's FlexPLM[®] retail product lifecycle management (PLM) software to support its product development process with real-time visibility into product data and development stages across all areas of its business.

Specializing in the sporting goods industry since 1989, JR286, Inc. is a global leader in the design, development, manufacturing, and distribution of branded and licensed sports equipment and accessories, including licensed brands such as Nike, Hurley, and Walls. Headquartered in Torrance, Calif., JR286 serves a global customer base with operations in North America, China, Southeast Asia, and Europe.

JR286 sought a solution with proven capabilities to support its product development process. PTC has a history of working with innovative companies developing multiple categories of products in a single solution. The existing capabilities of FlexPLM, combined with a strategic vision and roadmap, will help support JR286 as it expands its partnerships and product offerings. FlexPLM will deliver the needs of design, engineering, marketing, product line management, and operations.

"JR286 is rapidly growing and will need to scale to continue to meet the needs of our brand partners. To help support this growth, we looked for a comprehensive retail and consumer products-focused PLM solution that was both proven and innovative – and PTC's FlexPLM software was the perfect fit," said Chris Beaudin, Head of IT, JR286.

[PTC's] FlexPLM offers comprehensive retail PLM capabilities, including line planning, specification management, merchandising, and other essential PLM capabilities for managing a retailer's complete assortment of products. Designed for retail's precise needs, PTC FlexPLM enables companies to achieve faster time-to-value and develop more innovative and profitable products.

"In today's fast-paced and hypercompetitive environment, retailers and consumer products companies are challenged to quickly identify the latest trends and leverage their supply chains to respond to customer demands. FlexPLM enables companies like JR286 to digitally transform their product creation processes to overcome these challenges, shorten cycle times, and take advantage of market opportunities," said Eric Symon, general manager, retail, PTC. "FlexPLM's ability to support environments ranging from single digit users to ten thousand plus will enable JR286 to scale quickly to meet the needs of their brand partners."

Future implementation phases could include FlexPLM Canvas[™] for collaborative concept creation and ThingWorx[®] Industrial Innovation Platform powered dashboards to capitalize on the Internet of Things (IoT).

Additional Resources

- [PTC Retail PLM Software](#)
- Harvard Business Review: "[Why Every Organization Needs an AR Strategy.](#)" authored by PTC CEO Jim Heppelmann and Harvard Professor Michael Porter

Considerations

The announcement of a customer's selection of PTC software is not necessarily indicative of the timing of recognition of related revenue or the amount of revenue for any particular period or that any related implementation and deployment activities are complete. Future software purchases may not occur when or as expected.

About PTC (NASDAQ: PTC)

PTC helps companies around the world reinvent the way they design, manufacture, operate, and service products in and for a smart, connected world. In 1986 we revolutionized digital 3D design, and in 1998 were first to market with Internet-based product lifecycle management. Today, our leading industrial innovation platform and field-proven solutions enable you to unlock value at the convergence of the physical and digital worlds. With PTC, manufacturers and an ecosystem of partners and developers can capitalize on the promise of the Internet of Things and augmented reality technology today and drive the future of innovation.

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