



“These solutions help create high performance, comfortable products and support the reduction of environmental impact”, underlined Michael Lock, Vice President of Gerber’s Global Software Sales. “Gerber’s end-to-end applications, including YuniquePLM fulfill the needs of businesses of all sizes allowing them to benefit from increased scalability and performance collaborating with colleagues, partners and suppliers around the world. In providing visibility to information and boosting traceability throughout the supply chain, YuniquePLM helps drive the transformation towards a sustainable and responsible business,” Lock added.

*“For us, there is no contradiction between sustainability and good business. In a world of mass consumption where quantity and frequency are often prioritized over quality and good design, our design philosophy becomes something radically different. We design every product with the intention of it making a difference for the end-user and for the world, now and in the future. And only by setting the example and sharing our work we can lead the way*

Houdini Sportswear was founded in 1993. The complete collections for women, men and children became an instant success in the climbing and ski community. The progressive outdoor company based in Stockholm, Sweden, along with a dedicated team of scientists, artists, designers and adventurers, is pushing the boundaries of how outdoor clothing is made. Working closely with their customers, Houdini is recycling, renting, repairing and reusing this way to open new, sustainable outdoor industry. The company’s mission: *Reconnect between the planet and those who sustain it. Our products, experiences, and*

including more than 100 Fortune 500 companies in apparel and accessories, home and leisure, transportation, packaging and sign and graphics