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Rusta selects TXT Retail for Assortment Planning



TXT Retail, the innovative provider of End-to-End Merchandise Lifecycle Management solutions for Retail, announces that the Swedish retailer Rusta, has selected the TXT Retail Solution to manage Assortment Planning in its shops across Sweden and Norway.

The project will be a joint delivery with EG, TXT Retail's Consultancy Partner in the Nordics.

A shopping destination for a wide range of seasonal products, furnishings, DIY, leisure goods and consumables, Rusta is a fast-growing, Stockholm-headquartered retailer operating in both Sweden and Norway. Rusta opened its first store in 1986 and now operates about 100 shops with plans to expand into new markets in Europe.

"The retail market is highly competitive, demanding and constantly in change. We manage a wide assortment of about 10.000 items, many of which are seasonal. We are also very promotion-driven," explained **Jon Elfsberg, Project Manager at Rusta**. "We selected TXT Retail to improve our ability to plan seasonal ranges while effectively managing ongoing our continuity products, and to allow us to offer localized assortments as we increase store count."

With TXT Retail's unique ability to fit the specific requirements of each Retailer, Rusta will be able to manage and build assortments taking into account a diverse product set, unique location requirements, heavy promotional activities, all while leveraging other information such as forecasts and space availability. The ability to reconcile a bottom-up plan with its top-down financial plan will enable Rusta to optimize stock investments.

"We found in TXT Retail, and their local partner EG, the best choice to support our business growth and long-term plans," said Elfsberg. "We selected the TXT Retail Solution for the advanced Assortment Planning functionality, but also for the broader capabilities of the TXT Retail solution beyond our immediate Assortment Planning need."

"We are proud to be working with Rusta, a visionary, fast growing retail business," said **Simone Pozzi, CEO at TXT Retail**. "The TXT Retail Solution is a perfect fit for dynamic businesses which have a need to rapidly evolve their processes and systems. The flexibility and scope of the TXT Retail Solution allows retailers to focus on the process that is most critical to them and to then extend and optimize the End-to-End Merchandise Lifecycle, all in one solution."

"Retail is one of our focus industries, and we are approaching the market challenges from a holistic perspective, providing our clients with ERP, store solutions and Assortment Planning. We look forward to collaborating with Rusta, one of the most well-known retailers in Sweden, along with our partner TXT Retail", said **Stefan Fleron, Managing Director EG Sweden**.

About TXT Retail

TXT Retail is the first mover and leading provider of End-to-End Merchandise Lifecycle Management solutions for the Luxury, Fashion and Specialty Retail sectors. The TXT Retail solution is based on a flexible platform, is easy to use and to adopt and encompasses the full spectrum of activities in planning, designing, buying, distributing and delivering assortments through every stage of their lifecycle. TXT Retail projects leverage the TXT AgileFit processes, best practices and reference applications, thus ensuring high quality and fast benefit generation. TXT Retail counts on more than 300 retail specialists and serves more than 300 customers worldwide, including leading global players such as adidas, Arcadia Group, Auchan, Bata, Build-A-Bear Workshop, Camper, Carphone Warehouse, Desigual, DFS, Dior, Furla, Future Group, Geox, GiFi, Guess, Ecco, Lacoste, Loewe, Louis Vuitton, Miroglio, Moncler, Monoprix, Orsay, Pandora, Safilo, Sephora, Sonae, Starboard Cruise Services, Takko, Tesco, Tod's, Urban Outfitters.

TXT Retail Global Headquarters are in Milan, Italy with offices in Australia, Canada, France, Germany, Hong Kong, Italy, Singapore, Spain, United Kingdom and United States. TXT Retail collaborates with selected specialized partners worldwide.

TXT Retail is part of TXT e-solutions, a company listed on the Italian Stock Exchange (TXT.MI)

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