tentree Receives Apparel Magazine’s Top Innovator Award

Nominated by PLM partner Centric Software, tentree is among Apparel magazine's top innovators of 2019

CAMPBELL, Calif. (PRWEB) June 27, 2019 -- tentree, the sustainable apparel brand based in Canada, has been selected as a 2019 Top Innovator by Apparel magazine following its nomination by Centric Software, tentree's Product Lifecycle Management (PLM) partner. Centric Software provides the most innovative enterprise solutions to fashion, retail, footwear, outdoor, luxury and consumer goods companies to achieve strategic and operational digital transformation goals.

Since 2012, tentree has been building a new kind of environmentally-conscious apparel business from its headquarters in Saskatchewan, Canada. Guided by three principles – stewardship, transparency and community – tentree plants ten trees for every product sold and has planted over 30 million trees to date. tentree creates high-quality clothing that encourages people to venture outdoors and engage with their environment.

In Apparel magazine's 12th annual “Innovators” special issue, published in June 2019, tentree is recognized among 30 top apparel companies as one of the truly innovative organizations in the industry. 'Top Innovators' are selected because of exceptional IT-related implementations, product launches or other outstanding business strategies. tentree was nominated by Centric Software, tentree's strategic business and PLM partner.

Centric Software partnered with tentree in 2016 to put in place the technology foundation necessary to manage the growth they were experiencing and to be able to scale up in the future. Centric’s innovative PLM solution for emerging brands, Centric SMB, streamlines operations for tentree from design to retail and enables them to achieve their real goal – to scale the business up in a sustainable way in order to be able to plant more trees. With Centric SMB as the foundation of product development, tentree creates new products at a faster rate, saves time and money and has full visibility into the product lifecycle.

Since implementing Centric SMB, tentree has centralized all product information with real-time data which can be shared across internal teams and with external suppliers, reducing errors, streamlining communications and boosting collaboration with trading partners. With the ability to track the impact of production processes and carbon offsets, tentree can effectively measure their sustainability progress. Since using Centric SMB, tentree has increased product categories by 33% and now retails products in over 1,000 stores worldwide, an increase of 25%.

“We would like to congratulate tentree on being selected as a Top Innovator of 2019 by Apparel magazine,” says Chris Groves, President and CEO of Centric Software. “We nominated tentree because of their tenacious dedication to innovation in support of sustainable practices in the apparel industry, which we are proud to empower with Centric SMB.”

Discover more about tentree

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Tentree ([www.tentree.com](http://www.tentree.com))
The beautiful landscape we know and love is fast disappearing. At tentree, we believe that we can inspire a new
group of consumers to tackle the environmental issues we are now faced with. By planting ten trees and ensuring that all our clothing is produced responsibly we allow each and every customer to make a difference. Our commitment to the environment isn’t just a catchy hook to drive sales. It is something we fundamentally believe in, that will have an enormous impact on our environment going forward. It’s your world, your life, your playground. Let’s protect it – together, we can build forests. Tree planting is a way of restoring the environment, maintaining ecosystems, and making our world a healthier place to live. This isn’t new; but what is new, is how we have used the concept of planting trees to inspire entrepreneurship, build sustainable communities, provide shelter and generally increase quality of life. The founders of tentree have years of experience in the tree planting industry and have used this to create a business model that ensures trees are planted sustainably and in a way that will have the greatest impact. Some of the many benefits of planting trees include:
- Creating and restoring bio-diversity
- Removing greenhouse gases from the atmosphere
- Creating bio-precipitation
- Building sustainable and resilient natural ecosystems

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