

PRESS RELEASE

Enso Detego in new fashion forward outfit helps customers to face the fashion industry's digital challenges

- Rebranded 'fashion forward' outfit emphasizes powerful strategy
- Offering retailers a 360-degree view of their business
- Enabling intelligent article management for the fashion industry
- Visit DETEGO 'on the catwalk' at EuroCIS in Düsseldorf and RBTE in London

Graz, Austria, January 29, 2015 - [Enso Detego GmbH](#) (now Detego), a leader in intelligent article management solutions for the fashion industry, has just launched a complete rebrand of its company, including company name, logo, [website](#) and [corporate video](#). Having built a strong reputation in the fashion industry over the last 30 months, Enso Detego has redefined its brand to emphasize how its software can give retailers a 360-degree view of their business.

Over time, Detego has acquired deep insight into the digital future of the fashion retail world, and anticipates trends before they happen. Based on this expertise, Detego's specialists revise every project with the customer to create a solution to fit their specific needs, either using modular solutions or breaking new ground with 'fashion forward' perspectives.

"The fashion retail industry has become a highly competitive environment in which long-term brand loyalty is achieved by creating a differentiated customer experience. Detego has not only understood the digital challenges that the world of fashion is facing, but has the tools to master them. A perfect consumer experience in omni-channel retailing can only be created with full supply chain visibility," says Uwe Hennig, newly appointed CEO of Detego.

Detego's exciting rebranding campaign is part of a successful repositioning that it has completed over the last 30 months. To take the company to the next level of growth, supply chain management expert Uwe Hennig has been appointed as CEO. With his help, Detego's product portfolio for the fashion industry is undergoing an accelerated evolution.

Read more about it in Detego's [white paper](#) on how business intelligence is the key to making a brand 'fashion forward'.

EuroCIS and RBTE preview

The first public appearances of Detego's new company outfit will be at [EuroCIS](#) in Düsseldorf, February 24-26, 2015, and at [RBTE](#) in London, March 10-11, 2015.

Detego's team will demonstrate a first taste of compelling new functions that enable businesses to speed up and reorganize time-consuming processes with intelligent article management systems.

To arrange an interview with Detego, please contact: embedded PR, Gerlinde Knoepfle, phone: +49 89 64913634-12, e-mail gk@embedded-pr.de.



About Detego

We are Detego, a company that designs, creates and implements item level article management software for the fashion industry. Our strength lies in delivering intelligent software solutions of the highest standard. Our system works well with the technology of a wide range of hardware providers, making our products hardware independent.

The fashion retail industry has become a highly competitive environment in which long-term brand loyalty is achieved by creating a differentiated customer experience.

Detego creates added value to your brand.

For more information, please visit www.detego.com