7 March 2019

**Further momentum for Virtualstock with two new multinational retail client wins**

Virtualstock, the leading provider of extended range management for retailers and brands, announces its latest new major multinational retail client wins.

These new strategic partnerships will involve Virtualstock deploying its cloud-based software solution, *The Edge,* to Nisbets, a multi-channel retailer and Europe's largest supplier of catering equipment, and to Whirlpool UK Appliances Limited, part of Whirlpool Corporation, the world's largest manufacturer of major home appliances.

These new wins add to Virtualstock's already impressive roster of retail clients, which includes three of the top five UK online retailers including Sainsbury's Argos, John Lewis & Partners and Dixons Carphone Group, as well as Kingfisher plc.

As the retail sector continues to undergo unprecedented and rapid structural change due to the inexorable consumer shift online and increasing customer expectations of the shopping experience, many traditional retailers are hampered by legacy systems that are stymieing efforts to meet this consumer demand.

Nisbets will utilise Virtualstock's unique platform to help scale its business, improve the customer experience and drive efficiencies across the organisation. *The Edge's* automated order management capability will enable Nisbets to expand its online product range through its extended range operation, which avoids the need to hold any inventory in stock. *The Edge* also provides real time visibility of dropship orders ensuring a consistent online customer experience.

By enabling Nisbets to scale up its dropship operations to meet customer demand for extended product ranges online, Virtualstock will be a key strategic partner as the company embarks on its expansion plans.

Whirlpool UK will also be using The Edge's automated Product Induction capabilities to create, share and manage product data across its vast retailer eco system. By providing a single, centralised view of all product data, *The Edge* removes reliance on manually intensive processes. This helps drive product management efficiencies that will enable Whirlpool UK to reach more retailers, with more accurate product data, more quickly: thereby helping to drive their sales growth.

**Carolyne Turnbull, Head of Retail, at Virtualstock said:**

"We are delighted to be deploying our solution to two leading multinational retailers and manufacturers to enable them to compete more effectively online and focus on delivering a world class customer experience.

"These two major client wins build on our very strong portfolio of retail clients and reflect our growing momentum. Over the past two years we have raised £3.4 million to fund future expansion, hired the former CEO of Telefonica Deutschland as our Chairman and increased revenue growth by 74%. We are very excited about 2019 and further executing our ambitious growth plans."

**-ENDS-**

**MHP Communications**

Simon Hockridge/Alistair de Kare-Silver/ Florence Mayo
Simon.Hockridge@mhpc.com  / A.deKare-Silver@mhpc.com / Florence.Mayo@mhpc.com

Tel: 020 3128 8742

**Virtualstock**

Katharine Roseveare
katharine.roseveare@virtualstock.com

**About Virtualstock**

Virtualstock is a fast-growing technology company providing digital solutions which enhance routes to market and supply chains across the retail and healthcare sectors. The business works with three of the top five UK online retailers including Sainsbury's Argos, John Lewis & Partners and Dixons Carphone Group, as well as with Kingfisher plc.

Virtualstock's cloud-based platform, The Edge, provides retailers with centralised management and visibility of their entire order, inventory and product data, enabling them to offer extended product ranges, more efficient systems and more flexible delivery services – ultimately driving better customer experience. The business, founded in 2004, has utilised venture capital investment to scale its operations and to prepare for international expansion.

Website: https://virtualstock.com        Twitter: @virtualstock