

Digizuite welcomes Scandinavians leading menswear company, PWT

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Today Digizuite, the global provider of enterprise Digital Asset Management (DAM) SaaS software, has announced an agreement with Scandinavians leading menswear company, PWT.

Headquartered in Denmark, PWT has five well-known men's wear brands: Lindbergh, Bison, JUNK de LUXE, Jack's Sportswear Intl., and Morgan. The company sells all brands both online and in its more than 146 retail stores. You can also find PWT's clothing through more than 800 independent retailers across more than 30 countries. PWT's goal is to provide fashion at a fair price – anytime and anywhere.

As the parent company of multiple in-demand brands, PWT recently began to focus on optimizing its omnichannel strategy – offering high-quality, consistent brand experiences across all digital and in-person avenues. It was PWT's digital transformation consulting partner, IMPACT, that pointed PWT toward a DAM platform as a crucial element for realizing these omnichannel goals.

"Clients often come to us with the idea that they need a new website or eCommerce site. However, we see significant wins for companies when they look at their content management process at the same time. Most often companies like PWT can gain big wins when it comes to automating their content processes resulting in huge time savings and efficiencies", says Director, Clients & Consulting, Stefan Primdahl, Impact

The Marketing Director at PWT is equally excited about integrating a Digital Asset Management solution into their Martech Stack.

"We are looking forward to automating and streamlining the way we create, manage, and distribute our digital content," Børsting said. *"With Digizuite's strong workflow engine and open API, we will be able to accelerate the creation and management process so that we get approved products to market faster and more effectively,"* says Marketing Director, Brian Børsting, PTW.

The Digizuite Team who has advised PWT on how to integrate the DAM into their existing Martech ecosystem to achieve the efficiency gains they have been seeking, is looking forward to seeing what the solution will do for PWT.

"I am very excited to welcome PWT to our Digizuite family," CEO Kim Wolters said. *"I am especially happy with the way PWT will be using our Digital Asset Management platform. Like many other forward-thinking companies, they have chosen to initiate their DAM journey by starting with a headless DAM implementation, which enables them to achieve their omnichannel goals without disrupting their existing digital environment."*

Disclosure regulation

This announcement is a translation of the original Danish version.
In case of discrepancies, the Danish version prevails.

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About Digizuite A/S

Digizuite is a SaaS company in [Digital Asset Management software \(DAM\)](#) that streamlines all digital content in one central platform. Through automated workflows and agile integrations, Digizuite removes manual workflows and streamlines the entire content value chain. Customers choose Digizuite to have control over who, where, and how corporate materials are used. It ensures brand control, risk reduction and helps to increase efficiency and revenue.

Digizuite is a global company that has realized 600% growth in ARR between 2017 and 2020. Today, the company has more than 70 employees between its headquarters in Denmark and its subsidiaries in the United States, United Kingdom, Belgium, and Ukraine.

Attachments

- [Download announcement as PDF, pdf](#)