

Open Plus Warns of "Existential Threat" to eRetail from EU

Submitted by: Open Plus

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Open Plus Ltd (<http://www.openplus.co.uk>) has sent an urgent letter to all UK MEPs and a number of journalists (<http://www.openplus.co.uk/news/open-plus-joins-imrg-and-emota-to-lobby-against-draft-consumer-r/>) which details the company's serious concerns about various articles in the draft Consumer Rights Directive, due to be voted on in the European Parliament tomorrow, which will be severely detrimental to the online retail business environment throughout the European Union.

According to Andrew Sykes, CEO of Open Plus Ltd (<http://www.openplus.co.uk/about-us/>) "the draft legislation represents an existential threat to retailers reliant on ecommerce revenue. Care should be taken that legislation does not have the effect of undermining the value of the e-commerce sector by enshrining in law implementation details that serve to restrict retailers' innovation in the field of customer experience management. Nor that those complying with the law find themselves hamstrung to such an extent that a portion of trade is lost to traders operating outside the EU area or outwith the law."

About Open Plus Ltd

Open Plus Ltd (<http://www.openplus.co.uk>) is a well respected IT strategy, management and development company leveraging open source and cloud technology to drive and support ambitious retail businesses. Open Plus' ethos of accountability coupled with deep knowledge and experience of open source technologies offers greatly enhanced investment returns through highly targeted activity; lowered cost base and earlier delivery.

For more information please visit www.openplus.co.uk or email killian.mcaleese@openplus.co.uk