

# Pimberly looks to expansion and sets sights on \$10 million target

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SaaS firm helps companies manage all forms of product data

Manchester - Pimberly, the Manchester-based SaaS Product Information Management (PIM) and Digital Asset Management (DAM) platform provider, has moved into scale mode, investing to accelerate growth and achieve an ARR target of \$10 million. The tech firm passed its \$1 million annual recurring revenue (ARR) milestone earlier this year.

Pimberly's PIM platform acts as a central hub for all omnichannel product data, including descriptions, specifications, sizing, pricing, availability, imagery and videos for multiple brands, currencies and geographies. Its automation and intuitive "No-Code" UI significantly streamlines ERP/eComm workflows. This helps retailers, distributors and manufacturers to seamlessly expand into new marketplaces and territories, as well as rapidly increasing time to market and the agility of their products and services.

The company has secured contracts with leading UK brands including, JD Sports, Freeman Grattan, Regatta and Card Factory, as well as international clients such as Brightstar in the US, Mconomy in the Netherlands and WhiteAway in Denmark.

Pimberly's rapid growth follows investment from NorthEdge Capital and the UK Government. This has enabled the company to double its headcount to 40 over the last 12 months. The team is now in the process of expanding its headquarters, taking two floors within St James's Tower in central Manchester and investing in more staff for product development, go to market and customer success.

Martin Balaam, CEO of Pimberly, said: "As new Enterprise B2B SaaS companies will know, getting your first paying clients is a huge milestone, enabling you to focus on getting to the nirvana of the \$1m ARR target – I'm thrilled that Pimberly has been so well received by businesses. To surpass this target and focus on scaling to \$10m ARR so quickly is just awesome".

"It's also a real indication that companies are increasingly focussing on their eComm/online strategies to fuel growth and can see the value that automated and effective product information management can have on their operational efficiency, their customer service and their bottom lines. This is a hugely exciting time for tech in the North West and we're delighted to be a part of its success."

About Pimberly

Pimberly is an innovative SaaS-based Product Information Management (PIM) platform. As the only wholly UK-based and owned PIM company, the team behind Pimberly helps businesses to manage their product information more efficiently. The platform allows retailers, distributors, suppliers and manufacturers to harness and enrich increasing volumes of product data, across multiple channels and regions – enabling them to get products to market faster and improve sales.

[www.pimberly.com](http://www.pimberly.com)