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Resco is establishing itself in the area of product data management

Resco has bought Animated Images Sweden AB, a well-known company in the area of product data management (PDM). In addition to now having leading-edge competence in PDM, Resco is also the distributor in Scandinavia and the Baltic States of PDM products from Gerber Information Systems. In this way the company is increasing its concentration on foreign markets.

Resco is establishing itself in Borås, a centre for the textile, ready-made clothing and shoe industry in Sweden. It is able to establish itself there as a result of the purchase of Animated Images Sweden, a well-known company in the area of product data management. Animated Images Sweden has three employees with a great deal of industry experience. They are now getting the resources to grow and keep pace with the increased demand. At the same time Resco is taking over as distributor for Gerber Information Systems from ACG Nyström, and the Borås office will become the base for a sales and support organisation for Gerber's products as well as for similar systems from Major Blue Company, Resco in Finland.

Gerber Technology is a world leader in supplying CAD/CAM for product development and production in textiles and ready-made clothing, furniture and technical textiles. The products can be advantageously integrated with Major Blue Company's business system, Major Blue Dafo, which is a market leader in the ready-made clothing industry in Finland.

"By integrating PDM with business systems our customers get access to collective competence and technology which helps them to be more successful in their production and their contacts with their customers. There is also the possibility of simply adding to Major Blue Company's CRM systems in order to further utilise the systems", says Hans Lycke, Deputy Managing Director and Sales & Marketing Manager, Resco.

"The choice of software is playing less of a role today because the market is maturing and software programs are starting to resemble each other. But it is becoming critical to have a supplier with good support, a high level of technical know-how and industry knowledge. We do have this and, with Resco's resources behind us, we can now go forward with our customer base", says Petter Sångberg, CEO of Animated Images Sweden.

Kappahl, MQ, Fjällräven and Eton Fashion are some of Animated Images' customers. The acquisition is being financed by a new issue of B shares in Resco and additional proceeds from the sale.

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About Resco AB

Resco is a company in the IT industry with a focus on e-integration. The company combines IT and business systems with the Internet to make the client companies' operations and interaction with their customers and the rest of the world more effective. Resco was founded in 1982 and operates today in Sweden, Finland and Germany. With close to 600 specialists in business development, business systems, web technology, design, IT architecture and marketing communications Resco has a unique position in the market. The company has been listed on the Stockholm Stock Exchange since 1996. For more information about the company see

www.resco.se.