

Brandworkz Expands Rapidly with New Client Acquisitions

Written by Australian Business

LONDON, September 25, 2013 /PRNewswire/ --

Brandworkz, the specialist provider of [digital asset management](#) and [brand management software](#) has today revealed that it has won business with 25 new brands to date in 2013, representing a double digit growth in turnover.

The UK headquartered company has recently won business in the USA with Transitions Optical, manufacturer of photochromic eyeglass lenses. Transitions Optical will use Brandworkz to improve knowledge transfer, access to brand assets, and productivity. Transitions Optical's evolution to this next-level platform will further unify the company and promote a consistent and strong brand across multiple countries and operating units.

In addition, Brandworkz has secured new business in verticals including Food & Beverage, TV & Entertainment, Manufacturing, Healthcare and Design & Architecture. These client acquisitions are spread across well-known global brands and mid-sized businesses in the UK, USA and Asia Pacific including a global media company, one of the fastest-growing food brands in the UK and a global flooring company.

Arnaud Lagarde, Head of Sales at Brandworkz says, "We are delighted with our new client wins to date in 2013 and are looking forward to an even stronger end of financial year. We have proven that we have the ability to support global customers in the US, Europe and Asia Pac

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. These strategic customer acquisitions reinforce our leadership position in the [Brand Management](#), Marketing Resource Management and [Digital Asset Management](#) markets and anticipate a strong increase in our presence outside the US and UK through 2014."

Editors' Notes

Brandworkz is a specialist provider of cloud-based brand management software. Using Brandworkz, our clients such as Red Bull Racing, Eurostar and Pfizer maximise the productivity of their marketers and agencies by offering a self-service brand portal to search for digital assets and educate them on brand guidelines. Brandworkz also automates the creation and delivery of marketing materials while ensuring compliance to a company's brand guidelines and positioning.

<http://www.brandworkz.com>

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