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AWARD WINNING ECOMMERCE MARKETING PLATFORM LAUNCHES IN UK AND EUROPE

A technology first, set to revolutionise online customer experience and marketing through ecommerce packaging



UK / EUROPE: AGFA and 9.5 Ventures today announced the launch of Penny Black, a revolutionary new ecommerce marketing platform designed to turn one time or occasional shoppers into brand advocates and customers for life. With packaging fast becoming the only physical touch point that brands will have with their customers, Penny Black helps leaders of progressive consumer brands make that moment count by allowing them to send customers the personalised messages they actually want to hear at the moment they open their package. Through the intuitive platform, and innovations in late stage dynamic printing, hyper-personalised campaigns are created and delivered in real time without disrupting fulfilment.

"It's an exciting time to be innovating in the ecommerce space, the impressive results of early-stage pilots and winning a BeCommerce award feels like a real validation of our vision and the endless possibilities that our work so far is opening up. Whilst our platform is our vehicle, as a company we specialise in building lasting connections between brands and their customers and I'm very much looking forward to seeing this come to fruition."

Douglas Franklin, CEO, Penny Black

"Using Penny Black's technology we are able to deliver truly personalised and on brand messaging to our customers at the moment they open their package. We've been delighted to see the immediate impact in overall customer lifetime value"

Stefanie Donat, Head of Supply Chain and Logistics, Paul Valentine

AGFA & 9.5 Ventures: The unique, entrepreneurial approach of investors 9.5 Ventures, and the ongoing partnership with global leaders, AGFA has resulted in a talented and experienced Penny Black leadership team who has been driving the delivery of the award-winning software platform. With the changes in retail and the focus on ecommerce in 2022 and beyond, Penny Black is set for future success.

Penny Black has now completed £1.4m investment and is launching on 21 April 2022. For more information, visit www.pennyblack.io . Or to find out if your business is eligible for our pilot scheme, visit www.pennyblack.io/try-it/

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