



Platt Retail Institute

News Release

**Bringing Research
to Retail** SM

About PRI

Platt Retail Institute (PRI) is an international consulting and research firm that focuses on the use of technology to impact the customer experience. In an omni-channel environment, PRI works with its clients to develop marketing strategies that build brands by integrating various customer-facing technologies.

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FOR IMMEDIATE RELEASE

APRIL 1, 2014

PRI Announces Establishment of German Office

CHICAGO/DUSSELDORF -- PRI is pleased to announce the opening of its Düsseldorf office, to be led by Frank Rehme, formerly head of innovations at METRO GROUP and currently CEO of gmvteam GmbH.

"This office will provide an opportunity for PRI to solidify its position in Europe and serve our German clients more effectively," said Steven Keith Platt, Director and Research Fellow. "PRI is pleased to align itself with Frank Rehme, a leading technology innovator, and gmvteam."

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Platt Retail Institute (PRI) is an international consulting and research firm that focuses on the use of technology to impact the customer experience. In an omni-channel environment, PRI works with its clients to develop marketing strategies that build brands by integrating various customer-facing technologies. PRI clients include retailers, media companies, financial institutions, hardware and software companies, educational institutions, and other businesses. In addition to its global consulting expertise, PRI also publishes the quarterly Journal of Retail Analytics, and other pioneering industry research.

About gmvteam

gmvteam GmbH provides management services in the areas of innovation and retail concept development as well as neuro-marketing, with a strong focus on implementation. The basis of the company's work is the focus on simplification and reduction of complexity to the maximum degree possible. The gmvteam secures its expertise from a pool of various senior experts that respond flexibly to the respective requirements of each engagement. gmvteam GmbH also oversees the "Next Commerce Partnership," a network of executives responsible for multi-channel marketing in retail and other industries.