ITRE

Built from experience, not theory.

I was born into shoes. My family has been in the wholesale footwear business since 1992. I grew up in it, and eventually spent fifteen years working in the industry myself.

Over the years, I represented Vagabond, Liu Jo, NeroGiardini, BRONX, U.S. Polo Assn. and Juicy Couture across the Baltics, Nordics and markets beyond the EU. That taught me what distribution really looks like. It isn't just presenting a collection and taking an order.

It's knowing what will sell in each market. Building an order that makes commercial sense. Managing logistics and exports. Explaining terms clearly. Sometimes telling a client to buy less because you want them to sell through, make money and come back next season. It's answering quickly when something goes wrong and making sure clients have what they need before they have to ask for it.

> **And behind all of that is an enormous amount of work that the customer never sees.**



The irreplaceable human touch

After fifteen years of doing that work, I started building the systems I always wished I'd had. For the brands I used to sell.

Most software is built by people who studied the problem. We did the job first.

We build tools so people can stay people.

Every brand I worked with had its own way of doing things, but behind the scenes I kept seeing the same problems. Great products. Good people. Strong relationships. But too much of the operation depended on manual work, scattered information and systems that didn't speak to each other.

> **That's the part we change.**

If a computer can do something reliably, it should. Moving information. Checking data. Preparing reports. Following up. Matching stock. Identifying opportunities. Keeping systems connected. The repetitive work belongs to the system. Judgment, taste, experience and relationships stay with the people.

> **The goal isn't to remove people from the business. It's to remove the work that gets in their way.**

We don't start with automation.

We start by understanding how your business actually works. We listen. We map the process. We look at where information lives, where time disappears and where people are doing work that a system could be doing for them. Then we reflect it back to you.

Only when we're looking at the same picture do we decide what should change.

And sometimes the first answer isn't automation. Sometimes the process itself needs fixing. Because making an inefficient process faster doesn't make it better.

> **It just makes the inefficiency faster.**

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In practice, the first project is always a focused layer on top of your ERP, connected through an API and aimed at one problem the audit found. Small enough to prove value quickly. Solid enough to build on. We earn the bigger commitment, we don't ask for it up front.

Let's talk — 30 minutes

Own your stock.

A B2B portal is still a webshop. And your buyer is responsible for ten other brands. Expecting them to regularly log in, browse your inventory and discover what they should reorder is leaving too much to chance.

So instead of waiting for the buyer to find the stock, we bring the right stock to the right buyer. Based on what they bought, what is available and what is actually relevant to them. Your portal stops being a passive shelf.

> **It starts selling for you.**

Own your sell-through.

The first order is only the beginning. We know what a client bought. We know what is selling in their market. And when sell-out data comes in, the system can turn that information into action immediately.

If something is selling, the client gets a relevant replenishment opportunity while there is still time to capture it. If a colour is performing across the region but sitting still on one client's shelf, the system will let you know, right then and there. Not at the end of the season.

But whilst you can still do something about it.

> **Your data stops telling you what happened and starts helping you decide what happens next.**

Own your data.

Google Drive and Dropbox are useful places to store files. They are not databases. When information is spread across folders, spreadsheets, inboxes and different platforms, answering a simple business question becomes a research project.

We bring your operational data together, structure it and put it into a system you own. Then you can actually use it.

You can ask simple questions like:

- which styles are selling through
- which clients are slowing down
- which markets are growing
- which stock needs attention

Instead of searching through files and spreadsheets for a week, you get an answer in seconds.

And that becomes even more valuable as AI develops. Every new AI tool is only as useful as the information you can give it. If your data is organised, structured and owned by you, new technology can plug into it as it arrives.

Your history doesn't sit trapped inside someone else's software.

> **It becomes an asset you control.**

Organised data compounds in value while everything around it gets faster.

Own your margin.

There is only so much you can negotiate out of the cost of a product. Factories cost what they cost. Freight moves. Currency moves. Markets change.

> **Much of it is outside your control. Your operation isn't.**

Every manual task you remove, every duplicated step you eliminate and every process that runs without someone chasing it creates capacity.

Less administration. Fewer mistakes. Faster decisions.

More time spent selling, building relationships and growing the business. You don't always need to buy cheaper to improve margin. Sometimes you need to operate better.

That is the margin you control.

Not claims. Receipts.

Sell-out data received → a detailed offer out within minutes. Marketing assets uploaded → automatically delivered to the client. Customer service searching for documents and building spec sheets → done by the system.

> **They truly listen to the needs of a company and can relate to them through their own experience.**
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> "Owners Kermo and Rainer have spent years and years in sales and after-service. They also received intensive training from one of the best salesmen I have ever met: Erti Kullberg. As a typical Dutchman, I don't like the 'uurtje, factuurtje' approach. With ITRE, the hours and approach are handled in a very commercial, transparent, and open way. Better together is exactly how they work."
>
> Krijn Dijkmeijer,
> Bronx Fashion B.V. - Fashion wholesale,
> Netherlands Bronx Fashion B.V.

Where is your season leaking?

Six honest questions. Answer them in your head.

1. Do you actually know how often your buyers open your B2B, or are you hoping?
2. Can you turn sell-out data into a curated offer within five minutes?
3. When marketing assets are ready, does the right client have them the same day?
4. Do your specialists spend the day doing what you hired them for, not fighting software?
5. When margin gets tight, do you fix operations before touching product quality?
6. Could you handle 30–50% growth without adding people?

Every question you cannot answer with a confident yes is hours every week, and margin every season.

Let's talk — 30 minutes

Own Your Season

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