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Ultimate Products plc
("Ultimate Products", "UP" or "the Group")

Ultimate Products wins Salsify's Digital Shelf Transformer Award

Recognition of UP's productivity transformation

Ultimate Products, the owner of a number of leading homeware brands including Salter (the UK's oldest homeware brand, est.1760) and Beldray (est.1872), is pleased to announce that it has been named as a winner of Salsify's Digital Shelf Transformer Award at the 2026 Digital Shelf Summit (DSS), held in Atlanta, USA.

Salsify is the global leader in product information management (PIM), working with thousands of brands and retailers worldwide to manage product data such as technical specifications and digital marketing assets. Ultimate Products uses Salsify's PIM software to centralise, manage and enrich the extensive and complex data behind its range of over 2,500 products, ensuring accuracy and consistency across multiple channels and platforms.

The Digital Shelf Transformer Award recognises companies delivering genuine transformation, strong execution and measurable business impact through the Salsify platform. Ultimate Products was one of only four winners globally this year.

Ultimate Products' use of Salsify's PIM software sits alongside its wider investment in Robotic Process Automation and AI to drive productivity. This programme of continuous improvement has led to the automation of hundreds of lower-value tasks across the business, saving approximately 9,000 working hours annually, enabling teams to spend materially more time on higher-value work.

Critically, the implementation of PIM software is the initial stage of an ongoing £2m investment by the Group as it transforms the way it works through the introduction of its new Enterprise Resource Planning ("ERP") system, Oracle NetSuite. By moving substantial quantities of data, processing and digital assets out of the ERP and into the PIM, the use of Salsify substantially simplifies the remaining implementation.

Commenting on the award, Chris Dent, Ultimate Products' CFO and ERP Board Sponsor, said: *"We are delighted to be recognised by Salsify, particularly alongside a select group of global companies many times our size. This is a credit to the team, led by our Process Development Director Tony Pole, who have built and embedded these systems day in, day out. This work is rarely visible externally, and it is brilliant to see it recognised."*

"It is genuinely exciting to see how the team are using Salsify to enhance productivity across our commercial functions, and the strong platform this gives us to build from. As we continue to invest in the new ERP system, automation and AI, the capabilities recognised in this award will play an even bigger role in supporting the Group's long-term growth."

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Rob Greening / Sam Austrums / Oliver Banks

Notes to Editors

Ultimate Products is the owner of a number of leading homeware brands including Salter (the UK's oldest homeware brand, established in 1760) and Beldray (a laundry, floor care, heating and cooling brand that was established in 1872). According to its market research, nearly 80% of UK households own at least one of the Group's products.

Ultimate Products sells to over 300 retailers in over 30 countries - spanning discounters, supermarkets and general retailers, and ranging from large national and international multi-channel retailers to smaller retail chains. Its products are also available on [Salter.com](#) and [Beldray.com](#), as well as major third-party online marketplaces. The Group specialises in five product categories: Small Domestic Appliances; Housewares; Laundry; Audio; and Heating and Cooling. Other UP brands include Progress (cookware and bakeware), Kleeneze (laundry and floorcare), Petra (small domestic appliances) and Intempo (audio).

Founded in 1997, Ultimate Products is headquartered in Oldham, Greater Manchester, where it has design, sales, marketing, buying, quality assurance, support functions and warehouse facilities across two sites. Manor Mill, the Group's head office, includes a spectacular 20,000 sq ft showroom that showcases each of its brands. In addition, the Group has an office and showroom in Guangzhou, China and Paris, France. Ultimate Products employs over 300 staff and is certified as a Great Place to Work®. A significant number of its employees joined via the Group's Graduate Development Scheme, one of the biggest in the North West.

Please note that Ultimate Products is not the owner of Russell Hobbs. The Group currently has licence agreements in place granting it an exclusive licence to use the "Russell Hobbs" trademark for cookware and laundry (NB this does not include Russell Hobbs electrical appliances).

For further information, please visit www.upplc.com.

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