

Sales Layer raises 1.2 million Euros from Swanlaab Venture Factory and Aguas de Valencia

- *The new financing round will enable the company (expert in PIM, Product Information Management) to carry out its expansion plans and sales engine.*

Madrid, 28th August 2017.- Spanish company from Valencia Sales Layer, specialized in PIM (Product Information Management), has managed to carry through a EUR 1.2m financing round to enable its expansion plan and sales engine.

The funding round has been led by Swanlaab Venture Factory, a Spanish-Israeli VC fund manager with offices in Madrid and Tel-Aviv through their seventh investment vehicle fund *Swanalaab Giza Invierte I FCR*. The round has also included the participation of Aguas de Valencia, owned by the Calabuig Family. The legal advisors of the deal have been law firms *Fourlaw, Elena Company* and *Garrigues*.

Sales Layer, founded and managed by entrepreneurs Álvaro Verdoy (CEO) and Iban Borrás (CTO) in 2013, has developed a PIM, an intelligent catalog management platform that helps brands and retailers increase their sales by improving their product content (all the images, descriptions, specifications, translations, etc.) updated across multiple interfaces and multiple sales channels. To do it, it uses analytics and automation to enrich their product content much faster by centralizing the product content, synchronizing all the products in all the sales channels and providing analytics.

Sales Layer helps companies improve their process of managing and updating their catalogues by centralizing the data management on the cloud in a collaborative way; synchronizing and distributing the information on every platform; and monitoring and analyzing the data usage of the end user to improve product development processes.

This is the second funding round that Sales Layer manages to close since its inception in 2013, consolidating the company's international expansion plans. Previously it has also received the support of *ENISA (Empresa Nacional de Innovación S.A)* and *IVACE (Instituto Valenciano de Competitividad Empresarial)* and their current shareholders (Business Angels) René de Jong and Plug & Play.

Sales Layer is made up of a team of 8 people and it plans to double its forces with more employees, mainly to follow through new business developments and increase its sales force to strengthen its sales engine and grow internationally.