Polish company partners with global FashTech industry leader

**Britenet – a Polish IT provider has begun cooperation with Kornit Digital (NASDAQ: KRNT), a global technology leader in sustainable, on-demand, digital fashion and textile production technologies. Britenet, which operates in the Polish technology market for 16 years, is partnering with innovative Kornit to build and grow its software development Centers.**

**Who is Kornit Digital and how does it want to change the Fashion, Apparel and Home décor industries?**

Kornit Digital is an Israeli originated publicly traded Company (NASDAQ: KRNT) leading the transformation of the textile industry. Answering the trends of self-expression, sustainability and e-commerce boom, it advances a digital model for on-demand production and distribution of apparel and home decoration. The Company is writing the operating system for fashion with end-to-end solutions including digital printing systems, inks, consumables, software workflows, and a cloud-based platform operating a global fulfillment network. Headquartered in Israel with offices in the USA, Europe, and Asia Pacific, Kornit Digital serves customers in more than one hundred countries and states worldwide.

Currently, the textile industry is ranked among the most polluting sectors. The apparel industry uses about 28 trillion liters of water in just one year, which is roughly equivalent to more than 10 years' worth of water for the citizens of the entire United States. The environment is also negatively impacted by the need to dispose of clothing that has not been sold – last year alone, major chain stores were left with some 21 million tons of unused clothing that needed to be destroyed. Kornit Digital's response to these challenges is to create and develop technologies that replace existing manufacturing processes. These include solutions for applying ink directly to the material, carrying out the dyeing process without using water, creating eco-friendly ink and introducing on-demand production.

Today, the entire process of producing new clothes takes months. Kornit Digital, through its solutions, reduces this time to weeks or days. With on-demand production that takes place close to the end-consumer’s home, products can be created in quantities that match demand, reducing the problem of excessive waste as well as the cost and pollution associated with transporting garments from factories to stores. As a result, the approach promoted by Kornit will not only be beneficial to the customer or store chains, but also to the environment.

Global leader chooses Poland

Why did an international company with a vision to revolutionize a major industry and a leader in its field decide to look for a business partner in Poland? **Britenet Business Unit Director Michał Tomasik** answers this question.

*First and foremost, what the Polish IT market offers to foreign companies are well-educated specialists. In this respect, all Eastern Europe has a very good reputation, and Polish programmers are considered to be among the best not only in Europe, but worldwide. This is primarily due to the well-developed education system – about 70,000 students a year are educated in technical fields in Poland. This means that each year about 15,000 potential employees enter the job market. We ourselves as Britenet also run our own programs to help beginners enter the world of new technologies.*

What attracts large multinational corporations to the Polish IT services market is also the extensive experience of our domestic companies in working with foreign clients. An important advantage is the fact that Polish specialists are faced with a wide range of requirements, so programmers can easily find their way in a variety of projects.

**Britenet – a perfect partner for implementing projects**

Britenet has been operating on the Polish and foreign IT market for over 16 years. Among other things, it offers its business partners project execution in nearly 50 technologies and extensive support in the form of outsourcing of experts, creation of IT systems, development of mobile applications and maintenance of existing systems, as well as BI and Salesforce solutions. Says **Britenet Executive VP and Co-Owner Tomasz Dziki**:

*Above all, companies that choose to cooperate with Britenet can count on a long-term partnership based on trust. As an IT services provider, we always strive to understand the needs and expectations of our business partner, because this is, in our opinion, the best way to successfully implement a project. This is the foundation on which we build all our relationships with our clients.*

Britenet guarantees foreign companies an offer adapted to the changing market conditions, a high level of security confirmed by numerous audits, and a flexible approach to customer needs. Britenet, in more than 16 years of operation on the Polish and foreign markets, has completed numerous projects and earned the trust of the most demanding companies and organizations – including, among others, the public sector, banking and insurance, and retail – thus becoming a proven business partner.

The Company’s optimized internal processes, its experience in building competence centers, its extensive managerial structure, positive references from international corporate clients, and certified office space, led Kornit’s decision to partner with Britenet – in areas such as PHP, .NET C#, React, DevOps, BI, and UX.