



## **FRONTIFY ACQUIRES TWICPICS IN ITS MISSION TO BUILD A ONE-STOP SHOP FOR BRAND MANAGEMENT**

ST. GALLEN, SWITZERLAND. PARIS, FRANCE. JUNE 21. Frontify, a leading brand management platform, today announced its acquisition of real-time image and video processing service, TwicPics — for an undisclosed sum — which will be integrated into the Frontify platform.

TwicPics, a cloud-based solution with a strong track record of serving brands like L'Oréal, Celine, and Yves Rocher, specializes in optimizing page load times and simplifying image processing. The business was founded in 2018 by three former developers, Florent Bourgeois, Julian Aubourg, and Xavier Baldacci, at the Station F incubator in Paris and was joined by Marc-Henri Spiess.

Frontify's acquisition of TwicPics creates a seamless brand asset management experience, merging asset delivery services and a leading Digital Asset Management (DAM) platform. The strategic move meets market demand for holistic brand management, providing integrated and centralized solutions to enhance brand efficiency while providing an exceptional user experience for brand-builders.

Frontify has made a significant move to enhance capabilities and, through the acquisition of TwicPics, aims to become the one-stop shop for brand management, all while catering to the evolving needs of modern businesses by streamlining workflows and reducing accumulating software costs.

The acquisition of TwicPics is the latest corporate development from Frontify as the business expands globally and builds the foundations for continued growth. In July of 2023, Frontify appoints Hugo Timm as the new Creative Design Director, joining the business from WeTransfer, and a month earlier, Rebecca Rosborough, based in New York, transitioned from CMO to CCO, reflecting the business' strategy and commercial efforts. The business continuously launch product features making it easier for customers to share brand guidelines in real-time, and added new clients, Microsoft, Canal +, and Budweiser, to their growing customer portfolio in over 100 countries.

**Roger Dudler, CEO & Founder at Frontify** said: *"We are thrilled to announce our recent acquisition of TwicPics, — already serving renowned brands through its specialism in*

*improving page load times and simplifying image processing is a huge value add for customers. As we continue our mission to become a one-stop shop for brand management, acquiring TwicPics is a huge benefit to brand-builders and their user experience on the platform.”*

**Florent Bourgeois, CEO & CO-Founder at TwicPics**, said: *“We’re delighted to announce our acquisition by Frontify, the leading brand management platform. Frontify offers a comprehensive solution for digital assets (DAM), brand guidelines, and project workflows. With offices in Switzerland, London, and NYC, Frontify caters to thousands of prestigious brands worldwide. By joining forces, we are now equipped to provide an even stronger and unified solution for brands.”*

### **About Frontify**

Frontify is a market-leading software-as-a-service (SaaS) company that empowers companies, including Uber, KIA, Vodafone, Maersk, and Allianz, to manage and develop their brands effectively. Established in 2013 and headquartered in St Gallen, Switzerland, Frontify’s 300+ people team works across the company’s Swiss, London, and New York-based offices to serve customers worldwide. For more information, visit <https://www.frontify.com>.

### **About TwicPics**

TwicPics empowers web professionals with exceptional tools to create and deliver state-of-the-art web experiences, serving companies such as Yves Rocher, L’Oréal, Celine, and more. TwicPics is headquartered in Paris, France and delivers the best possible online user experience through faster site speed for customers and optimized visual content quality for each and every one of their end-users. For more information, visit <https://www.twicpics.com>.



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