

## Ex-CEO of Attraqt launches new software business, Advanced Commerce

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### Ex-CEO of Attraqt launches new Merchandising software business, Advanced Commerce Limited

André Brown, the former CEO of Attraqt Group PLC, announced this week the launch of a new company, Advanced Commerce Limited with a vision to bring Enterprise-grade merchandising to small and mid-tier retailers.

The company's software, GrapheneHC, is a revolutionary new merchandising platform designed to provide retailers with all the tools they need to merchandise their online stores.

Commenting on GrapheneHC, Brown remarked that "the new platform contains a breadth of functionality unmatched by many other vendors, providing all the tools retailers need to be effective in managing the merchandising on their eCommerce sites."

"The software has been designed to outperform many of the existing suppliers in terms of Speed, Flexibility, Functionality, and Price; and includes many new and innovative features packaged within an easy to use, intuitive interface - we fully expect it to become the gold standard for merchandising."

The company will be releasing the new software platform on 20<sup>th</sup> October 2020, where it is being featured at the ShopTalk Meet-up event in the US (<https://shoptalkmeetup.com/>).

For the latest Advanced Commerce information, see: <https://www.advancedcommerce.io/in-the-news/>

#### Contact details

**Advance Commerce Limited**  
André Brown, Founder & CEO.

UK Head Office  
20 North Audley Street  
London W1K 6LX

e. [info@advancedcommerce.io](mailto:info@advancedcommerce.io)  
w. [www.advancedcommerce.io](http://www.advancedcommerce.io)  
t: +44 (0) 203 884 0002

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## Company Contact:

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### Advanced Commerce

T. +44 (0)20 3884 0002

E. [andre@advancedcommerce.io](mailto:andre@advancedcommerce.io)

W. <https://www.advancedcommerce.io>

## Additional Contact(s):

André Brown - +44 (0)7540 164807

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