

# Kikkerland Design Inc to Deploy Aspin's B2B Sales Applications Across US, UK and Europe

for immediate release, 19<sup>th</sup> May 2025, Hampshire, UK

Kikkerland Design Inc, the renowned New York based company celebrated for its playful and inventive product range, has partnered with Aspin to roll out a full suite of B2B sales applications to support its global sales operations across the United States, United Kingdom and Europe. With products sold in over 90 countries and a catalogue of more than 4,000 design-led items, Kikkerland reaches customers through thousands of outlets worldwide - including museum shops, department stores, independent gift retailers and hardware stores.

The company will now enhance the experience, initially for 70 sales reps in the US and European teams, and a wide network of B2B customers, using Aspin's field sales app, PixSell, and trade website portal, InterSell.

## A global B2B ecosystem built for growth:

Kikkerland's decision to overhaul its B2B sales applications came after identifying opportunities to increase sales efficiency and better serve its global customers. Following detailed presentations of both PixSell and InterSell in 2024, Kikkerland and Aspin embarked on a comprehensive scoping and specification exercise. This process not only highlighted the extensive functionality and benefits Kikkerland would gain, but also helped define the full project requirements - including seamless integration with their back-office ERP systems.

The result will be a multi-currency, multilingual B2B ecosystem built to increase order intake, streamline rep workflows and drive greater customer satisfaction, as well as reduce costs.

## Quotes from both sides:

"This is an exciting partnership that is really going to deliver the results Kikkerland identified in 2024, and a lot more besides," said Russell Kirby, new business and account manager at Aspin. "We're absolutely delighted that Kikkerland have placed their confidence in us, and it is hugely gratifying that they are so enthusiastic about working closely with us to bring the projects to fruition".

Wonde Teferra, COO of Kikkerland, added: "The detail that Aspin have gone into, prior to deployment, to ensure the systems will be delivered in timely fashion, and successfully, is extremely impressive. We have total confidence in what Aspin will deliver, look forward to the ongoing relationship with them, and of course to seeing our company reaping the extensive benefits that have been identified within the scoping exercise. We can't wait to announce the availability to all the users, when the time is right!"

## About Aspin

Aspin builds B2B sales applications that help product distributors sell more and fulfil faster. With solutions like PixSell, a mobile field sales app, and InterSell, a customisable trade website portal, Aspin equips businesses to handle complex catalogues, streamline order taking, and deliver standout B2B ecommerce experiences. Based in the UK and trusted by leading names across the toy, gift, garden, homewares and publishing sectors, Aspin's technology supports thousands of reps and customers globally.

## Media Enquiries:

Katie Forman  
Marketing Manager  
katiefh@aspin.co.uk

aspin.co.uk  
+44(0)1794 500 205