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Multichannel commerce provider Portaltech changes hands for £1.6m

Submitted by [Chloe Rigby](#) on November 25, 2011 – 10:44 am[No Comment](#)

Italian digital media and communications company [Reply](#) has bought an 80% stake in UK multichannel commerce specialist [Portaltech](#) for £1.6m in cash.

Reply also has the option to buy the remaining 20% of hybrid specialist [Portaltech](#), which is expected to turn over £4.5m in the year to May 2012 and whose clients include Monsoon, Accessorize, LK Bennett, Long Tall Sally and the Royal Mail Group.



The move gives Reply a stake in the fast-growing UK multichannel commerce market and is part of a pan-European expansion strategy. The company already operates in the UK through a number of specialist companies in the fields of mobile, digital media, supply chain, risk management and regulatory compliance.

Mario Rizzante, chairman of Reply, said: "With [Portaltech](#) our group has acquired high level specialist skills within a market that has one of the highest growth rates and where the main retail players are currently focusing the majority of their investment.

"A centre of excellence specialised in multichannel e-commerce and online retail undoubtedly represents a strategic opportunity for the future development of our group in Europe and [Portaltech](#), with its consolidated partnership with [hybris](#), represents an important asset on which to build our offer."

[Portaltech](#) chief executive Andrew Walker said: "As part of Reply, we plan to take advantage of their global scale and financial strength in order to accelerate our growth and geographical footprint, positioning [Portaltech](#) as a global leader in e-commerce and multichannel technology consulting."