

UP wins Salsify digital technology award for 2026

11 May 2026

Ultimate Products announces today that the company has been awarded Salsify's "Digital Shelf Transformer Award for 2026," which was presented to the company in Atlanta, Georgia, USA. The award represents a critical recognition of UP's commitment to continuous operating efficiency and helps to underscore how the use of this platform facilitates the Enterprise Resource Planning (ERP) implementation with so much critical information now held within Salsify.

Salsify itself, a US company, claims global leadership in product information management (PIM). Salsify works with a significant number of brands and retailers globally to manage product data, notably technical specifications and digital marketing assets. UP engages Salsify's PIM software across its c.2500 SKUs to centralise, manage and enrich the extensive and complex data behind its branded products. UP's aim is to ensure accuracy and consistency across multiple distribution channels and platforms.

This Salsify award vindicates UP's commitment to improved operating efficiency and investment in robotics. The Digital Shelf Transformer Award recognises companies which deliver "genuine transformation, strong execution and measurable business impact" through the Salsify platform. UP was one of only four companies worldwide to receive this award.

Importantly, this should simplify the ERP implementation process. The adoption of Salsify PIM software is part of an ongoing £2m investment by the group including a new ERP system, Oracle NetSuite. Use of Salsify's software facilitates this process, moving large amounts of data out of the ERP system ahead of its implementation. UP remains committed to ongoing operational improvements which embrace both robotic process automation and artificial intelligence (AI).

The optimisation of UP's technology usage has positive implications for the company's proprietary brands – notably Salter and Beldray. By automating lower-value tasks, UP is estimated to have saved around 9,000 working hours annually. Human resources can thus be diverted to higher-value work in the company's view – for example, optimising the interface of the company's proprietary brands and its homewares products with both retail customers and end users.

Today's award announcement follows an upgrade to sales expectations in FY2026, which we commented on in our 24th March report [FY26 sales upgraded - brand strategy improving](#). In that report we also highlighted the company's commitment to its proprietary brands and a more integrated senior leadership structure, which arose from a freshly created C-suite of 5 key roles in August 2025. Based on 1.1x FY2027 sales revenue we maintain our **fair value / share at 165p**.

Company data

EPIC	ULTP.L
Price (last close)	45p
52 weeks Hi/Lo	79p/42p
Market cap	£39m
ED Fair Value / share	165p
Net cash / (debt) 2025A	(£14m)
Avg. daily volume (3m)	182,000

Share price, p



Source: Investing.com

Description

Ultimate Products plc (UP) develops new, innovative concepts and brings professional, sought-after products to the mass market. The group aims to provide "beautiful products" for every home. ULTP's offices span two continents, with headquarters in the UK, a sourcing office and showroom in China and a further showroom in Continental Europe.

Key owned brands include Salter, Beldray, Progress, Kleeneze, Petra and Intempo.

Next event

FY2026 pre-close trading update August 2026

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Key financials

Year to 31st July	2023A	2024A	2025A	2026E	2027E
Revenue (£m)	166.3	155.5	150.1	141.0	146.3
Revenue growth (%)	7.9%	-6.5%	-3.4%	-6.1%	3.8%
EBITDA (£m) (adj)	20.2	18.0	12.5	10.0	11.9
EPS adjusted (p)	15.4	12.3	7.4	5.4	8.1
DPS (p)	7.4	7.4	3.8	2.7	4.1
EV/EBITDA (x)	2.6	2.9	4.2	5.3	4.4
P/E ratio (x)	2.9	3.6	6.1	8.3	5.5
Yield (%)	16.5%	16.5%	8.4%	6.0%	9.1%

Source: Company historic data and ED estimates



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