

# Old Line Capital Partners

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**FOR IMMEDIATE RELEASE**

## Old Line Capital Invests in Sweft *Press release*

**Columbia, MD., October 1, 2021** – Old Line Capital Partners ([www.oldlinecap.com](http://www.oldlinecap.com)) announced today that they have made a significant investment in Sweft ([www.gosweft.com](http://www.gosweft.com)) to extend the product development, sales and marketing of Sweft's Retail industry transforming automated Product Workflow Management (PWM) platform.

"Sweft has developed a capability to help businesses doing e-commerce organize, streamline, and document their products, improving the time to market and reducing waste. The Sweft team's extensive experience in the retail space is a significant strength.", said John Kessler, OLCP Deal Lead.

"We are incredibly happy to have Old Line Capital Partners as the lead investor in Sweft's first external fundraising round," said Michael Robinson, Chief Executive Officer and Founder of Sweft. "Old Line Capital's extensive technology background and successful startup experience make them great mentors and partners in our journey to make Sweft a 'must have' solution within the Retail tech stack."

### **About Sweft**

Sweft is a SaaS Product Workflow Management (PWM) platform that automates the workflow of digital asset creation to help Retailers of all sizes quickly and profitably scale their online businesses. Sweft's "single source of the truth" centralized product database eliminates reliance on manual-entry, error-prone Excel spreadsheets. With Sweft, teams collaborate with both visibility and accountability to focus on optimizing go-to-market strategies and increasing sales. Sweft mitigates the risk of human error, inventory loss and scheduling delays for product launches, yielding higher profits. Built by Retailers for Retailers, Sweft is the technology Retailers need to take their online businesses to the next level in the digital first marketplace.

### **About Old Line Capital Partners**

Old Line Capital is a venture capital firm focused on the financing and development of early stage technology startups in Maryland and the broader mid-Atlantic region.