

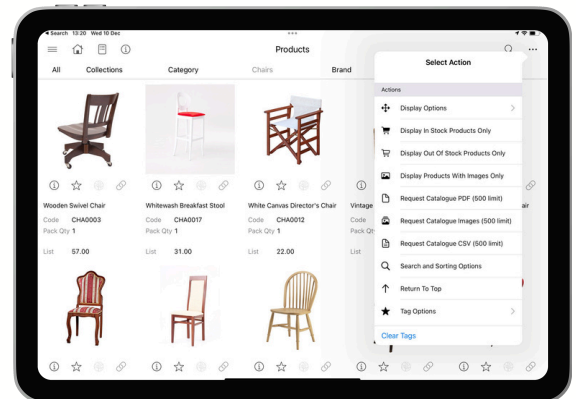
# B2B order taking app

## What's new in PixSell - AppStore updates

During the last quarter of 2025, Aspin released three PixSell updates, continuing to deliver new features and user interface improvements. The move to iOS26 has allowed Aspin to improve the menu structure, and lay down the foundations for 'liquid glass' in 2026. Liquid Glass is a design language developed by Apple as a unified visual theme for the graphical user interfaces for its suite of operating systems.

### What's New >

- **3.59, Dec 2025** - Menu improvements to help users move through the app with less effort. New courier tracking URL/ID functionality.
- **3.58, Nov 2025** - Enhanced customer specific order history by product to streamline Pre-season quotes and orders. Extended PDF presentation links into ordering catalogue.
- **3.56, Oct 2025** - Generate outstanding products PDF or CSV and transaction signature enhancements. Copy historic transaction between customers and copy transaction details to clipboard for Fast Lines.



## Keel Toys transforms field sales after leaving legacy App



Keel Toys, one of the UK's largest soft toy suppliers, spent years relying on a legacy order taking system that never quite delivered. Outdated, glitchy and reliant on endless manual intervention, the platform left sales reps frustrated and office staff overloaded. Slow, unreliable and dependent on constant manual fixes, it left reps without live stock data and placed a heavy admin burden on the office team. When the cracks became impossible to ignore, Keel made the switch to PixSell to modernise field sales, streamline SAP integration and give reps accurate information they could rely on.

### The challenges:

- Limited order history; crucial for seasonal sales
- Users needed to delete data to keep working
- No customer-specific pricing, only list prices
- Manual re-keying and incorrect carriage thresholds

### The PixSell difference:

- Trusted SAP data every 15 minutes
- Clean, accurate orders with no manual intervention
- Confident adoption by a long-serving sales team
- A smooth rollout backed by Aspin training and support

*"PixSell has transformed how we work. Our loyalty to our old provider was holding us back."*

Patrick Downs (Head of Design)

Download the  
PDF case study



## SPRINGFAIR Find Aspin in Hall 3, Stand 3J41

1-4 FEBRUARY 2026 | NEC BIRMINGHAM

Once again Aspin will be exhibiting at Spring Fair and can be found in Hall 3. We will be supporting our customers throughout the various Halls as they use PixSell with Exhibition Mode to take fast, accurate orders on the stand. If you're reviewing your own sales setup or considering a move away from older tools, Spring Fair will be a great chance to see how distributors use PixSell in a real trade show environment and what it could do for your team. If you'd like an introduction to an existing customer of Aspin or a user (rep/agent), let us know. You can then ask them so you can ask them how Aspin and PixSell really perform,

### Benefits of PixSell at tradeshows

- One shared sales hub so any rep can serve any customer
- Live product, price and stock data for confident conversations
- Event specific reporting that highlights true show performance
- Simple setup with support from the Aspin team

[Read about PixSell Exhibition Mode](#) →



## Supporting the industries we serve

For many years, we have worked closely with the trade associations representing our core market sectors including; gift and home, greeting cards and garden products. This keeps us close to the issues affecting your sector and helps us understand the pressures you deal with every day.

Importantly, this also means that our software is shaped by real industry challenges. We follow market trends, listen to member discussions and learn where we can deliver real impact for your retail customer's and your sales teams.

That insight feeds directly into our products (the PixSell sales App and our B2B portal), giving you tools that solve the problems suppliers face on the ground. When you choose to work with Aspin, you're working with a partner that already knows your market and can offer solutions that make sense from day one.



## Ratings & Reviews ★★★★★ 4.6 289 Ratings

Dan Charles (Head of Merchandising), Ames UK

Peter Wills (sales agent), Dayes & Rosewood

### Game Changer!

*The key to PixSell's success is its simplicity of use and functionality, along with a team who go above and beyond to ensure we are satisfied.*

### Making life easier...

*Being able to send photo quotes and excel information before you leave an appointment makes the selling process more professional.*