



# ETON + Juro



## Case study: no more missed renewals

Eton Shirts is a global wholesale brand, founded in 1928 in Sweden, with flagship stores in London, New York, Stockholm and Frankfurt.

### The challenge

Eton Shirts managed contracts through Word, with sales, legal and HR accessing templates and creating different versions across different platforms. The print-sign-scan process and back-and-forth between teams was compounded by the sheer number of lease agreements to be managed, all of which were subject to Sweden's strict tenancy laws.

Terminations had to be notified nine months in advance, so legal needed to know 12 months ahead of time, to discuss with senior stakeholders. This was alongside all the other commercial service agreements that auto-renewed. With a backlog of over a thousand contracts, and a wave of auto-renewals coming down the track, legal manager David Köröndi needed to implement a solution quickly.

### The requirements

David needed a solution to handle the large bulk of legacy contracts and decrease time-to-sign. It also had to be easy to adopt and implement. "It was important to me that the new system was easily adopted by our sales managers, who had no prior training with contract management systems." Finally, he needed customisable date reminders that would mean no more nasty surprises.

### The solution

David implemented Juro as its system of record for contracts and the benefits soon followed:


**ONE SOURCE OF TRUTH:** David instantly uploaded hundreds of legacy documents, while using Juro's no-code editor and frictionless Q&A to enable colleagues to self-serve on new agreements. "Contracts templated through Juro have an effective end-to-end time of five minutes – it's super intuitive and easy for anyone to use."

**RELIABLE REMINDERS:** David used Juro's reminders feature to set up custom notifications for key dates. "It's a stressful situation when you end up in a new contract before you can end it. Juro's custom reminders prevent this problem from ever happening again."

### The results

David quickly realised significant ROI: "With Juro, we can avoid disputes with customers, which is definitely a return on investment with my time and my spend on external counsel—we've definitely saved ourselves several legal disputes," David says.

Worrying about auto-renewal also became a thing of the past. "I used to have a spreadsheet for dates, which was time-consuming and risky – Juro is great for keeping me aware of contracts that are about to renew."

Finally, he found a solution that was easy to adopt and flexible to his needs. "Ease of use is unparalleled – it's streamlined, efficient and up to 5x faster. If you're looking for a contracting and templating solution that's intuitive and easy to use, I would definitely recommend Juro." 

**"It's a stressful situation when you end up in a new contract before you can end it. Juro's custom reminders prevent this problem from ever happening again"**



David Köröndi,  
Legal Manager, Eton Shirts



**end-to-end contract process**

in Word:  
30–45 minutes

in Juro:  
5 minutes

Juro is the contract collaboration platform that enables your team to automate routine contract workflow and manage contracts in one unified workspace. Juro operates in 65+ countries, powering 100,000+ contracts for some of the world's fastest-growing businesses. Find out more at [juro.com](https://juro.com).

