

Comprehensive product information – automatically in your web shop



Extensive item information with minimum effort:
up to date, relevant and complete



Do you need up-to-date, comprehensive product data for your web shop or internal systems?

We can provide you with thorough product information including item and application images, technical graphics and videos – and all in a single data package that you can import into your system via an interface, easily and conveniently. This saves you a lot of manual and time-consuming work and also minimises sources of errors. Just set up the interface once and tricky product updates will be a thing of the past.

You will regularly receive structured product information about all items in the form of an XML file. Media data such as photos, films and documents are directly linked.



What kind of data will I receive?

Product structure and hierarchy information, texts in all languages, images for structure nodes, item descriptions, USPs, item texts, item features, image and media data (photos, graphics, drawings, videos, documents such as installation instructions, brochures, etc.)



PIM system by Blum



Benefits

Data exchange of product information via a standardised interface

Just set up the interface once to receive updates at the push of a button, enabling you to speed up data creation and introduce new products more easily.

No need for manual administration

Comprehensive information about all the items in a single data format and data package enables you to reduce the manual effort involved in data administration and avoid incorrect data, leaving you free to focus entirely on marketing your web shop.

Customer experience in your web shop

Provide your customers with high-quality, comprehensive and improved information about Blum items. Support your customers throughout the process with all the relevant Blum product data, including product information that makes it easier to order the right items or proves useful during manufacturing and assembly.



Distributor item database

What does this kind of package include?

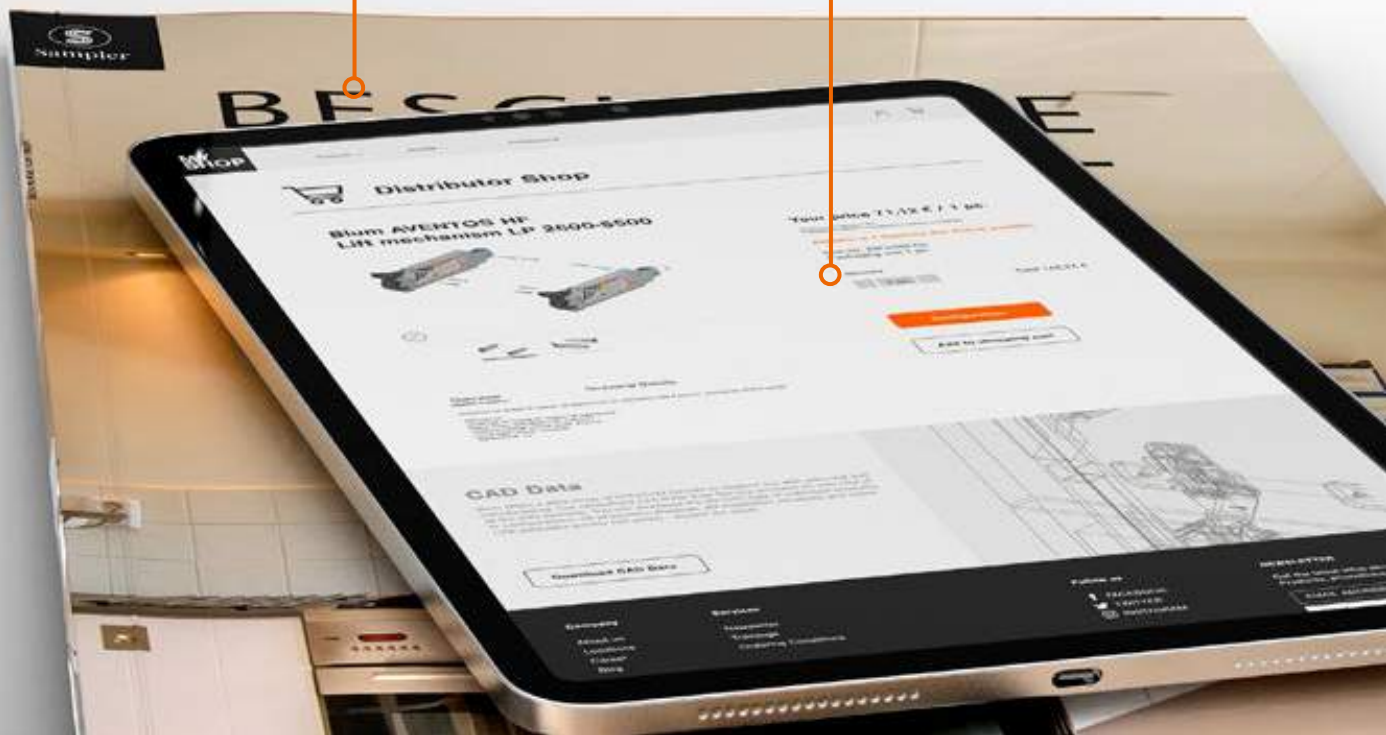
A BMEcat-based XML file and a ZIP file for all media elements or an alternative using Microsoft Excel

What can I do with the package?

Keep my systems constantly up to date with periodic updates using a computer-aided and automated approach

Which systems can be filled with data?

ERP = data creation, PIM = data refinement, web shop, own services, catalogues, etc.



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Advantages

Unique and informative product descriptions are critical to the success of your web shop. They provide buyers with all the relevant information about the product and its assembly and explain why the product is the right product for them. They give assurance that you as a distributor know your stuff and that your web shop is reliable – and they also boost your conversion rate.



Downloads

All data can also be made available for download



Documents

Brochures, installation and operating instructions, etc.



Media data

Product application images, application photos, graphics and logos



Videos

Promotional and assembly videos



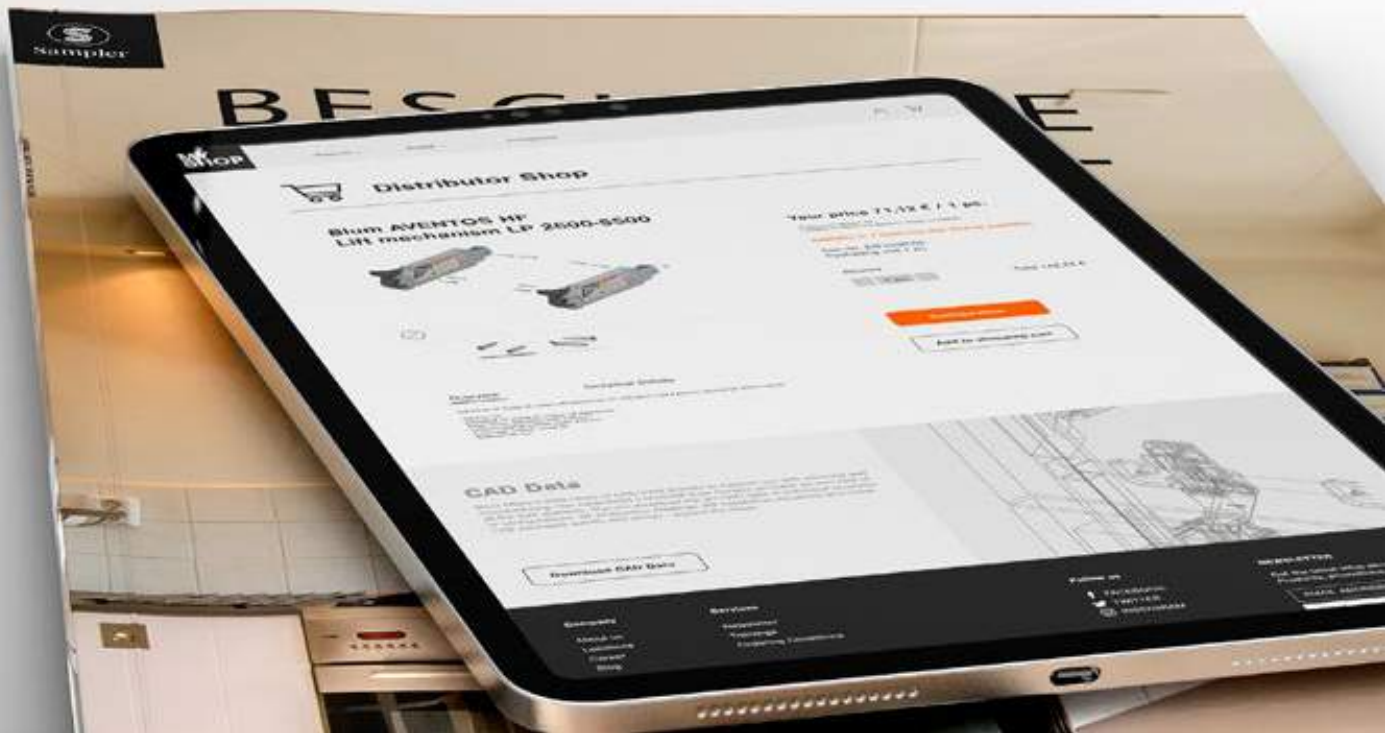
Texts

Descriptive texts for products, texts listing benefits, technical data



Structured data

Computer-interpretable product data for item texts, features, part numbers as well as packaging and logistics data



Content

- Product groups with text, images and hierarchy information
- Item information with text, features and images
- Marketing information with product benefits, application images, technical graphics, promotional videos, assembly videos, etc.

Frequency: monthly or quarterly

You will receive the structured data in the form of a data package that is always structured in the same way and therefore ready for automatic processing. Just set the interface up once and you will be ready for all updates and new product launches.

Requirements

- PIM system, ERP system or product database
- Interface for importing XML or XLS data

Your path to automatic product data

- We train your IT experts and explain the requirements of the BMEcat interface
- Your IT experts program the import interface
- You define the update frequency

Supported formats

- XML, BMEcat version 1.2⁽¹⁾
- Microsoft Excel

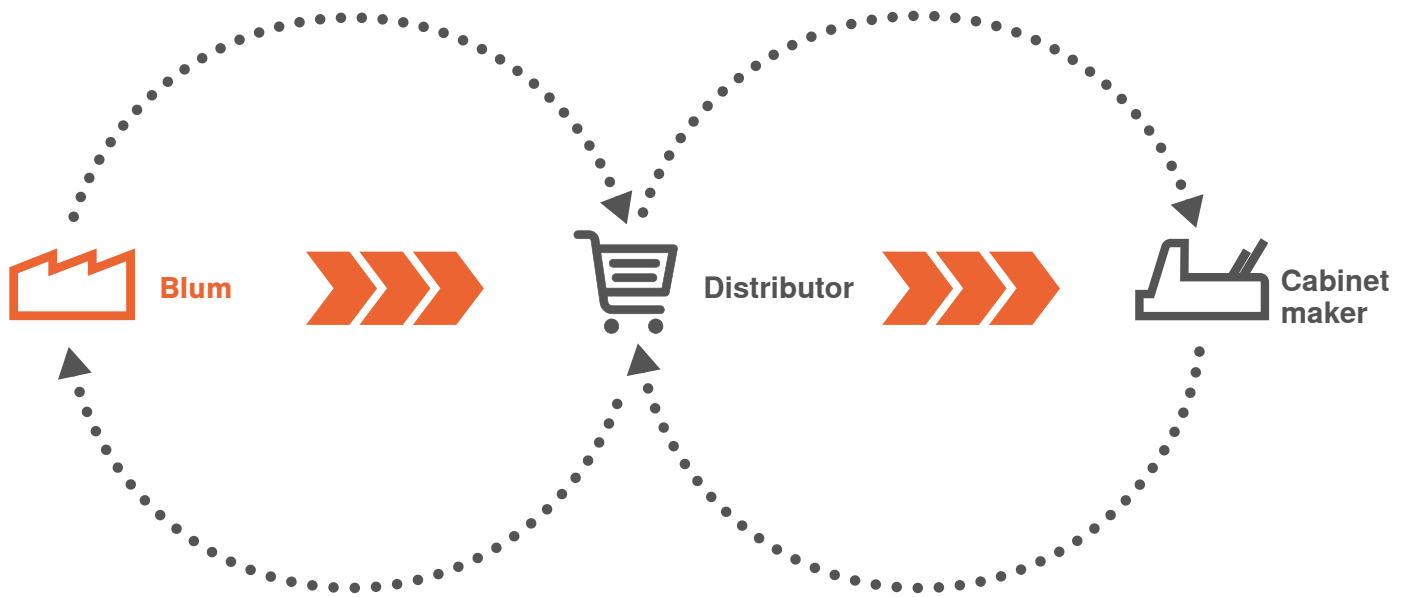
i



Interested?

If you are interested in this service, get in touch with your contact at Blum. We would be happy to advise you.

⁽¹⁾<https://www.bme.de/initiativen/bmecat/download/>



A real partnership

Smooth processes and a bilateral exchange of ideas and experiences guarantee a successful business partnership. We support our distributors with product data for their communication channels and the online order process.

Best possible support for your processes

It is very important to us that distributors can integrate our products into their value creation chains with ease. We offer both in-person and digital services for this purpose. At the end of the day, both you and your customers should benefit from our offering.

Services with added value for your customers

We also offer services to distributors that they in turn can offer to their customers, i.e. manufacturers. These include configurators for simple product selection, handy calculators, assembly information in the form of graphics and CAD/CAM data.



Interested?

If you are interested in this service, get in touch with your contact at Blum. We would be happy to advise you.

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Our sites in Austria, Poland and China are certified to the international standards mentioned below.
Our site in the USA is certified to ISO 9001.
Our site in Brazil is certified to ISO 9001, ISO 14001 and ISO 45001.



ISO 9001
Certified Quality
System



ISO 14001
Certified Environmental
System



ISO 50001
Certified Energy
System

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products

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