

All the data you need, automatically in your shop



Comprehensive, up-to-date item
information with minimal effort.



www.blum.com

 **blum**[®]

Do you need product data for your web shop or internal systems?

We can provide you with extensive technical product information including item and application images, graphics and videos, all in a single data package that you can import into your system via an interface, easily and conveniently. This will ease your workload, reduce potential error sources and save you time.

You only need to set up the interface once and you'll always be up to date thanks to regular, structured information on all Blum items, sent as 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, features and texts, USPs, image and media data (photos, graphics, drawings, videos, documents such as installation instructions, brochures, etc.)



PIM system by Blum



What's in it for me?

Data exchange of product information via a standardised interface

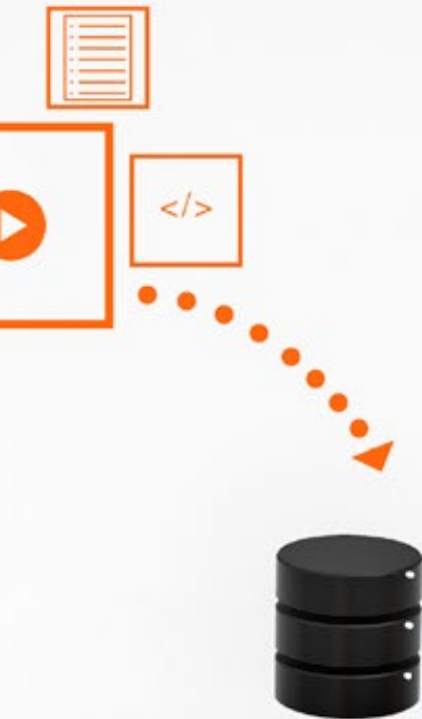
Set up the interface once and complete updates at the touch of a button: this makes introducing new products easier than ever.

No need for manual administration

All information on our complete product range in a single data format and package, thereby reducing manual effort required for data administration and preventing errors during the transfer process, leaving you free to focus entirely on marketing your web shop.

Improved customer experience in your online shop

Provide your customers with high quality, comprehensive information on all Blum items. This will support them throughout the process chain, facilitate the order process and also support them during manufacturing and assembly.



**Distributor
item database**

What does this kind of package include?

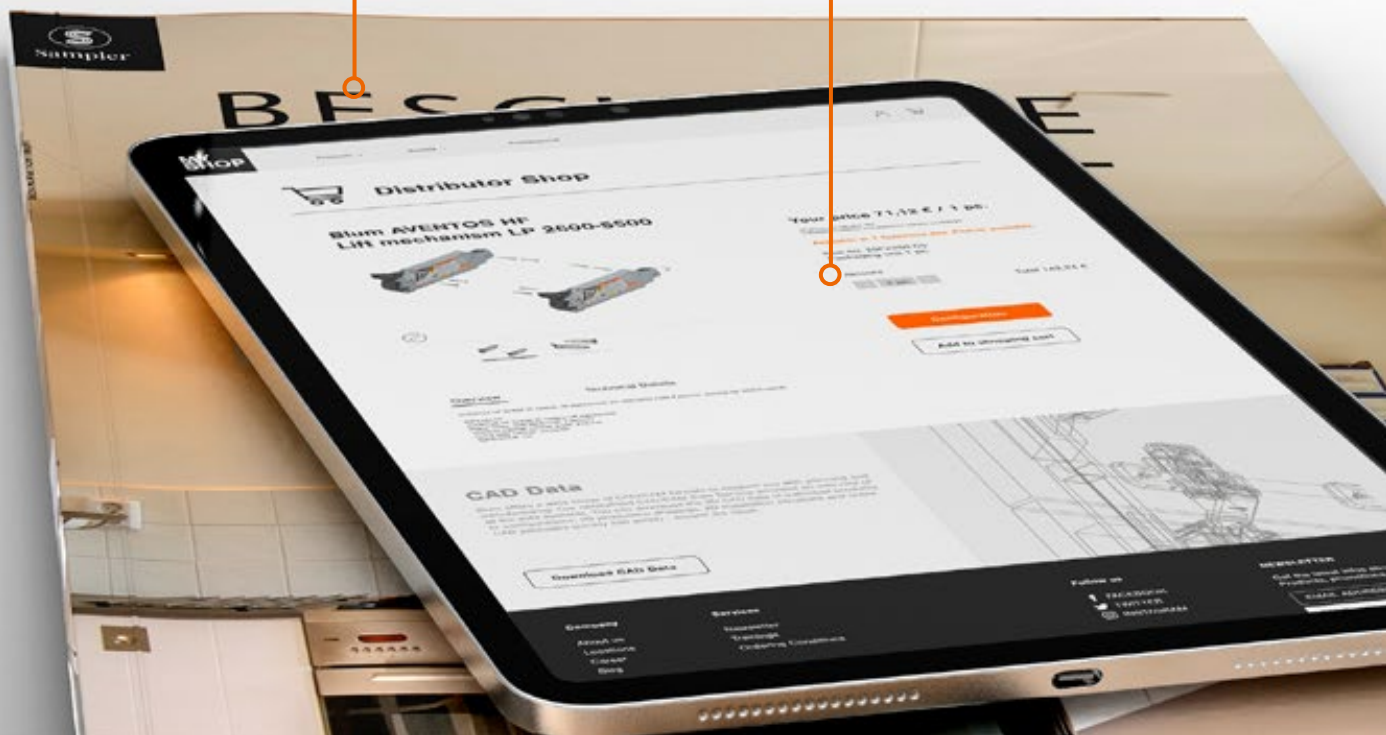
An XML based BMEcat file and a zip file for all media elements. Alternatively, we also offer MS Excel as a data format.

What can I do with the package?

Keep your 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.



Do you need product data for your web shop or internal systems?

We can provide you with extensive technical product information including item and application images, graphics and videos, all in a single data package that you can import into your system via an interface, easily and conveniently. This will ease your workload, reduce potential error sources and save you time.

You only need to set up the interface once and you'll always be up to date thanks to regular, structured information on all Blum items, sent as 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, features and texts, USPs, image and media data (photos, graphics, drawings, videos, documents such as installation instructions, brochures, etc.)

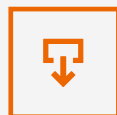


PIM system by Blum



Tangible benefits for you

What is the hallmark of a good web shop? Unique, informative product descriptions! With our services, you can provide your customers with all the relevant product and assembly information, and therefore solid reasons why a specific Blum product is the right choice for them. This reflects your competence, creates trust in the reliability of your shop and increases your conversion rate.



Downloads

All the data is also available for download.



Documents

Brochures, installation and operating instructions, etc



Media data

Application images, graphics and logos, videos



Video

Promotional and assembly videos



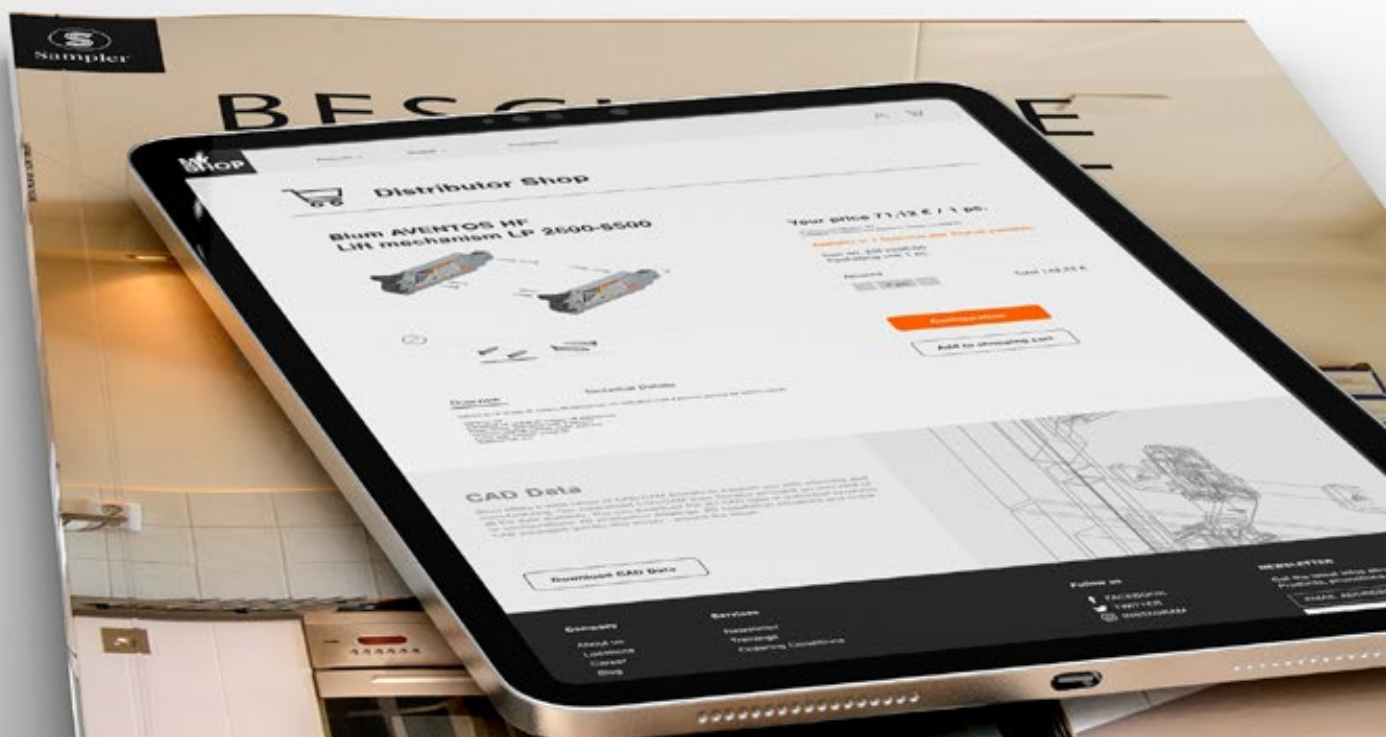
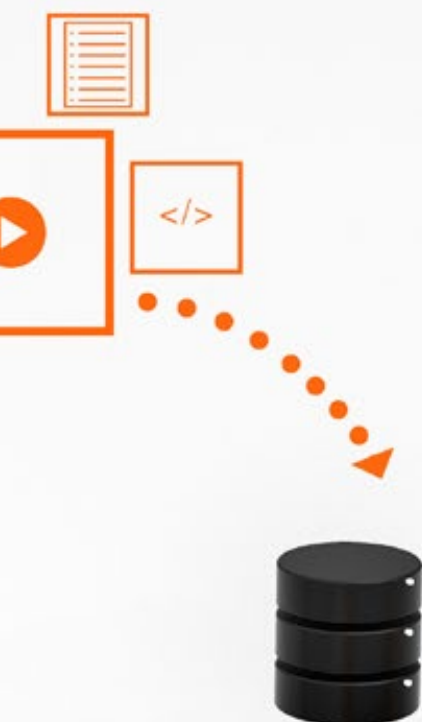
Texts

Descriptive texts for products, technical data



Structured data

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



What you get:

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

Frequency: monthly or quarterly

You receive the data in a structured format as a package that is always organised in the same way and can therefore be processed automatically, either monthly or quarterly, as you prefer. After setting up the interface, you will also receive all updates and information on new product launches.

Requirements:

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

Your path to automatic product data:

- We train your IT experts and resolve any questions related to the BMEcat interface.
- Your IT experts programme the interface.
- You choose the update frequency.

Supported formats:

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



Want to find out more?

Please get in touch – your contact at Blum will be happy to help.

i

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

Julius Blum GmbH
6973 Höchst, Austria
Tel.: +43 5578 705-0
Fax: +43 5578 705-44
E-mail: info@blum.com
www.blum.com



www.blum.com/sales-offices

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

 **blum**[®]



Look for our
FSC[®]-certified
products

All content is copyrighted by Blum.
Subject to technical modifications and changes to the range without notice.
MatNr: 5817460 FO-149/2 EN / 05.26