



"The crossbase solution has become a comprehensive tool for us and has now become an integral part of our company."

Peter Bracht, Marketing, Bauer GmbH

SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM and crossmedia solution was implemented for BAUER. Approx. 20,000 items including product structure, prices and features are continuously imported via the XML interface from ERP to PIM or maintained in crossbase. For marketing-specific communication, the so-called product type, which groups products and their item variants with the same type, plays an important role. A lot of product information is maintained on the product type or product and inherited on to the items. Certain characteristics are also calculated or concatenated based on formulas.

Product photos, application photos, icons, drawings and videos are managed using the integrated image database. The graphics converter automatically generates additional image formats. Enumerated texts are automatically generated from reusable document modules. The translation into other languages takes place in the respective country on the basis of a precisely determined translation requirement on the basis of Excel files.

To be able to use items as standard items in the printed catalogs, on the websites or in the online catalogs for specific brands, countries and target groups, the product types are referenced in marketing-specific product views for the corresponding sales channels.

The goal is to produce the seven country language versions of the two main catalogs with approx. 2,000 pages, which are published annually and consist of product pages with modular structure and editorial pages with free layout, database-supported and automated.

For the provision of data to trade partners, the data is prepared in Excel or BMEcat format in a customer-specific manner and provided with the required image files. It is also planned to provide data for Sharepoint.



Company description

BAUER GmbH, headquartered in Südlohn (North Rhine-Westphalia), manufactures fork-lift attachments, environmental protection equipment, recyclables and waste containers at its Südlohn and Halberstadt plants, delivers to over 40 countries and is one of Europe's leading manufacturers.

Type of company:

Industry

Sector::

Handling

Sales range:

over 20,000 items

Sales volume:

approx. 40 million euros (2014)

Number of employees :

approx. 300

ERP system:

Parity

Type of software: Standard software

Type of solution: Individual solution

BAUER GmbH

46354 Südlohn

Contact:

Mr. David Gabriel

(Project Manager)

Tel.: +49 2862 709-202

d.gabriel@bauer-suedlohn.de

www.bauer-suedlohn.de

THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with XML import interface to ERP system
- Integrated image database / MAM with graphics converter
- Text management, generation of enumeration texts from document modules
- Automation of translation process
- Channel output management for controlling market-specific assortments/prices
- Automated, database-supported creation of catalogs and dealer brochures
- Provision of data for trading partners with BMEcat and Excel configurator

APPLICATION MODULES USED



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Workflow-management



Translation management



Print publishing



Data export XML / Excel

...made by

UMWELT-LAGERTECHNIK

LAGERUNG VON GEFÄHRSTOFFEN

INNOVATION – KONSTRUKTION – PRODUKTION
...seit mehr als 50 Jahren

KLINGEBINDEWANNEN TYP KGW
Speziell für die Lagerung von Klingebinden

Wahlweise aus 3 mm verzinktem Stahlblech oder 2 mm Edelstahl zur Lagerung von aggressiven Medien

Produkt	KGW 1	KGW 2	KGW 3	KGW 4	KGW 5
Auflagevolumen (l)	20	25	30	40	60
Bühnl (mm)	940 x 270 x 60	940 x 475 x 60	1000 x 600 x 70	1300 x 600 x 60	1800 x 600 x 60
Gewicht (netto) / Edelstahl (kg)	12,18	14,19	19,13	25,17	33,22
Verzinkt	4473-58-1000-7	4473-51-3000-7	4473-15-1000-7	4473-56-0000-7	4473-51-0000-7
Preis (EUR)	86,-	92,-	98,-	124,-	159,-
Edelstahl	4473-58-0000-11	4473-59-0000-11	4473-51-0000-11	4473-51-0000-11	4473-51-0000-11
Preis (EUR)	239,-	276,-	341,-	431,-	527,-
Lochblech-Rost verzinkt	4473-58-0200-7	4473-51-0300-7	4473-15-0400-7	4473-56-0200-7	4473-51-0200-7
Preis (EUR)	36,-	39,-	51,-	57,-	64,-
Lochblech-Rost Edelstahl	4473-58-0200-11	4473-59-0200-11	4473-58-0200-11	4473-56-0200-11	4473-51-0200-11
Preis (EUR)	119,-	137,-	175,-	214,-	289,-

KLINGEBINDEWANNEN FÜR PALETTEN TYP KGW-P
Für die sichere und mobile Lagerung von Klingebinden auf Euro- und Chemiepaletten

Wahlweise aus 3 mm verzinktem Stahlblech oder 2 mm Edelstahl zur Lagerung von aggressiven Medien

Produkt	KGW-P 1	KGW-P 2	KGW-P 3	KGW-P 4
Auflagevolumen (l)	20	40	60	60
Bühnl (mm)	800 x 600 x 120	800 x 600 x 120	1200 x 600 x 100	1200 x 600 x 120
Gewicht (netto) / Edelstahl (kg)	11,18	19,13	32,22	27,18
Verzinkt	4473-68-0000-7	4473-69-0200-7	4473-70-0000-7	4473-71-0000-7
Preis (EUR)	94,-	137,-	178,-	171,-
Edelstahl	4473-74-0200-11	4473-75-0200-11	4473-74-0200-11	4473-77-0200-11
Preis (EUR)	238,-	338,-	521,-	487,-
Lochblech-Rost verzinkt	4473-68-0200-7	4473-69-0200-7	4473-70-0200-7	4473-71-0200-7
Preis (EUR)	41,-	65,-	74,-	69,-
Lochblech-Rost Edelstahl	4473-74-0200-11	4473-75-0200-11	4473-74-0200-11	4473-77-0200-11
Preis (EUR)	106,-	155,-	241,-	213,-

AUFFANGWANNEN TYP AW 60
Lagerung von max. 6 Fässern à 60 Liter, auch mit Klingebinden kombinierbar

Konstruktion aus 3 mm Stahlblech

Produkt	AW 60-1.0M	AW 60-2.0M	AW 60-3.0M	AW 60-4.0M	AW 60-5.0M	AW 60-6.0M
Auflagevolumen (l)	63	63	63	68	74	84
60-L-Fässer	2	4	6	6	6	6
Bühnl (mm)	800 x 200 x 200	800 x 200 x 200	800 x 200 x 220	800 x 200 x 220	1300 x 200 x 200	1800 x 200 x 200
Gewicht (brutto) / (netto) (kg)	34,07	29,08	46,49	34,76	50,62	61,44
Gitterrost	✓	✓	✓	✓	✓	✓
Gelborange	4473-56-0000-1	4473-52-0000-1	4473-52-0000-1	4473-51-0000-1	4473-56-0000-1	4473-59-0000-1
Fluores	4473-56-0000-2	4473-52-0000-2	4473-52-0000-2	4473-51-0000-2	4473-56-0000-2	4473-59-0000-2
Lochblech	4473-56-0000-3	4473-52-0000-3	4473-52-0000-3	4473-51-0000-3	4473-56-0000-3	4473-59-0000-3
Preis (EUR)	188,-	172,-	199,-	173,-	237,-	186,-
Geometrieblech	4473-56-0000-7	4473-52-0000-7	4473-52-0000-7	4473-51-0000-7	4473-56-0000-7	4473-59-0000-7
Preis (EUR)	199,-	182,-	208,-	187,-	255,-	204,-