



“crossbase.office offers us the possibility to generate professionally designed data sheets from our master data. What was previously only possible with great manual effort can now be done with just a few clicks. The uncomplicated cooperation with the crossbase team is particularly noteworthy: Our requirements were implemented in the shortest possible time.”

Karim Rufinatscha Publicity, HOPPE AG

SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM and crossmedia solution was implemented for HOPPE. The installation took place in Laas (South Tyrol) – access for employees from Germany, Switzerland and South Tyrol is via Citrix.

The starting point is the data interface to the ERP system. Via this connection, all sales items with product features, images and texts are imported into the PIM system. The products are then enriched with further product relationships, images, documents and texts and displayed in the various market- and media-specific product views. These include the various country-specific catalogs (13 markets with 22 country variants in 19 languages) for the target groups trade, processors and architects. These publications are produced automatically via crossbase and Adobe InDesign, with the market variants being controlled via the catalog assortment.

The highlight is the automation of the product tables. The product table is very complex and structured as a matrix with 8 information types. Groupings are created, special sorting rules and a hierarchical cell merging are carried out, color markings are controlled and various photos, graphics and symbols are set in a defined sequence to save space. Hyphenation is automated via assigned dictionaries. Parallel to the product table an index table is produced and the corresponding page references are created bidirectionally. Another highlight is a zipper function that minimizes the white space.



Company description

HOPPE AG is a group of companies that develops, manufactures and markets hardware systems for windows and doors. It employs a total of approximately 2,600 people in seven plants in Europe and the USA. The headquarters of HOPPE is in Müstair (Switzerland). The company is the European market leader in its field of business and world market leader in the window handle segment.

Type of company:

Manufacturer

Industry:

Construction elements, construction supplier

Sales range:

approx. 60,000 products

Sales volume:

approx. 265 million euros (2016)

Number of employees:

approx. 2.856

ERP system:

Microsoft Axapta

Software type: Standard software

Solution type: Individual solution

HOPPE AG

35260 Stadtlendorf

Connected locations:

CH-7537 Müstair

I-39011 Lana (BZ)

F-68110 Illzach

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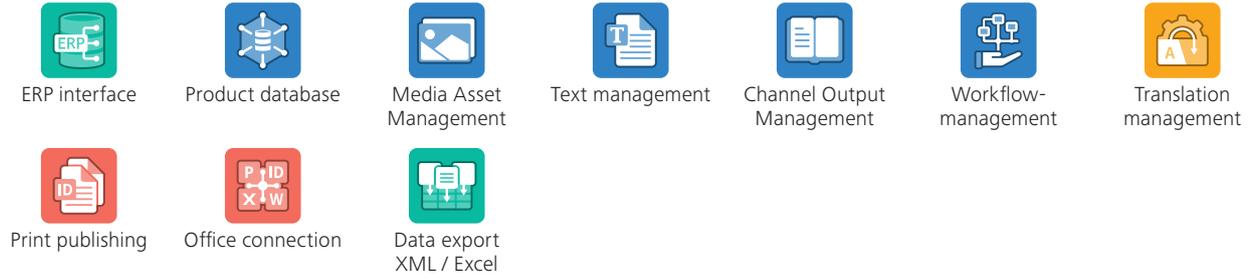
heiko.harf@hoppe.com

www.hoppe.com

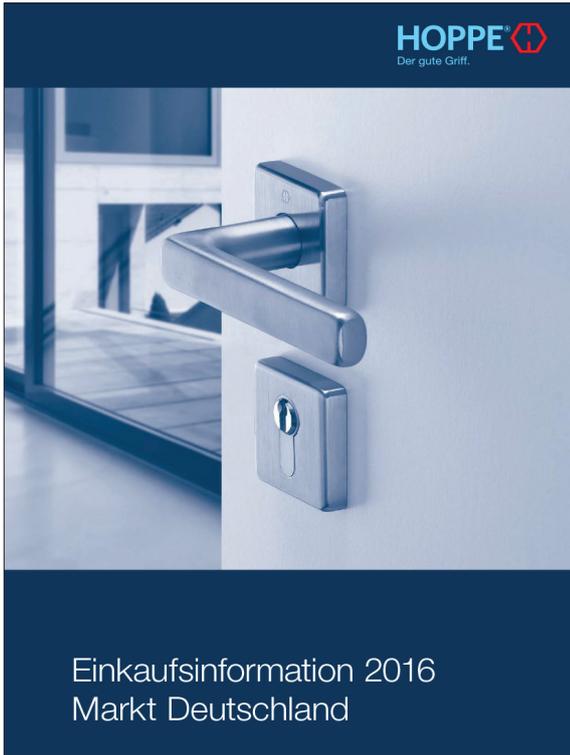
THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with ERP interface, extensive product features and relationships
- Extensive promotional texts, including generated texts from text templates
- Translation workflow
- Image database
- Printed sales catalogs in various country variants
- Customer-specific electronic catalogs (BMEcat / proficl@ss)
- Office connection and automated data sheets in Word for over 100 employees from marketing, sales and product management

APPLICATION MODULES USED



PRINTED MEDIA



Innentür-Garnituren

Acapulco - M1558/18KV/18KVS duraver[®]

HOPPE Messing Rosetten-Türgriff-Garnitur mit Schlüsselrosetten für Innentüren:
 • gemäß DIN EN 1906:2014-04, Objekt-Garnitur
 • Lagerung: Türgriffe lose, Rückhaken rechts/links verwendbar, wartungsfreie Gestaltung
 • Verbindung: **HOPPE-Schnellstift** mit HOPPE-Vollstift (Stift-LockNell)
 • Linkskonstruktion: Kunststoff, Stützbocken
 • Befestigung: verdeckt, durchgehend, rechtsseitig, Mehrzweckschrauben

Beschreibung	F41-R	F45-R	F74-R	PE	kol.		
Türgriff-Garnitur (Griff/Griff)	30-45	Ø 8,5	2071104 XX,YY	2072103 XX,YY	2072000 XX,YY	1	10
BackWc-Garnitur (Griff/Griff)	30-41	Ø 8,5	2072014 XX,YY	2072103 XX,YY	2072111 XX,YY	1	10

Schnellstift

Abbildung zeigt F74-R. Die der Farbvariante F45-R sind die Flächen poliert und das Griff-Detail ist satiniert. Die Farbvariante F41-R ist ebenfalls.

Farbvarianten:
 F41-R F45-R
 F74-R

Resista[®] wird auf alle Oberflächen gewählt. Sie in der Farbnummer den Buchstaben R enthalten.

20 Produktübersicht, Farbkarte und Sortiments-Kennzeichnungen siehe Katalogende.