



With the crossbase software solution, all product information is maintained centrally in one place. This simplifies the production processes for the media to be created and ensures that the data source is always up-to-date.

SOLUTION DESCRIPTION

Based on the crossbase standard software, an individual PIM, MAM and crossmedia solution with InforLN interface was implemented for Meffert AG. More than 30,000 items including allocation to product hierarchy, recipe structure and brand structure are updated daily by the ERP system InforLN via the XML interface. It contains PIM-relevant commercial master data as well as technical recipe data.

In the data maintenance process, marketing-oriented product information is supplemented. An important function is the possibility to maintain suitable primers in an individual subsoil structure and to determine certain procedure notes for these in the context of the building subsoil.

The integrated MAM is used to manage and link product photos, application photos, pictograms, signets and graphics as well as various document types. With the graphics converter, source files can be automatically converted into predefined target formats. Texts are automatically generated from templates with assigned document modules. Similar formulations are standardized in order to achieve a high level of reusability.

In order to be able to use items as standard items in the printed catalogs and online catalogs, these are referenced in marketing-specific product views for the corresponding country- and brand-specific sales channels.

The goal is to produce all print media database-supported and automated with Adobe InDesign. For the website, especially the online catalog, data shall be provided via API server (REST/JSON). In addition, data is to be provided for e-commerce, including in the form of Excel and XML, e.g. GAEB for the portal ausschreiben.de, and internally for all employees the information is to be distributed for use in MS Office.

Meffert AG Farbwerke

Company Description

Meffert AG Farbwerke is a leading German manufacturer of paints, coatings, plasters and building protection products. Founded in 1947 and headquartered in Bad Kreuznach, the company is independent and family-owned. It has six German and five international production sites. Brands of Meffert AG include düfa, ProfiTec, Dinova and Tex-Color.

Type of company:

Manufacturer

Industry:

Construction elements, construction suppliers

Sales range:

more than 30,000 items

Sales volume:

approx. EUR 405 million (2017)

Number of employees:

approx. 1.500

ERP system:

Infor ERP LN

Software type: Standard software

Solution type: Customized solution

Meffert AG Farbwerke
55543 Bad Kreuznach

Contact:

Mr. Benjamin Wolf
(Head of Product Management)
Tel.: +49 671 870-0
www.meffert.com

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
- Channel output management for controlling market-specific online and print media
- Automated, database-supported print production of technical data sheets
- Data delivery via API server and XML for websites and e-commerce

APPLICATION MODULES USED



ERP interface



Product database



Media Asset Management



Text management



Channel Output Management



Workflow-management



Translation management



Print publishing



Office connection



Data export XML / Excel



API server