



*“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, a standard solution for PIM and cross media publishing was implemented for Serto. The sales items available in Axalant were transferred to crossbase along with their technical features. The price data is posted regularly by SAP. Subsequently, the products are enriched with extensive images, documents and texts and displayed in the media-specific product view of the more than 200-page price list and the more than 600-page catalog.

The layout of the printed price list is uniform: the layout has been standardized across all products and automated with a few table layouts and flow frame layout rules. For database-driven print production, the product tables are placed in the flow frame and thus automatically wrapped. Shortly before printing, the price data is automatically inserted in a price run.

The catalog, on the other hand, is created modularly with defined pagination, and the tables with detailed product features are product group-specific in structure. A special feature of the Serto catalogs is the language mix: each page contains texts in the three languages German, English and French. Layout rules can be set via the configuration of the language mixer.

Texts and translations are efficiently controlled via crossbase.trans and are available for multilingual production.



### Company description

Serto AG, which emerged from the parent company Gressel AG, offers a complete system of pipe connection elements, valves, pipes and assembly accessories. The history of Serto AG began in 1952 with the invention of a compression fitting. This allows pipe connections to be mounted and dismantled radially. Over the years, this main product has been continuously further developed and supplemented by other products. The headquarters of the Serto Group is located in Frauenfeld. In addition, there are independent subsidiaries in Germany, France and Italy.

### Type of company:

Manufacturer

### Industry:

Sanitary/Heating/Air conditioning

### Sales range:

over 7,500 products

### Sales volume:

approx. 48 million euros (2016)

### Number of employees :

approx. 220

### ERP system :

SAP

**Type of software :** Standard software

**Type of solution:** Standard solution

### SERTO AG

#### CH-8500 Frauenfeld

Connected locations:

F-77164 Ferrières en Brie

### Contact:

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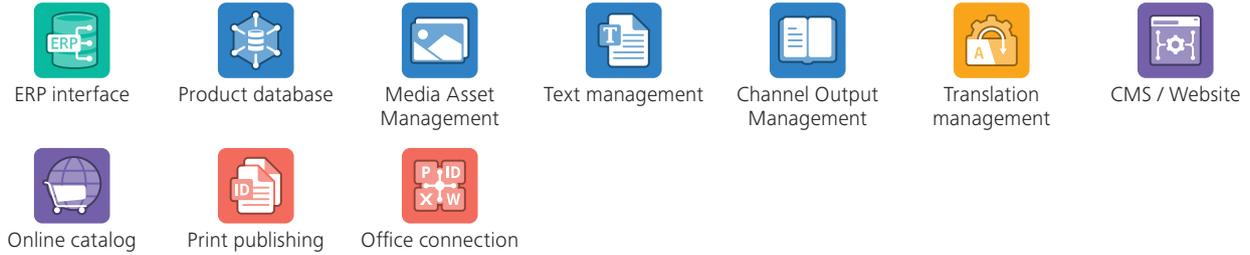
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## THE INDIVIDUAL SOLUTION COMPONENTS

- PIM with connection to an SAP and Axalant system
- Image database
- Translation workflow
- Printed sales catalogs with language mixer functionality
- Online catalog

## APPLICATION MODULES USED



## PRINTED MEDIA

