



Fully connected: bofrost* relies on modern Product Information Management (PIM) for its ongoing exemplary commitment to customer satisfaction

bofrost*

Established in 1966, bofrost* has expanded its operations to 11 European countries- including 249 branches, more than 6,000 frozen food sales vehicles and approximately 11,000 employees worldwide.

Today, bofrost* is the European market leader in the direct sale of ice cream and frozen specialties. Headquartered on the Lower Rhine in Straelen, Germany, the family-owned company has an award-winning distinction for first-class freshness with a seamless frozen food chain process. bofrost* serves approximately 4.3 million customers and has a strong reputation for outstanding customer service – from personal product advice to informational nutrition recommendations. For bofrost*, a pledge to ongoing sustainability, a responsible use of nature's resources and social commitment are critical components of their corporate philosophy.

Opportunity

bofrost* has a product for every taste and nutritional requirement. With more than 800 ice cream and frozen specialties in Germany alone, their vast and versatile product range and various interfaces requires optimal data handling.

Since the importance of information is growing exponentially in our increasingly networked world, customers are demanding more in-depth information, requiring employees to have technical devices at their disposal to support them with sales. In order to ideally meet these conditions, clearly structured processes and flawless data are essential. bofrost* chose to digitalize these processes and network the relevant systems, which was a crucial step on the path of the company's digital transformation. The newly introduced central PIM (Product Information Management) system serves as the basis for the networked systems.

Solution

The "Impact Buying" product development system (supply chain management), the DAM system (digital asset management) integrated in 4ALLPORTAL, the smint.io image platform and the **priint:suite**, are all connected to the central PIM system. The central PIM system supplies all key channels with quality-assured information via workflows.

Advantages

- ✓ **Optimization of all testing processes**
One-time checking of data at the start of the process eliminates the need for further correction loops.
- ✓ **Channel marketing**
All channels are populated with up-to-date, verified and error-free data from the new Product Information Management (PIM) system.
- ✓ **License management**
An automated, transparent license management of stock photos.
- ✓ **Catalog creation & preview features**
Superior quality and aesthetically pleasing catalog creation.
- ✓ **Future**
The PIM system serves as a foundation for future opportunities, as well as individualization of information through contemporary customer relation management.

Transparency and quality essential for today's customers

Bofrost* optimized the handling of product information with the development and extensive rollout of a new modern PIM system. This implementation also assists the bofrost* sales force with advising current and potential customers of its diverse product range.

With operations in a dozen countries throughout Europe, it's imperative that all data is accurate and uniform processes and procedures are followed. Product communication for food products includes two mandatory objectives: First, declaratory data must be made available on a country-specific basis in accordance with European food laws. Additionally, all allergens, nutritional values, ingredients, quality seals and more must be easily accessible for customers. The need for information on the part of customers is growing constantly. Consumers want information to reach them quickly, completely, and in an ever-improving fashion - whether in a catalog, website, or during a personal consultation with a bofrost* sales team member. A central database and clearly defined workflows guarantee these objectives.

Powerful trio: Creativity, data & technologies

bofrost* produces a wide variety of print media each year- including various catalogs, handover or showcase folders, product data sheets, nutritional value brochures, and product packaging that provides customers with necessary and useful information about their extensive product offerings. When this is multiplied by the number of countries and numerous foreign languages (including dialects) involved, the volume of production and publication of the print media alone becomes an enormous undertaking.

Therefore, the primary objective was to introduce a proper PIM system for the 11 European countries bofrost* has operations. Today, bofrost* relies on the PIM and DAM system from 4ALLPORTAL, with the company Laudert as their implementation partner.

When creating and maintaining the articles in the product development system of bofrost*, the data depth of approximately 300 to 400 pieces of information per product must be considered. Here, all product-relevant characteristics and fields are maintained in a binding manner. It is crucial that all information that is important for the customer channels is transferred to the PIM.

Statistics that impress

During the PIM implementation, 21 new PIM modules were created and essential main processes in the company were optimized. To map the more than 500 products per country in 16 languages, in excess of 130,000 images and assets, as well as more than 400 seals,

brand images and logos being stored in the DAM system and linked to relevant products was a significant undertaking. Additionally, more than 4,500 international recipes are included, which can be called up to match the products.

Only a snapshot

There are numerous advantages that bofrost* has been able to achieve by implementing the PIM system.

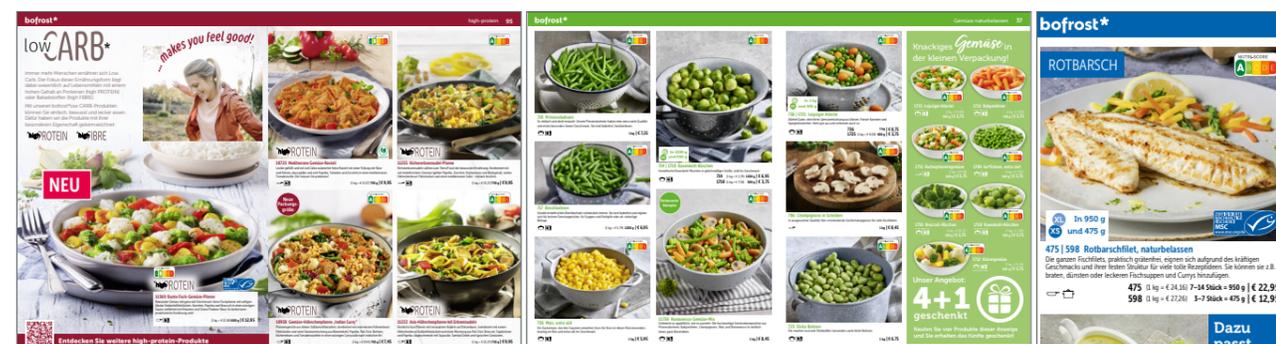
Several of them include:

- Verified product information immediately available / filterable
- Interfaces to the relevant channels, such as print, packaging, telephone, etc.
- Automated provision of previously manually created customer lists- e.g. nutritional value tables, allergen / ingredient lists
- Simplification of packaging creation
- Central recipe management
- Product quality seals and certificates
- External and company brand / sub-brand information
- Centralized purchase of stock photos

Conclusion

bofrost* relies on connectivity, both within its systems and with its clientele. Even with their curated consumer-focused advice options, one thing has remained constant: customers continue to want their coveted leaflet catalog - both in print and digitally. This remains the primary medium at bofrost*.

In the future, the offers will be prepared in an even more target group-oriented manner to inform existing and new bofrost* customers about their extensive range of quality products and services through catalogs, data sheets and nutritional brochures.



Catalog



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Home of Media

4ALLPORTAL

Enterprise Solution Partner

Laudert GmbH // Home of Media

With over 600 employees at ten locations, Laudert is one of Europe's largest media and IT service providers. Thanks to years of experience in creation, photography, media production, media IT, and print services, the company has a comprehensive range of services along the value chains of product and media communication - from product photography, image data editing, and image data management to process analyses and optimization, and the development and implementation of complex IT system solutions for Product Information Management (PIM), Digital Asset Management (DAM), as well as Web2Print services and Dynamic Publishing.

Laudert is an expert in the connection of WERK II print:comet via web services, in C-Script development, the automated integration of InDesign servers and the networking of the hybris Print Cockpit with various PIM and DAM systems, including the user-friendly proprietary development LaudertMediaPort®. Laudert. was certified as an Enterprise Solution Partner by WERK II in 2014 and was awarded Partner of the Year in 2016, 2018 and 2023.

Technology Partner

4ALLPORTAL // Expert in PIM / DAM

4ALLPORTAL is a master data management system for media and product data management. With 4ALLPORTAL, media data as well as product information and all associated data structures such as events, brands, projects, contacts or texts can be organized, maintained, shared, searched and played out in different channels in a central system. It also offers the possibility of making workflows in companies more efficient, more digital and more automated. Customers like Klosterfrau, Teekanne or ProSieben count on highly customizable interfaces and workflows.

With 4ALLPORTAL DAM, files (called assets) such as videos, PDFs, photos, InDesign or Office documents from a wide variety of sources are brought together in a central system. Previews, versions, collections and editing tools help marketing teams to provide assets in the right format to the right endpoints. The PIM system also includes product data, so that images, master data, descriptive texts, FAQs and contact information of the product manager can be found on a product.



"The key to a successful PIM is product data that is maintained and approved at an early stage. This happens at bofrost through our product and quality managers. This allows up-to-date data to be retrieved at any time."*

Thomas Borkowski, Project Manager at bofrost*

Key Facts

Laudert is certified Enterprise Solution Partner
 4ALLPORTAL is certified Technology Partner

Region: Worldwide

<https://www.priint.com/en/partnerprofile/laudert-home-of-media.html>
<https://www.priint.com/en/partnerprofile/4allportal.html>

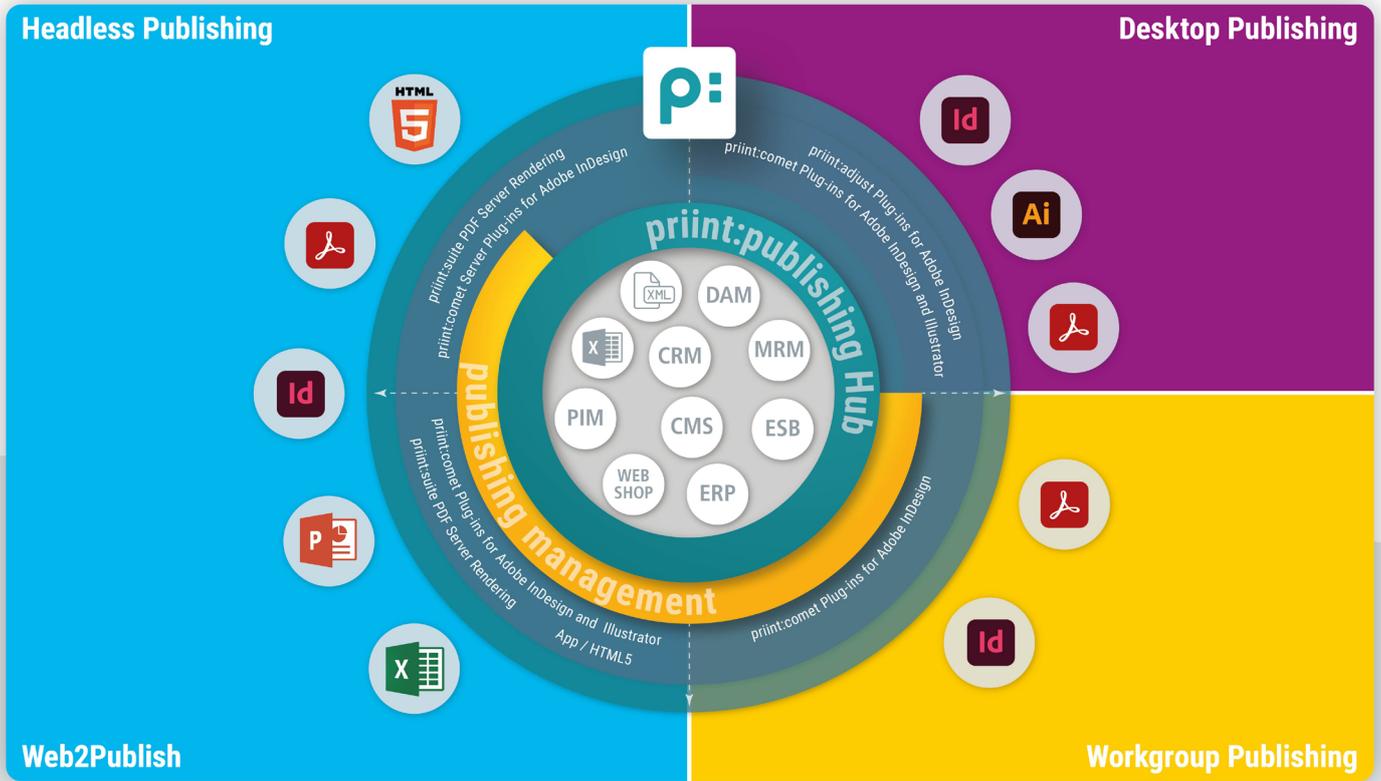


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