aclevion.

Automated product catalogs in 10 languages

What previously took days of work is now done in a matter of hours. The integrated production workflow based on a central Product Information Management (PIM) system creates catalog variants in no time at all. Product managers maintain and update the product data in the PIM system themselves, allowing designers to concentrate fully on their actual work. The system is so simple that catalog creation can take place without external support.

All product data is stored centrally in the PIM system and automatically updated in the different language variations of the catalog – of course, always in the correct language. Even the right degree of automation and graphic sophistication is maintained: Graphics or special tables are conventionally pre-produced and incorporated into InDesign layouts. The creation of language variants, then, takes place almost automatically with just a few clicks.

The result: In the past, creating catalogs in 5 languages was a huge administrative undertaking. Now, catalogs in 10 languages are created within a short period of time. Product managers have direct influence and access to the content of the catalogs. And the time to market has significantly decreased.

Requirements

The Leister Group portfolio includes around 450 products with approximately 2,200 items. Each product description includes numerous features with 300-400 references to further data and information.

The Leister Group globally markets all this information in 10 different languages which means producing marketing materials comes with a high level of data complexity.

Together with aclevion, the Leister Group had already synchronized the product information into a central Product Information Management system (PIM) for all brands, channels and languages. This product information then had to be integrated into the global product catalog and to efficiently design and automate its production.

2,200 items, 10 languages and 1 workflow

The catalog with around 160 pages features a mix of marketing content as well as the actual product information. The basic layout is made up of both fully automated as well as designed sections. aclevion developed the workflow and automation in close cooperation with Leister, specifically tailored to their needs and resulting in a partially automated production process as the best possible solution.
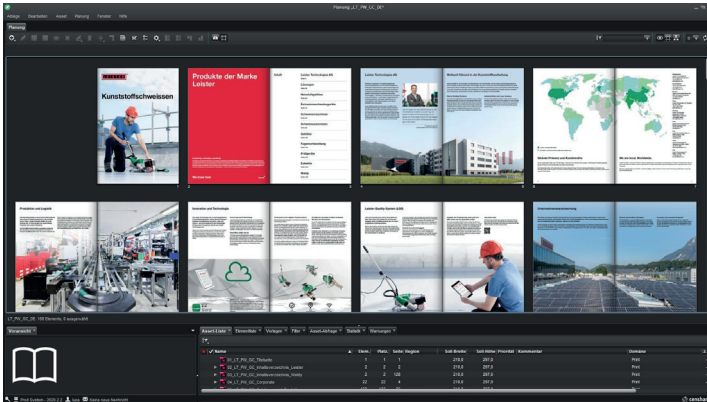

1. Creation of the issue and its content

After a new project has been created, the new catalog edition is generated. In the first production stage, the designers create and save all the necessary templates and snippets directly in the system as Adobe InDesign files. System-supported workflows are used to edit and publish the texts, which are then translated into all languages. All necessary image material is produced and distributed in advance.

2. Production of editorial spreads

After this, graphically complex editorial content is professionally designed and produced by experts in Adobe InDesign. Because this takes place directly in the print production management of the central censhare system, finished sections and pages are available immediately in the German basis catalog and can be placed simply via drag & drop, without switching systems or duplication of data.
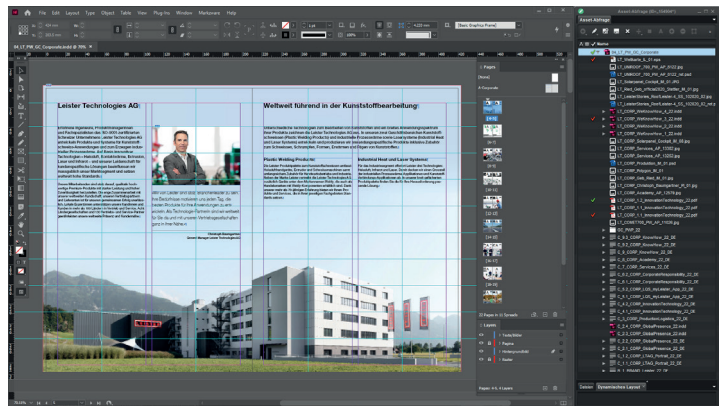


3. Product and item placement

The product overview forms the core of the catalog and is an indispensable tool for global marketing. Creating such catalog pages is very simple. Designers have direct access to the products available for the respective catalog in the censhare Product Information Management (PIM) system. They can easily drag and drop the products onto the prepared snippets. Automatic, accurate and efficient.
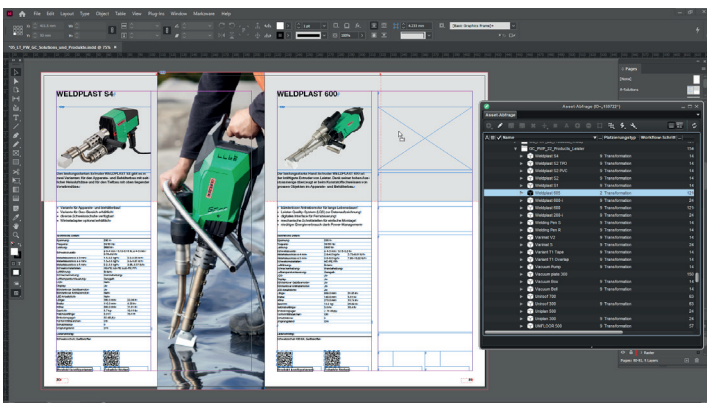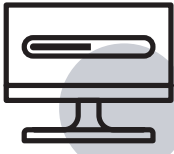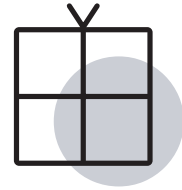
50%

time savings in production
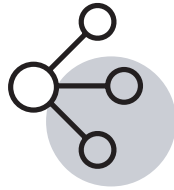
10

languages produced with one workflow

100%

transparency on the manufacturing process

2'200

Items

4. Automatic placement into the layout

Afterwards, everything happens automatically: The censhare system checks the data stored in the PIM and consolidates all relevant information. Then the product data is placed in the layout together with all related information, tables, images and graphics. Automatically, accurately, and efficiently. A connected Adobe InDesign server updates the catalog after every action. Layout-compliant, fully automatic, and without any processing load on the users' systems. As soon as the basis catalog has been completed, it goes through a final approval process.
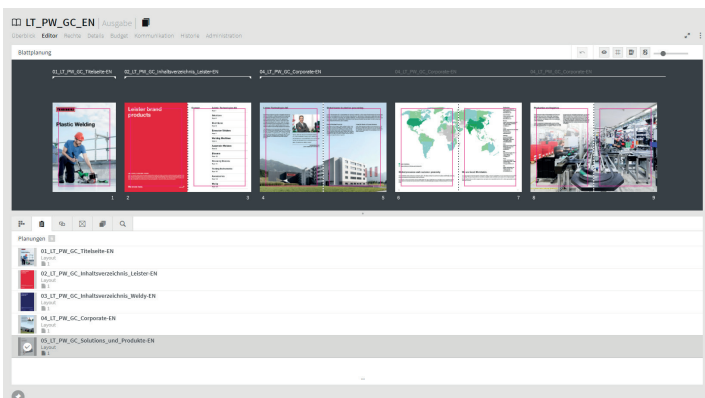
5. Creating language variants

Finally, the English version of the catalog is created, and all the displayed product information is updated automatically to the correct language, based on defined criteria. After the English version is released, the other eight language versions of the catalog are filled with the translated texts automatically and published on the website.

«Thanks to innovative systems, we can now deliver product data and media assets in high and consistent quality across the entire Leister Group and in all relevant channels.»

Lukas Odermatt, Leister AG
Head of Corporate Business Development and Strategic Marketing

About aclevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Die Mobiliar, V-Zug and for you.

Learn more at aclevion.com

About Leister AG

The Leister Group is a globally leading technology company with headquarters in Central Switzerland. Leister Technologies AG, part of the Leister Group, develops and manufactures products for processing plastics and generating industrial process heat under the brand names Leister and Weldy. Axetris AG, which also belongs to the Leister Group, is a market leader in micro-optics and gas sensor technology. The Leister Group brands are recognized globally for their quality, reliable partnership and strong customer focus. More than 950 employees in 8 countries and 130 sales partners provide local service around the globe. For over 70 years the Leister Group's goal has been to improve people's quality of life – with innovative products, services and new technologies.