

RIEGLER

ADVERTISING AGENCY SUPPORTS PIM SOLUTION



Advertising agencies also benefit from a PIM solution – as shown by Riegler, where the reorganisation of catalogue production has been outstandingly supported by the agency. The result: Everyone is enthusiastic about the new solution.

Riegler, one of the biggest providers of compressed air products in Germany, had powerful support from an advertising agency in the conversion of their catalogue production. The layout of page types will continue to be done by the agency, while the PIM solution for data management and production is from asim.

For over 40 years, Riegler has been an innovative partner for „Compressed air, ideas and more“, and one of the leading providers in this market.

In addition to a comprehensive and ever-growing range of products, Riegler also always offers its customers attractive added value – for example in the form of special services, service support, training and personal consultation. One decisive market handling tool are catalogues.

„After the decision to reorganise our catalogue production, we immediately discussed it with our ad agency. Mr Bury was struck by the idea of sharing the entire production. Later, after the solution was implemented with the PIM specialist’s asimSuite, we knew that we’d taken a huge step forward. And our ad agency is at least as excited by the new collaboration,“ enthuses Bernd Wacker, project lead at Riegler.

Customised customer catalogues at the press of a button

With the PIM solution from asim, Riegler is capable today of offering its customers customised catalogues in which the cover pages can be designed according to the customer’s needs – without much cost. These catalogues present over 10,000 products. All catalogues are created in German and English in asimBase and also provided on CD-ROM.

Riegler also uses the asimCat module to produce 60 BMECat catalogues a year, with 2-3 updates each. Recently, these have also been made available in an e-shop.

New experience for asim

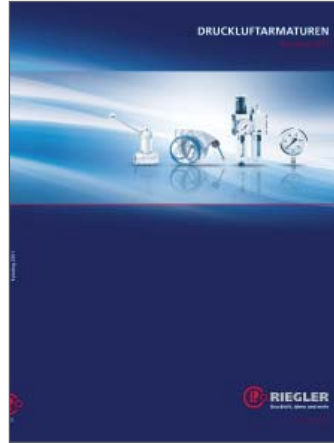
„Riegler was an extraordinary project, since an advertising agency was involved in the process right from the start, and supported it in word and deed.



CASE STUDY NO.

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From our standpoint, this is important, since it allowed everyone to concentrate on their core competence, with the agency naturally focused more on layout than in catalogue production. We were still surprised, because until now agencies have had more fear of us as PIM providers than anything," explains CEO Hansjörg B. Gutensohn. He continues, "There is actually a huge potential in the industry for this kind of cooperation between designers, PIM specialists and customers. The collaboration at Riegler has certainly made us plan on working further in this direction."



Layout excerpt from the Riegler catalogue

The image shows two pages from a technical catalogue. The left page is titled 'Filterregler' and the right page is titled 'Filter'. Both pages contain technical drawings, product photographs, and detailed tables of specifications. The tables include columns for various parameters such as flow rate, pressure, and dimensions. The layout is clean and professional, typical of a technical manual.



One of the biggest providers of compressed air products in Germany, with headquarters in Bad Urach.