pimalion®

BROCHURE · 2027

PRODUCT CONTENT & PUBLISHING PLATFORM

Take control of your content and your publications.

The collaborative marketing solution that brings together product data, media and publications, for all your channels.

01 Product Content & Publishing Platform

02 Purify Service

03 Supplier and Dealer Portals

04 Retail Media Pilot

05 Pimalion Studio



Centralise. Control. Publish.

SAAS PLATFORM · SINCE 2015

pimalion®

PRODUCT CONTENT & PUBLISHING PLATFORM

Take control of your publications on every channel...

... and of your product content !



- E-commerce
- Catalogues & brochures
- POS & signage
- Web & mobile
- Marketplaces
- Social media
- Newsletters
- Points of sale



Campaign Manager | Planner | DPS | ART | PAT / Approval

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From product data to multichannel publishing.

Two complementary areas of expertise, one platform.

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A demo with your data and your media

Your product communication is still made by hand.

Data scattered across the ERP, Excel and inboxes. Flyers put together page by page. Annotated PDFs going back and forth ten times. And every store redoing its own posters.

The problem: too much data, too many manual tasks.

01

Scattered data

ERP, supplier files, image folders: nobody has the right version.

WITH PIMALION · PIM + DAM

Products and media together: one reference version, shared by everyone.

02

Manual layouts

Every flyer, every language, every format is put together by hand.

WITH PIMALION · DPS

Pages are composed from the data, in every language and every format.

03

Approvals by email

Annotated PDFs doing the rounds, corrections getting lost.

WITH PIMALION · PAT

Annotations, corrections and approvals centralised online, revision by revision.

04

Inconsistent channels

The price in the flyer, on the poster and on the website do not match.

WITH PIMALION · PIM

The flyer, the poster and the website read the same data: the same price everywhere.

05

Digital built on copy and paste

Banners, posts, emailings: product information is gathered by hand, one item at a time.

WITH PIMALION · ART

Banners, posts and emailings adapted automatically from the same creation.

06

Websites fed by hand

Records, videos, PDFs, data sheets: every asset is copied and uploaded separately.

WITH PIMALION · API

Records, media and documents published straight to your websites and e-commerce.

THE PIMALION ANSWER

A single source of truth. Media that update and produce themselves.

Your product records and media live in the same place. Pages are composed from this source, approved online and sent to all your channels, with no exports and no rekeying. The price in the flyer is the price on the poster, and on the website.

One foundation. Four offers. Unlimited channels.

The Product Content & Publishing Platform is the foundation: modules that take you from raw data to publication. Around it, four offers rely on the same repository. Activate the ones you need.

UPSTREAM

Supplier Portal
Your suppliers complete their own records, guided by a completion score.

Purify
AI agents extract, correct, enrich and classify your data.

PIMALION
PRODUCT CONTENT & PUBLISHING PLATFORM

DATA

- **ETL** — Import and export
- **PDM** — Master data
- **PIM** — Product data
- **DAM** — Media library

PUBLISHING

- **Campaign Manager** — Campaigns
- **Planner** — Publication plans
- **DPS** — Layout
- **ART** — Rendering engine
- **PAT** — Approval
- **API** — Connectors

Multi-label · multilingual · Fab-Dis, GS1, ETIM, BMEcat standard formats · ~180 features · cloud, hosted in Europe

DOWNSTREAM

Dealer Portal
À la carte catalogue and local marketing, within the retailer's brand guidelines.

Retail Media Pilot
Inventory, budgets, briefs, production and ROI measurement.

ONE SOURCE, SIX CHANNEL FAMILIES

Print	POS	Web	Digital	CRM	CMS
Flyers, catalogues	Posters, labels	Websites, e-shops	Screens, social	Mailings	Content

WHY PIMALION

A demo with your data
Never a generic demo: every meeting is prepared with an extract of your catalogue.

45 to 60 minutes, prepared for your business.

Close at hand
A team that knows Belgian and European retail, reachable and responsive.

Based in La Hulpe, Belgium. SaaS platform since 2015.

Experts at your side
Pimalion Studio supports implementation and operation, from data to publication.

Scoping, integration, configuration, templates and data services.

Benelux and Europe
Data hosted in Europe, native multilingual support, GDPR compliance.

European formats: Fab-Dis, GS1, ETIM, BMEcat.

Two value chains. One platform.

Pimalion brings together control of product data and automation of multichannel publishing in a single environment, from raw data to published content.

1

PRODUCT DATA

Collect · Enrich · Organize · Transform · Store

Centralise, qualify, structure and enrich your product content in a single repository.

Collect
ETL

Collection, imports, connectors

Enrich
Purify + PDM

Quality, rules, AI enrichment

Organize
PIM

Repository structure

Transform
PDM + ETL

Normalisation, mapping

Store
PIM + DAM

Centralised data and media

DATA UNDER CONTROL BECOMES PUBLISHABLE CONTENT

2

MULTICHANNEL PUBLISHING

Select · Plan · Create · Approve · Distribute

Select the content to communicate, plan its variations and distribute it across all your channels.

Select
Campaign Manager

Campaigns and selections

Plan
Planner

Formats, languages, variations

Create
DPS + ART

Composition and graphic rendering

Approve
PAT / Approval

Approval and annotation

Distribute
API + Channels

Connectors and distribution

Purify
AI & Data Intelligence

PORTALS & APPS
Suppliers · Dealers · Local

PIMALION STUDIO
Implementation · Integration · Services

One foundation. Modular offers. Unlimited channels.

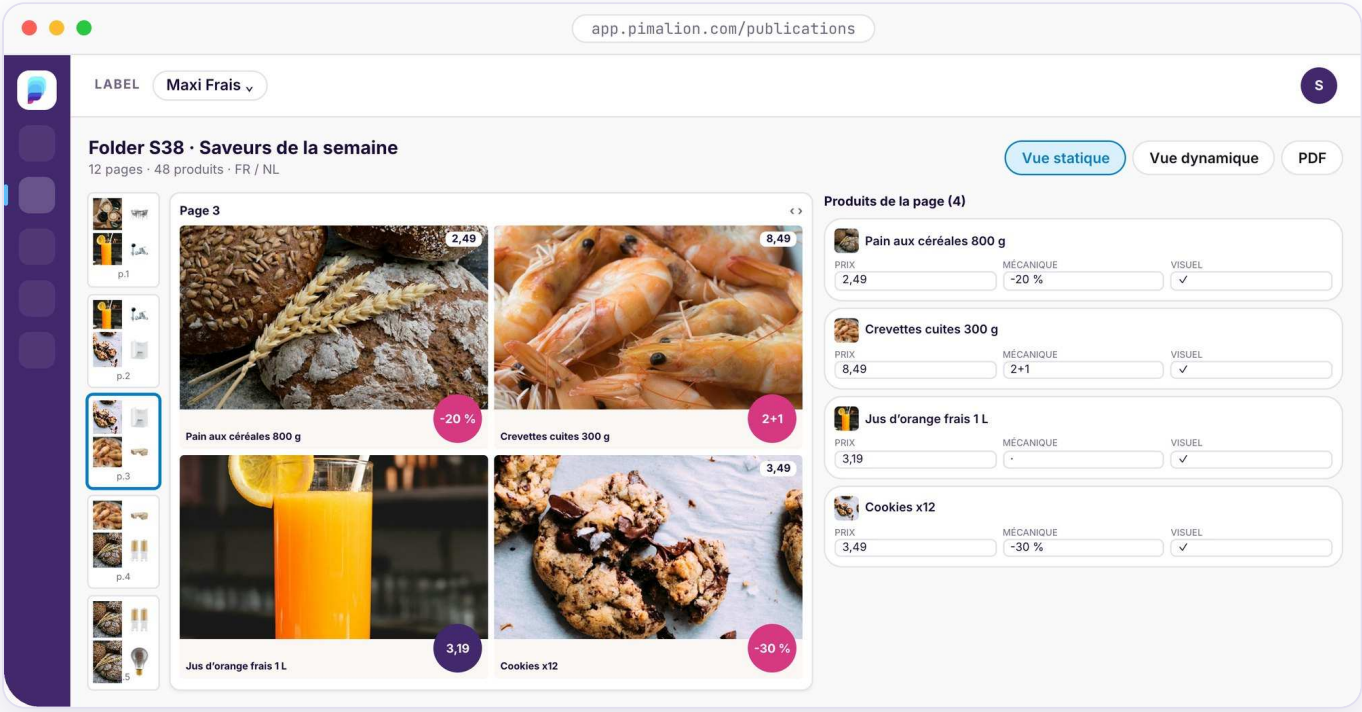
From sourcing to publishing, without a break.

The platform takes you from acquiring quality product data to dynamically managing your multichannel publications. Seven steps, one interface. Each step builds on the previous one, with no exports and no rekeying.

DATA PUBLISHING

01	02	03	04	05	06	07
Collect	**Centralise**	**Orchestrate**	**Plan**	**Compose**	**Approve**	**Distribute**
ETL · PDM	PIM · DAM	Campaign Manager	Planner	DPS · ART	PAT	ART · API

Campaign → Plan → Render → Validate → Publish



01

End to end

From raw data to a print-ready PDF, without a break and without rekeying.

02

All-in-one

PIM, DAM, ETL and dynamic creation of multichannel content in a single interface.

03

Industrialisation

All operations and campaigns automated. Up to 30% more productivity.

04

Multi-label and secure

Several retailers, brands or clients on one platform, each in its own space.

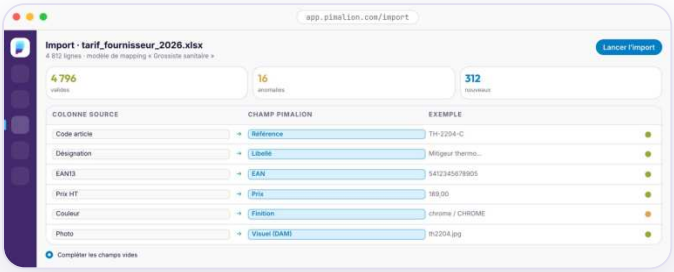
01 COLLECT

ETL

Import any source, keep your mappings.

EXTRACT · TRANSFORM · LOAD

The ETL quickly imports and integrates your data from Excel, CSV or web services, whatever the volume. Mapping templates are saved, anomalies detected and values harmonised. Scraping, crawling and APIs complete the collection.



WHAT YOU GAIN

- Excel, CSV and web services import and export
- Reusable mapping templates
- Anomaly handling and value harmonisation
- Collection by scraping, web crawling and API
- Bulk data conversion
- Synchronisation with your existing systems

Excel · CSV · Web services · ERP · REST API

MICROSERVICES

Around the ETL, two microservices move your data in and out continuously, with no intervention.

DIS — Data Import Service

Continuous import of CSV, XLS, XML and JSON files, even from systems without an API.

DEX — Data Export Management

Exports to EasyCatalog, Magento, PrestaShop, WooCommerce, Mailchimp, and custom connectors.

PDM

AI-assisted governance of your master data.

PRODUCT DATA MANAGEMENT

The PDM centralises, acquires, transforms, consolidates and exports your master reference data. It supports the market's exchange formats, builds and optimises your nomenclature, classifies your products and measures the quality of your data.



WHAT YOU GAIN

- Fab-Dis, ETIM, BMEcat and GS1 exchange formats
- AI-assisted nomenclature and taxonomy
- Semi-automatic classification, attribute extraction
- Normalisation, unit conversion, deduplication
- Completeness scoring and quality tracking
- Automatic feeding of the PIM and DAM

Fab-Dis · ETIM · BMEcat · GS1

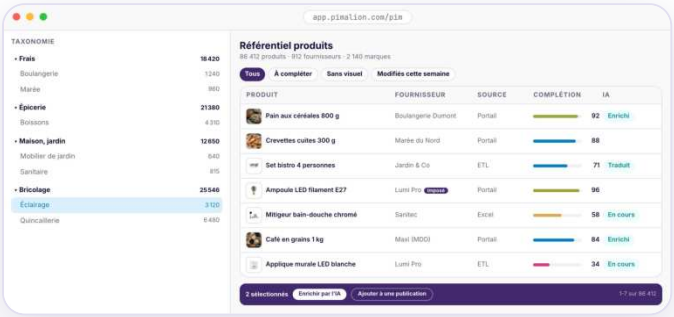
02 CENTRALISE

PIM

The dynamic repository for your product records.

PRODUCT INFORMATION MANAGEMENT

The PIM centralises all the information in your product repository. Data models, dynamic and calculated fields, languages and destinations: every record is ready to feed your publications, and you always know where it has been used.



WHAT YOU GAIN

- Data models, option lists and calculated fields
- Management by language, destination and entity (multi-label)
- Field completeness indicators
- Field-level history, version comparison
- Usage history across publications
- Preview via graphic templates or PDF

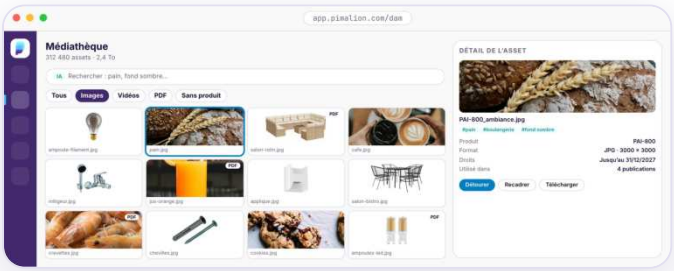
SAP · Dynamics · Odoo · Excel · API

DAM

All your media, archived, found, transformed.

DIGITAL ASSET MANAGEMENT

Photos, videos, vector files, PDFs, 3D files: the DAM archives everything. Media are linked to products automatically by naming rule, searched by label, channel, supplier or brand, and transformed on the fly for each medium.



WHAT YOU GAIN

- All common formats, unlimited storage
- Automatic linking of media to products
- AI recognition: subjects, objects, logos, colours, OCR
- Background removal, cropping, resolution optimisation
- Rights, usage validity, IPTC metadata
- SharePoint, Dropbox, Google Drive, sFTP sync

SharePoint · Dropbox · Google Drive · sFTP

MICROSERVICES

IPS Image Processing Service

Image processing and IPTC/XMP indexing: 100,000 HD images an hour.

DEM Dam Event Monitoring

Syncs external DAMs: local server, Dropbox, sFTP, agency websites.

Campaign Manager

What do we want to communicate?

FORMERLY PMM

Before talking about media, a campaign has to be decided: its operations, offers, products, content, periods, markets and targets. The Campaign Manager sets out this foundation once. The Planner then turns it into publications, and the rendering engine produces them.

THREE LEVELS, THREE QUESTIONS

1 · CAMPAIGN MANAGER

What do we want to communicate?

Campaign · Operation · Offers · Products · Content · Periods · Markets · Targets

2 · PLANNER

Where and how will we express it?

Media · Editions · Formats · Languages · Channels · Dates · Variations

3 · ART RENDERING ENGINE

How do we produce it automatically?

Templates · Renders · Print · Digital · Web · In-store

Campaign **Back to School 2026** — IN PREPARATION

PERIOD	MARKETS	TARGETS
24.08 › 13.09	BE · LU · FR	Families, students

OPERATIONS	OFFERS	PRODUCTS
3	42	318

School supplies	12 offers · 96 products
Computers and tablets	18 offers · 140 products
Lunch boxes and snacks	12 offers · 82 products

→ Planner: flyer, posters, web, emailing, social media

WHAT YOU GAIN

- A campaign defined once, picked up by every medium
- Offers and products attached to the operation, not to each page
- Periods, markets and targets decided upstream
- Marketing decides the message, the Planner its expression
- A clear view of everything communicated, and when
- Linked to the PIM, the DAM and the Planner

Campaign — The message: offers, products, targets

→ Plan — Media, editions and languages

→ Render — Renders, by the rendering engine

→ Validate — Online approvals, with the PAT

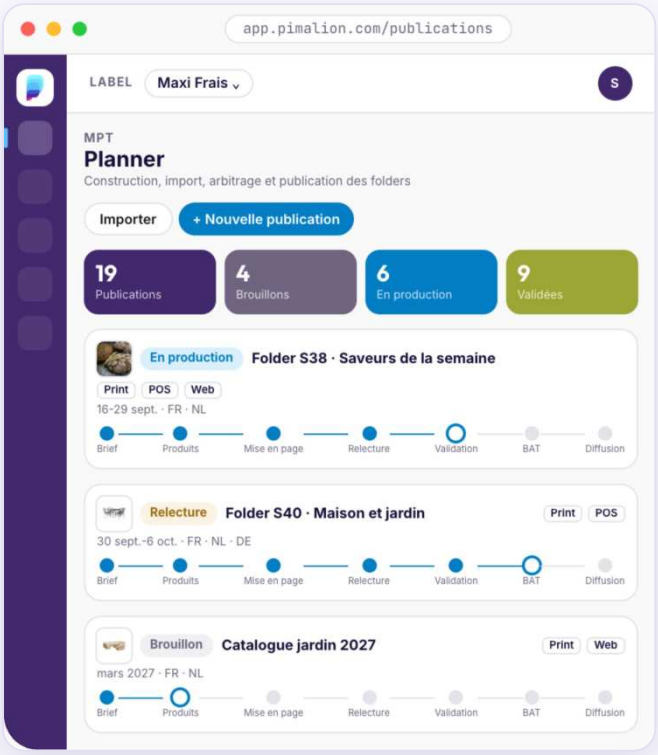
→ Publish — Print, POS, web, digital, CRM

Planner

Where and how will we express it?

FORMERLY MPT · MULTICHANNEL PUBLICATION TOOL

The Planner turns each campaign into publications: media, editions, formats, languages, channels, dates and variations. Each publication has its channel, its steps and its status, online and offline. The campaign's products are dispatched automatically to each channel.



WHAT YOU GAIN

- Planning, editing and sorting of publications
- Promotional activation plan
- Editions, formats and variations per medium
- Automatic dispatching of products to channels
- Statuses, favourites and archives
- Multilingual publications

At a retail agency

Thousands

of operations run through the Planner, for eight clients, since 2016.

PLANNER

By name, date, channel and medium

Campaigns and operations sorted according to your own logic.

Name · Date · Channel · Medium · Status

MULTICHANNEL

One operation, all its media

Flyer, posters, web, screens: adapted automatically.

Flyer · Poster · Web · Screen · Emailing

CONNECTED

Linked to the Campaign Manager and the PIM

The campaign sets the message, the pages go to the rendering engine.

Campaign Manager · PIM · DPS · ART

THE LIFE CYCLE OF A PUBLICATION

Campaign
Offers and products

Products
Selection in the PIM

Layout
Rendering engine or InDesign

Review
Online annotations

Approval
Step by step

Proof
Final signed-off proof

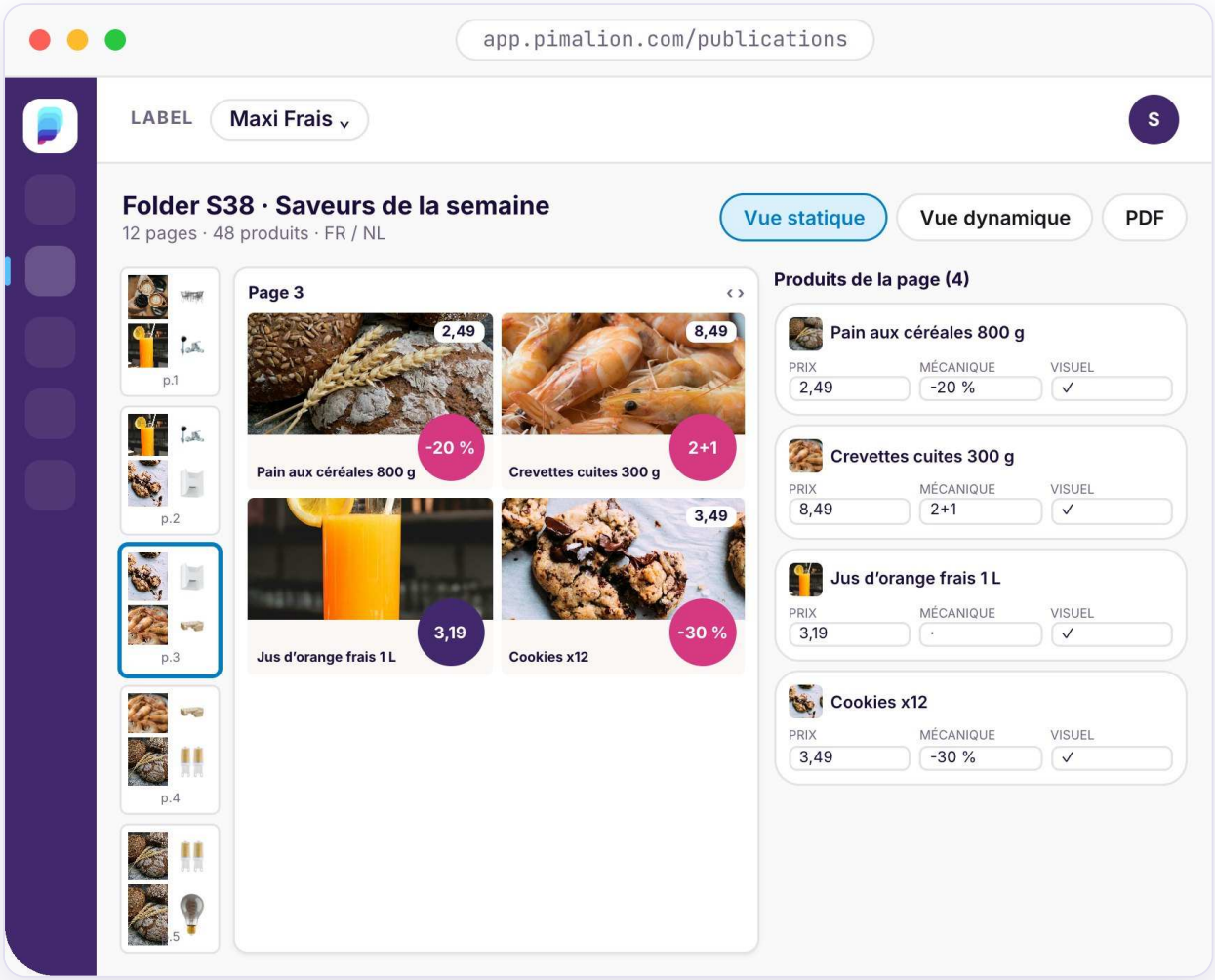
Distribution
Print, POS, web, digital

DPS

Your pages are built from your data.

DOCUMENT PUBLISHING SERVICE

Flatplan, templates, placements, pagination: pages are built from the PIM and the DAM, and the PDF is generated. Print in page mode, digital and web in grid mode. Each channel has its technical constraints (format, resolution, file size, template): the ART rendering engine, built into the DPS, generates any format while respecting them. And if your studio works in InDesign, Pimalion connects to it via EasyCatalog.



CATALOGBUILDER

Catalogues built automatically

Families, ranges, pagination: the catalogue is composed from the repository.

PRODUCTBUILDER

Product presentation templates

Price, mechanic, visual: every product block follows the brand guidelines, every time.

INDESIGN · EASYCATALOG

Your studio keeps its tools

Live ODBC connection: InDesign pages update from Pimalion.

Print PDF | Single pages | PNG | JPEG | HTML | Digital signage | InDesign

ART

The rendering engine that builds and adapts your media.

AUTOMATED RENDERING TECHNOLOGY

The cornerstone of publishing, digital publishing in particular. ART automates the building and adaptation of your print, digital, web and in-store media. With Pimalion, your data and content are automatically turned into graphic renders tailored to each medium and each channel.

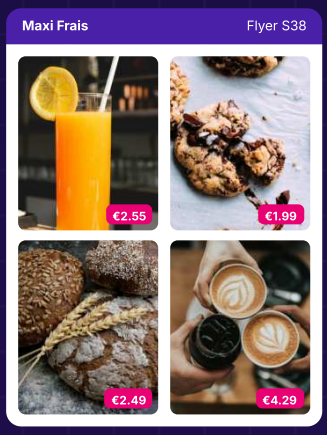
One piece of data



Fresh orange juice 1 L

Promo price	€2.55
Mechanic	-20%
Brand	Maxi Frais
Languages	FR · NL

Every render



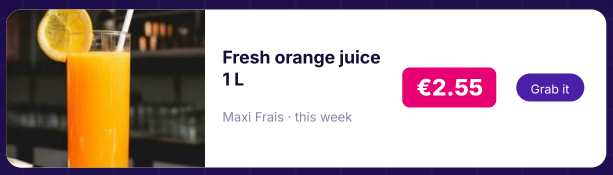
Flyer · print PDF



A3 poster · POS



Story 9:16 · social



Banner 970 x 250 · web



Shelf label

Print in page mode

Flatplan, templates, pagination: print-ready PDFs.

Digital and web in grid mode

Banners, screens, social, web pages: HTML, PNG and JPEG renders.

Each channel's constraints

Format, resolution, file size, template: every render respects them.

Automatic adaptation

The approved flyer becomes posters, shelf wobblers and labels, store by store.

At Carrefour Belgium

30,000 posters

generated in ~20 minutes, every week.

"Our communication to customers is consistent across the different media, and everything happens in real time."

Dave Froidcoeur

Head of Media & Campaigns, Carrefour Belgium

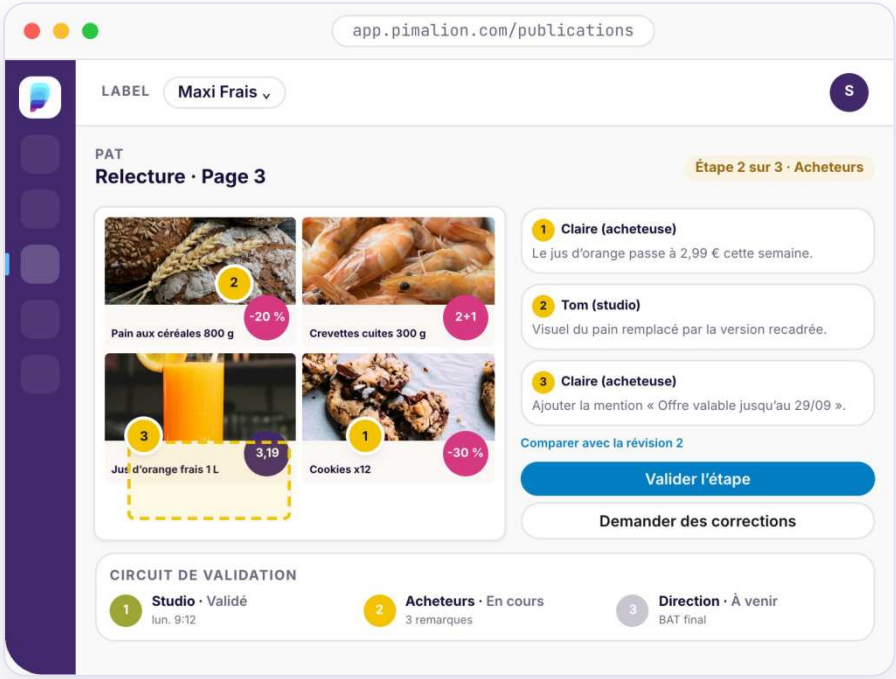
06 APPROVE

PAT

Review, annotate and approve online.

PUBLICATION APPROVAL TOOL

Marketing, buyers, studio and agency annotate directly on the page, comment and each approve their own step. Revisions are compared, reminders go out automatically. The same workflow applies to every channel: flyer, poster, banner, post, emailing or web page. No more PDFs bouncing around by email.



WHAT YOU GAIN

- Workflows between stakeholders, several review steps
- Revision comparison
- Automatic notifications and reminders
- One workflow per channel: print, POS, web, digital, CRM
- Annotations by pointer or sticky-note area
- Chat, comments and file sharing
- Direct access to the PIM and DAM from the page
- Actual-size preview of each medium

BEFORE

- Annotated PDFs doing the rounds by email
- Contradictory comments, with no reference version
- Manual chasing to get approvals
- Corrections rekeyed one by one in the layout

WITH THE PAT

- Annotations are placed on the page itself
- Each revision is compared with the previous one
- Reminders go out automatically, step by step
- Corrections are made in the PIM, the page follows

Your clients annotate and approve their pages directly in Pimalion. No more annotated PDFs by email.

07 DISTRIBUTE

Unlimited channels, one single source.

Create as many channels as you need, grouped into six main families. Each has its technical constraints: Pimalion handles them automatically.

Print 01

Flyers, catalogues, leaflets.

Automated flatplan, templates, CatalogBuilder: print-ready PDF pages.

PDF · InDesign

POS 02

In-store posters and labels.

The flyer adapted automatically into price posters, shelf wobblers and labels, for each point of sale.

PDF · PNG · Signage

Web 03

Websites, e-shops, online catalogues.

Text and images driven from Pimalion, automatic updates, preview of the final render.

Shopify · Magento · Odoo

Digital 04

Screens, banners, social media.

Any digital medium fed in real time, within the brand guidelines. HTML and CSS rendering.

HTML · API

CRM 05

Mailings and marketing automation.

PIM and DAM connected in real time to your CRM: product renders for your emailings, at scale.

Salesforce · Actito

CMS 06

Website content and display.

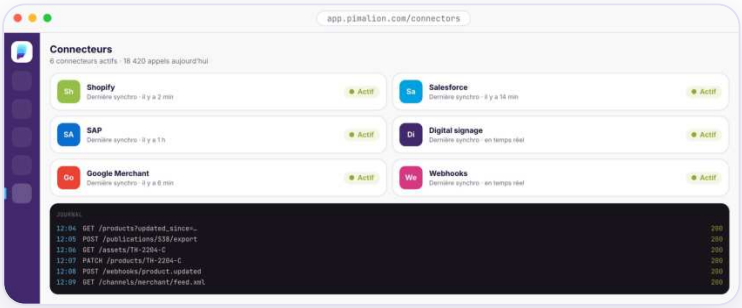
Connected to the market's standard CMSs: content and graphic presentation, updated very quickly.

Standard CMSs · API

API

A true technology hub.

ERP, CRM, CMS, e-shop, marketplaces, digital signage, mailing: the REST API exposes your data and publications. Plug and play, nothing to install.



~180
built-in features

30,000
posters generated in ~20 min at Carrefour

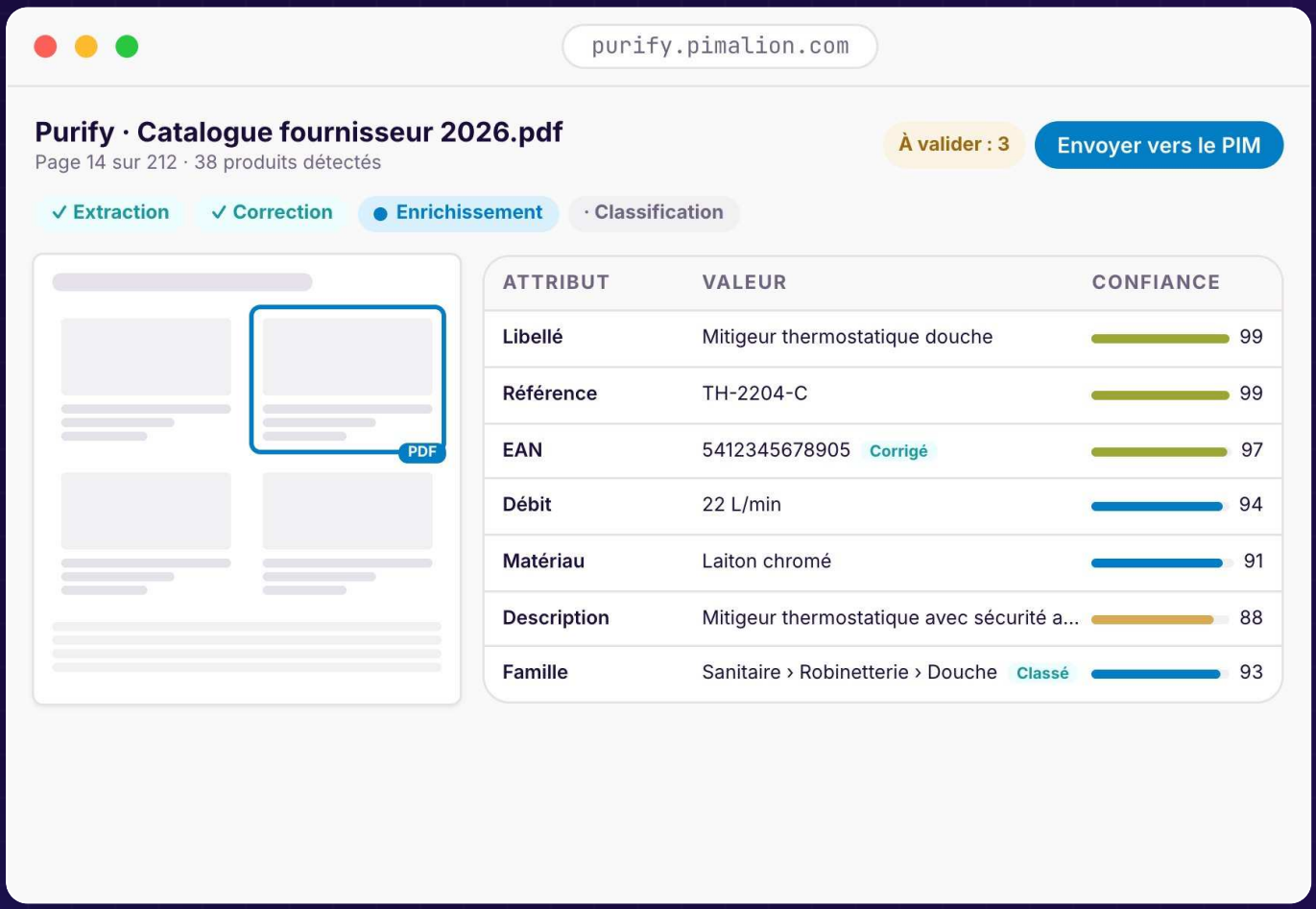
2M+
items managed at Socoda

up to 30%
productivity gains

AI and data expertise driving the quality of your product content.

Collect, enrich and make your product data reliable at scale.
Purify orchestrates several specialised AI agents, configured by our data experts, to extract, correct, enrich and classify your data, whatever its source. Your PDF catalogues, Excel files, images and texts become clean records, ready to publish.

Independent service: Purify integrates natively with the Pimalion PIM, and also connects to any external PIM or server.



Extraction
Attributes are read from your PDFs, Excel files, images and unstructured text.

Correction
Errors, inconsistencies and duplicates are detected and corrected.

Enrichment
Descriptions, missing attributes and translations are completed.

Classification
Every product finds its place in your nomenclature.

From raw data to publishable records, in record time.

UNIVERSAL PROCESSING

Every source

PDFs, Excel files, images, unstructured text, and more.

SEAMLESS INTEGRATION

Your existing systems

Purify integrates with your PIM, ERP and DAM via APIs.

HUMAN EXPERTISE

AI powered. Expert controlled.

Our data experts tune the orchestration to your business needs and quality requirements.

EIGHT REAL-WORLD USES

1. **Digitising PDF catalogues**
   Your PDF supplier catalogues become structured records.
2. **Multi-source harmonisation**
   Heterogeneous feeds brought into a single data model.
3. **AI Reviewer**
   Every publication is proofread by AI: consistency between your data and your media, prices, legal notices, typos.
4. **GS1 completeness**
   The attributes required by the standard are identified and completed.
5. **E-commerce optimisation**
   Richer, better classified, better referenced records.
6. **Product images**
   Missing visuals are searched for, retrieved and linked to the right records.
7. **SEO, GEO and FAQ**
   Text optimised for search engines and generative AI, product FAQs generated.
8. **Translation**
   Records and attributes translated into all your languages, using your vocabulary.

THE BENEFITS

Faster time-to-market · **Optimised costs** · **Immediate results** · **Universal compatibility** · **Scalability**

AT A PROFESSIONAL DISTRIBUTION BUYING GROUP

850+ suppliers, 100+ quality rules.

Fab-Dis data is loaded automatically, images and PDFs linked in the DAM. Every record is checked against more than 100 rules set by the buying group, and Purify extracts, corrects and enriches whatever is missing.

PIMALION STUDIO

Accelerate with Pimalion Studio.

Our experts support your in-house teams.

For a study, a quote, one-off extra capacity or more complete support, Pimalion Studio gives you a team that already knows the platform, product data, integration and digital production.

Study & scoping

Analysis of your needs, advice and a tailored roadmap.

Integration

Connecting your systems, data migration and go-live.

Migration

From your existing tools to Pimalion, with complete peace of mind.

Configuration

Data models, workflows, rules and channels adapted to the way you work.

Templates & rendering

Print and digital templates, in your brand guidelines and your formats.

Digital production

Layout, multi-format adaptation and production of your content.

Data services

Quality, enrichment, structuring and preparation of your product data.

Managed services

Long-term support, tailored to your needs, to gain efficiency and autonomy.

Ask for a study, a quote or one-off help.

Project support · operational reinforcement · à la carte support

TELL US WHAT YOU NEED

contact@pimalion.com
www.pimalion.com

Technology powered by expertise.

Our experts support the implementation and operation of the platform, from data to publication. Services, expertise, integration, data services, digital production: the same team knows your project, from the first import to the last medium.

WHAT PIMALION STUDIO DOES

01
Data onboarding
Your supplier and historical data loaded, mapped and checked.

02
Migration
From your current PIM, DAM or files, with nothing lost.

03
Integrations
ERP, CRM, CMS, e-shop: connectors set up and monitored.

04
Configuration
Data models, workflows, rights and channels, following your logic.

05
Template creation
Your print and digital templates, built in your brand guidelines.

06
Graphic automation
Engine rules tuned so that your media produce themselves.

07
Digital and web production
Banners, websites, web catalogues: with you or for you.

08
Data services
Quality, enrichment and Purify, run by our data experts.

09
Business support
Training, change management, best practices.

10
Managed services
We run all or part of the platform for you.

NOT AN AGENCY

Alongside your agencies, not in their place.

Pimalion Studio is not an agency competing with your agencies. We equip, configure and automate production. Creative work and strategy stay with your teams and your agencies, who work in the same platform.

From data to publication, a single point of contact.

A “pure” SaaS vendor delivers a licence, then leaves you alone with an integrator.
At Pimalion, the platform and the expertise come from the same team.

THREE PHASES, AT YOUR PACE

START

The platform ready, with your data

Onboarding, migration, integrations, configuration

Your data loaded and checked, your systems connected, your workflows in place.

AUTOMATE

Your media produced from the data

Templates, graphic automation

Templates in your brand guidelines and engine rules: pages compose themselves.

OPERATE

A team at your side, for the long term

Digital production, data services, managed services

We produce, enrich or operate with you, at the pace of your campaigns.

A “PURE” SAAS VENDOR

- A licence, then a third-party integrator
- Data to migrate and clean up on your own
- Templates to create yourself
- Vendor support far removed from your business
- Responsibilities split between vendor and integrator
- Changes billed again for every new need

WITH PIMALION STUDIO

- A single point of contact, from the first import to the last medium
- Experts who know the platform from the inside
- Your templates and automations built with you
- Data services and managed services, if you wish
- Clear responsibility, end to end
- Changes delivered by the team that designs the platform

TECHNOLOGY

The platform

Data, campaigns, plans, renders, approval and distribution in a single tool.

EXPERTISE

Our experts

Data, integration, templates and production: the product content professions.

YOUR TEAM

Your agencies and your teams

They keep creative work and strategy, in the same platform.

> **We worked hand in hand with Pimalion’s teams to build in our local needs.**
>
> Vivian Mosselmans, Director Customer Value, Loyalty & Engagement, Carrefour Belgium

Open your repository. To whoever you choose.

The portals extend the platform outwards: to the suppliers who produce the data, and to the network that uses it: members, franchisees, stores. Records are exchanged in the market's standard formats: Fab-Dis, GS1, ETIM. Two products, not one block: take one, the other, or both.

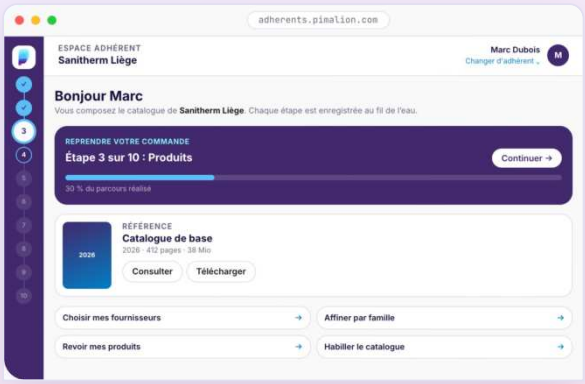


Supplier Portal

INDEPENDENT

Your suppliers complete their own product records, guided by a completion score, and publish them to your PIM.

For retailers and buying groups that receive supplier data.



Dealer Portal

INDEPENDENT

Members, franchisees or stores build and order their catalogue, and produce their local marketing within the brand guidelines.

For buying groups, cooperatives and franchise networks.

WHAT THE PORTALS HAVE IN COMMON

One Pimalion account

Single sign-on. One account can manage several companies or stores.

In your banner's colours

Logo, colours and vocabulary: every portal can be white-labelled.

Saved as you go

Automatic drafts, resume at the exact step, nothing is lost.

Plugged into the platform

No copies, no exports: the portals read and write the repository.

THREE SCENARIOS, YOUR CHOICE

Suppliers only

An integrated retailer that wants complete records, with no rekeying.

Dealers only

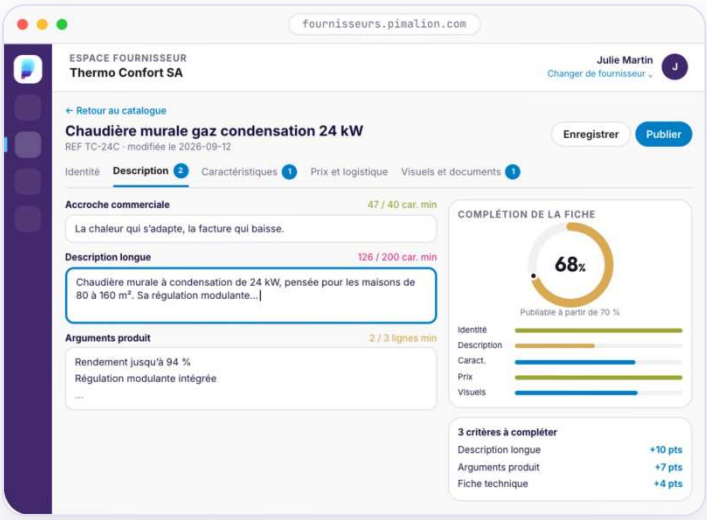
A buying group that already manages its data and wants to equip its network.

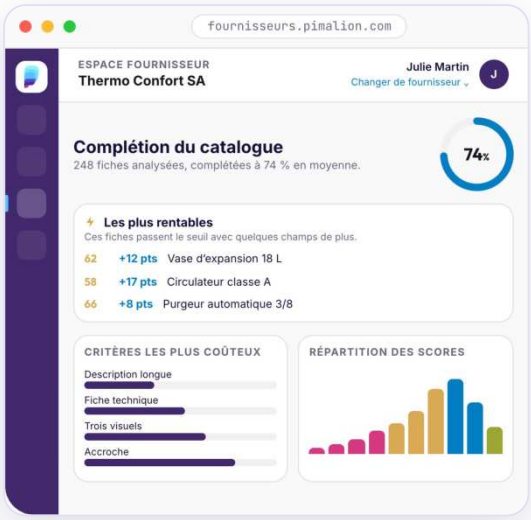
Both

The complete chain: from supplier to point of sale.

Your suppliers complete their records. You stop rekeying.

Every supplier gets its own portal: product records, visuals, documents. A completion score shows what is missing and where to start. Once a record is ready, the supplier publishes it: it goes straight into your PIM.





100
completion points, in 5 groups

70%
publication threshold

19
quality criteria

1. **Retrieve**
   The supplier imports what the PIM already knows about its products.
2. **Complete**
   Identity, description, specifications, pricing, logistics, visuals and documents.
3. **Prioritise**
   Criteria are ranked by points lost: highest value first.
4. **Publish**
   From 70%, the record goes into the PIM and becomes read-only.

A clear dashboard

Where am I, what is blocking, where do I start. Every counter opens the list it summarises.

Bulk actions

Publish, return to draft, archive in batches. Imports run on the server and can be tracked.

One account, several companies

One Pimalion account manages several suppliers and switches between them in one click.

A score that measures quality

A four-word description does not count. The tagline needs 40 characters, the long description 200.

Linked visuals and documents

Packshot, lifestyle shot, data sheet, manual, certificate, video: every file has its role.

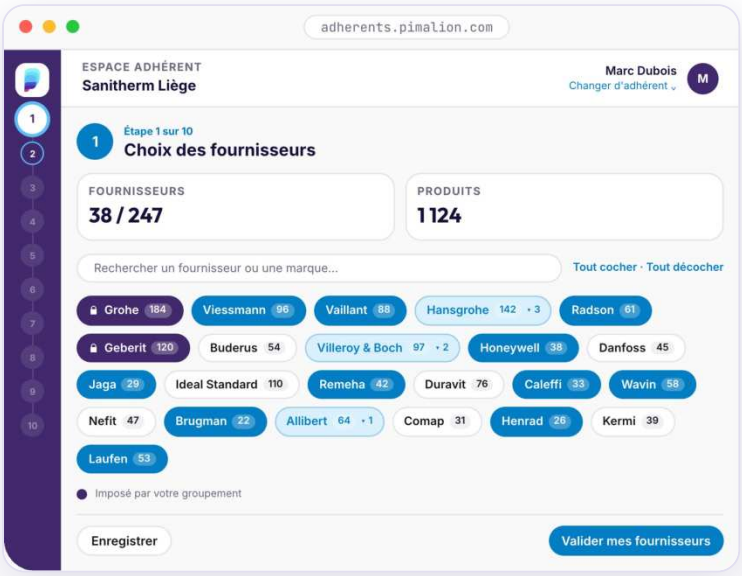
Field-by-field history

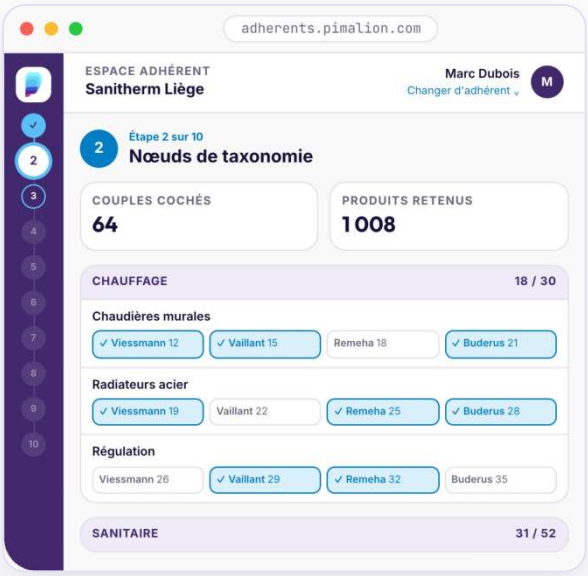
Every change is tracked with its date, its author and the before and after details.

> **A record without a photo cannot be printed. The portal says so, clearly, before the retailer finds out.**

Every entity builds its own catalogue. In eight steps.

Store, member, franchisee: each entity starts from the central repository: suppliers, brands, families, products. It keeps what it sells, dresses it in its own colours, chooses its media and places its order. It can stop and pick up again whenever it likes.





01
Suppliers
Switch on, switch off, keep only some brands.

02
Families
Select by brand and family combined.

03
Products
Remove, add out-of-scope items, tweak a record.

04
Preview
The flatplan and the proof PDF in one click.

05
Outputs
Print, web, quotes, campaigns, QR codes.

06
Branding
Cover, company page, back cover.

07
Settings
Print run, price display, UTM tagging.

08
Order and delivery
The configuration goes to the agency, which produces and delivers.

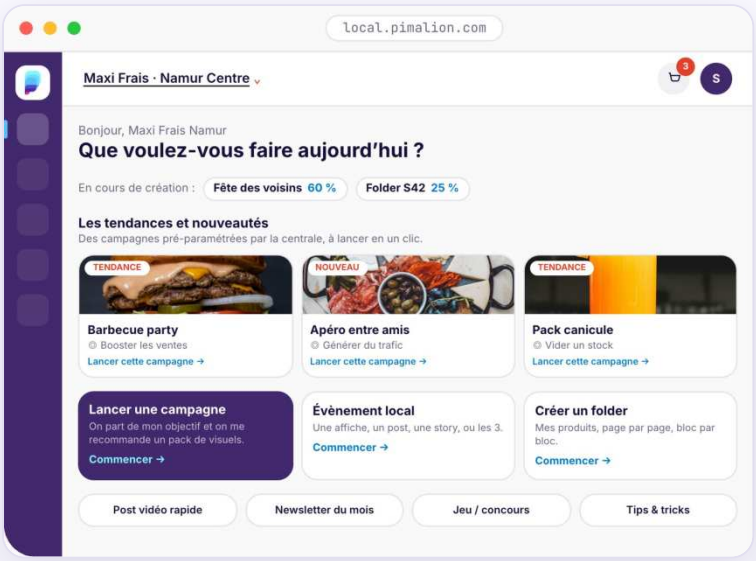
8
guided steps, from assortment to delivery

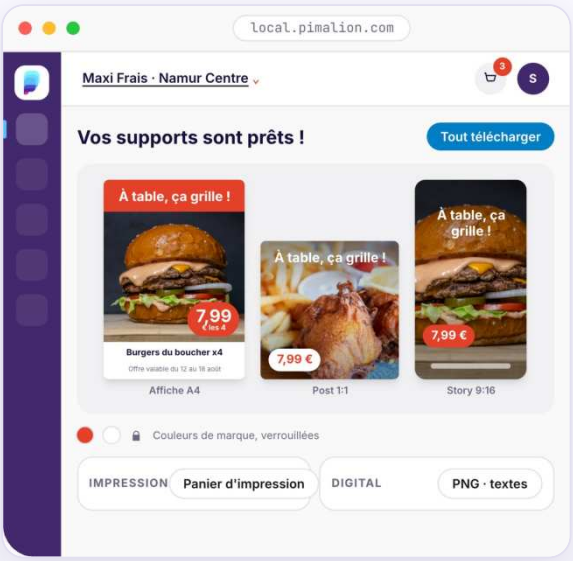
5
outputs: print, web, quotes, campaigns, QR codes

0
Excel files exchanged with the agency

What would you like to do today?

A store manager is not a designer, a marketer or a print buyer. The portal starts from what they want to achieve, recommends a pack of ready-to-use media, and keeps the retailer's brand guidelines locked.





One-click campaigns

Head office presets its key promotions, the store launches them as a pack of formats.

Price posters from the PIM

Product, price and visual fill the template. The poster is generated by the engine.

Local event

Car boot sale, recruitment, building works: a poster, a post, a story, or all three.

From phone to Reel

A video shot in store, dressed automatically: jingle, watermark, sign-off.

Store flyer

Block templates, Excel import, discount vouchers, automatic placement.

Media library and basket

All the retailer's assets and a print basket shared between colleagues.

Unlimited
formats: print, social, screens, banners

1 click
to launch a preset campaign

300,000+
assets available at one retail customer

> **No blank page. One brief, adapted into every format, within the brand guidelines, without calling the agency.**

From the print catalogue to a product marketing platform.

Print remains a channel, but it is no longer the only one. Product data approved once feeds the web, campaigns, quote requests and buying guidance, without recreating content for each medium.

01
Dynamic web catalogue
Not a flipbook: departments, families, brands, search, filters, complete records.

02
Personalised per entity
Its own assortment, identity, points of sale and calls to action.

03
Landing pages and campaigns
Brand, range or operation pages, for emailings, QR codes and social media.

04
Quote requests and leads
The visitor describes their project, the request reaches the relevant entity.

05
Project configurators
Bathroom, heating, flooring: compatible products are suggested.

06
Search and AI assistant
Needs in natural language, an answer limited to approved products.

07
Product comparison
Several items side by side, in a consistent table.

08
From print to digital
QR codes to manuals, videos, updates, comparison and quotes.

09
Analytics
Products viewed, searches, quotes generated, performance per entity.

A FIVE-PHASE ROADMAP

PHASE 1
Digital foundation
Moving beyond the flipbook
A truly usable web version of the catalogue.

PHASE 2
Conversion
Audience becomes opportunities
Measurable lead generation.

PHASE 3
Buying guidance
Making selection easier
More useful for customers and sales staff.

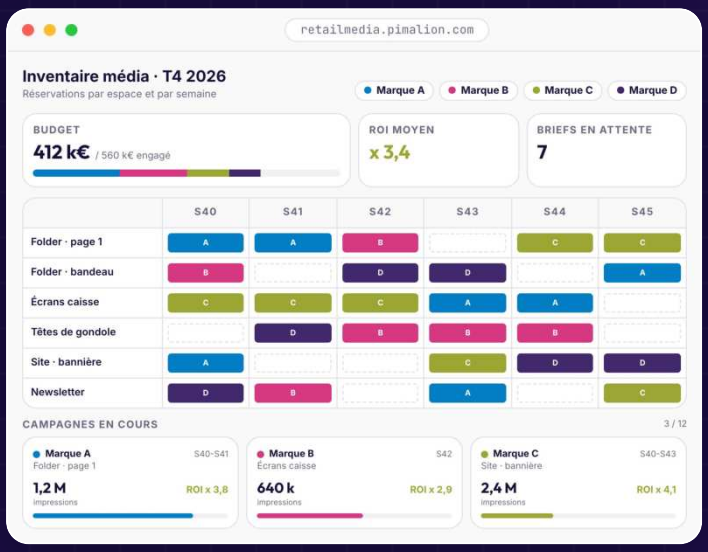
PHASE 4
Intelligence
Making use of the data
A digital advisor based on Pimalion.

PHASE 5
Content Factory
Industrialising multichannel
A permanent product marketing platform.

There is no need to launch everything at once: the first goal is a web catalogue personalised per entity, with search, filters, statistics and quote requests. The rest is added on the same foundation, without touching existing print.

Stop planning, start piloting.

The central, collaborative hub that unifies budgeting, space booking and automated production of every medium. From planning to execution, for frictionless retail media.



THE CHALLENGES

- **Scattered budgeting.** Controlling costs, pooling national and local.
- **Slow creative.** Thousands of variations per point of sale.
- **Fragmented channels.** One message in print, in-store and online.
- **Lack of visibility.** Clear metrics, from macro to micro.

Inventory
Physical and digital media spaces, booked online.

Budgets
Precise tracking and pooled economies of scale.

Briefs and approval
Marketing and technical briefs, approval cycles.

Mapping
From national to point of sale, a hierarchical view.

Collaboration
Retailer, brands and agencies on one platform.

Products and services
The whole offer can be promoted, not just products.

Automated production
The ART rendering engine produces every medium.

Measurement and API
ROI dashboards, data opened up via REST API.

Retailers and banners
Monetise your spaces and keep your communication consistent.

Brands and manufacturers
Fast, highly personalised execution of your campaigns.

Agencies and creatives
Strategy and value creation, not production.

"We called on Pimalion to set up Carrefour Belgium's Retail Media Planning platform. We worked hand in hand with Pimalion's teams to build in our local needs. The developments meet the way we work with brands day to day."

Vivian Mosselmans
Director Customer Value, Loyalty & Engagement, Carrefour Belgium

Five sectors, real-world workflows.

Drawn from our customers, from supplier to store.

FOOD RETAIL · WEEKLY PROMOTIONS

From the flyer (leaflet, handout) to 30,000 posters, every week.

~1,000 products · 30,000 posters · ~20 min

PIM — DAM — Planner — Layout — Approval — POS — Retail Media

1. The week's offers are selected in the PIM, with their prices and mechanics.
2. The Planner holds the promotional plan: every flyer, every edition, every language.
3. The rendering engine composes the pages of the flyer, leaflet or handout from the PIM and the DAM.
4. Marketing, buyers and agency annotate and approve the pages online.
5. The approved flyer is adapted into posters, shelf wobblers and labels for each store.
6. Retail media placements sold to brands are produced with the same engine.

RETAIL · DIY AND GARDEN

One flyer a week, in every language.

150+ stores · automatic language versions

ERP — PIM — Planner — InDesign — Approval — Print — POS

1. Data from the ERP, PDM and DAM comes together in a single repository.
2. The studio builds the promotional plan in the Planner.
3. Pages are laid out in InDesign, connected to Pimalion via EasyCatalog.
4. Language versions are generated automatically.
5. The flyer is approved online, then prepared for print.
6. In-store signage is drawn from the same data.

BUYING GROUP · PROFESSIONAL DISTRIBUTION

Millions of items, reliable data.

850+ suppliers · 100+ rules · 200+ members

Fab-Dis — ETL — PDM — Purify — PIM — DAM — Dealer Portal

1. Suppliers' Fab-Dis data is loaded automatically.
2. Images and PDFs are downloaded and linked to products in the DAM.
3. More than 100 quality rules, set by the buying group, check every record.
4. Purify extracts, corrects and enriches whatever is missing.
5. Members access the database through personalised interfaces.

B2B BUYING GROUP · PLUMBING AND HEATING

Suppliers complete, members compose.

247 suppliers · 2,306 products · 1 catalogue per member

Supplier Portal — PIM — Dealer Portal — CatalogBuilder — PDF

1. Suppliers complete their records in their portal, guided by a completion score.
2. From 70%, a record can be published: it goes into the buying group's PIM.
3. Each member chooses its suppliers, families and products.
4. It brands its catalogue: cover, company page, terms and conditions.
5. CatalogBuilder composes the catalogue, the order goes to the agency.

AGENCY · RETAIL COMMUNICATION

Eight clients, one platform, zero mix-ups.

8 clients · 1 multi-label platform · since 2016

Multi-label — PIM — DAM — Planner — Layout — Approval

1. Each client has its own separate space: data, templates, publications.
2. The studio runs thousands of operations in the Planner.
3. The agency's clients annotate and approve their pages online.
4. The same engine produces print and digital for every client.

WHO IT IS FOR

One platform. Three markets.

Retailers and buying groups

Industrialise your promotional communication.

Flyers, catalogues, in-store signage, retail media: everything starts from the same repository.

- Automated flyers, approved online
- Posters and labels per store
- Retail media for your partner brands
- Supplier and Dealer Portals as options

Agencies

All your clients on a single platform.

Each client in a sealed space, your teams and your clients work together.

- Native, partitioned multi-label
- Online client approval
- Consolidated reporting
- Industrialised production

Brands and manufacturers

Records that retailers accept.

The Supplier Portal shows exactly what is missing and publishes your records to your distributors.

- One portal, one Pimalion account
- Score out of 100, clear priorities
- AI enrichment with Purify
- Shorter time-to-market

AND FOR EVERY TEAM

Marketing · Studio and creative · Digital and e-commerce · Data management · IT · Purchasing · Points of sale

Real results, measurable.

Retailers, buying groups and agencies: their figures, their words.

Carrefour Belgium
Retail · Food retail

30,000
posters generated every week, in ~20 minutes

SINCE 2017

Hubo
Retail · DIY

150+
stores in Belgium, weekly multilingual flyer

SINCE 2022

Socoda
Buying group · Professional distribution

2M
items managed, across 1,400 data models

SINCE 2019

Mr. Bricolage
Buying group · France and Belgium

1.2M
items serving 1,500 points of sale

SINCE 2015

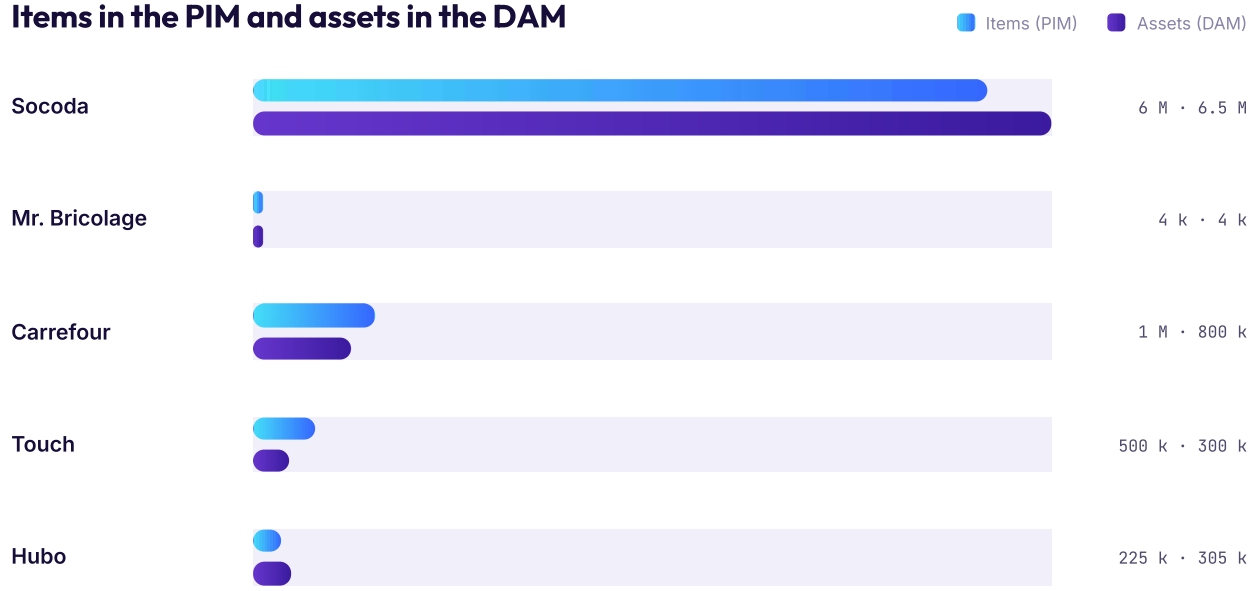
Touch
Agency · Retail communication

8
clients served from one multi-label platform

SINCE 2016

PRODUCTION VOLUMES

Items in the PIM and assets in the DAM



Socoda: around 6 million items in the PIM and 6.5 million assets in the Pimalion DAM.

2M+
different posters a year at Carrefour

~600
connected stores

850+
suppliers at Socoda

100+
quality rules checked

IN THEIR WORDS

What our customers say about us.

> Pimalion provides a complete solution for Carrefour Belgium. We manage our leaflets in it, and our in-store communication too. Our communication to customers is consistent across the different media, and everything happens in real time.

Dave Froidcoeur

Head of Media & Campaigns, Carrefour Belgium

> Pimalion combines the strengths of our ERP, PDM, PIM and DAM systems and lets us create leaflets and in-store display material in a structured, well-organised way.

Rob Thys

Graphic Studio Manager, Hubo

> We have around 2 million items stored and managed in the Pimalion PIM and DAM, across 1,400 data models. Around this PIM, Socoda has put in place participative data governance.

Vincent Le Vaslot

Head of IS, Data and Digital Projects, Socoda

FAQ

Your questions, our answers.

What is the Pimalion platform?

The Product Content & Publishing Platform covers everything from acquiring product data (ETL, PDM, PIM, DAM) to publishing it on every channel (Campaign Manager, Planner, rendering engine, online approval, distribution). Around 180 features, in the cloud.

Do I need to take every offer?

No. The platform is the foundation. Purify, the Supplier Portal, the Dealer Portal and Retail Media Pilot are added as you need them, independently of one another.

Is Pimalion an agency?

No. Pimalion Studio supports the implementation and operation of the platform. Creative work stays with your teams and your agencies.

Does Pimalion replace InDesign?

It can: the built-in rendering engine produces your pages and PDFs. But if your studio works in InDesign, Pimalion connects to it via EasyCatalog.

Does Pimalion integrate with my ERP?

Yes. The ETL and the API connect Pimalion to your ERP, CRM, CMS, e-shops and digital signage systems.

How does a demo work?

We prepare it with an extract of your own data: your catalogue, your media, your channels. Allow 45 to 60 minutes.

pimalion®

Product Content & Publishing Platform

Take control of all your product content.

- Collect
- Enrich
- Centralise
- Distribute
- Measure



PIM | DAM | ETL | AI | API

Take control of your content.

Centralise. Control. Publish.

See Pimalion with your own data: your catalogue, your flyers, your channels. Never a generic demo.

Book a demo

45 to 60 minutes, with your own data.

pimalion.com/en/contact

Visit the website

Modules, portals, customer cases and comparisons.

www.pimalion.com