



## Harken's worldwide multi-channel strategy is fully supported by Perfon

*“Perfon will be the single source of all product information for Harken worldwide. Perfon is a really easy and flexible PIM System. It enables us to produce and update product information easily, allowing Marketing to concentrate on corporate design and branding, Sales to locally produce on-the-fly pricelists, catalogs and flyers with special assortments and prices from Microsoft Dynamics AX”*

Rich Gearheart  
IT Manager  
Harken, Inc.

### Challenge

Harken has a multi-channel strategy where product data is published both in catalogues and websites in more than 10 languages worldwide.

Their challenge was they had no central global source for product information. All information was stored locally for each single catalogue and each single website in all the different regions around the world. Therefore it was an almost impossible task to produce new content and keep all existing content up-to-date.

Harken's ambition was to launch a multi lingual, dynamic and flexible website driven by up-to-date content from “one source of truth for all product information”. The information should launch instantaneously when the content providers produce it, no matter if it is product oriented and written by a product manager or sales oriented and produced by sales and marketing.

All content providers must be able to contribute and publish locally, but in a controlled manner using templates with corporate branding.



With Perfon, Harken has found a single source of truth for all product information

### Solution & Benefits

With Perfon, Harken has found their single source of truth for all product information and images.

Fully integrated with Harken's ERP system, Perfon makes it simple to supply the corporate



website with product data, marketing text and images. With its easy and high-performance xml-based API, Perfon will furthermore be able to enhance Harken's website with even more types of information anytime.

Because of the dynamic integration between Perfon and InDesign®, Harken can use Perfon to produce their catalogues in all the different languages. Directly inside their InDesign® application, Harken is able to access the data and images via an easy-to-use Plug-In. Each time product data, text or an image is changed in Perfon Harken's InDesign® documents are automatically updated with all the changes.

Management of all the language variations of Harken's catalogues is handled by Perfon, where several language versions can easily be maintained from the same dialog.

### About Harken

Harken, Inc. is a leading manufacturer and marketer of quality sailboat hardware and accessories. Harken's gear has dominated such events as the America's Cup and Olympics. Their blocks, travelers, furling systems and winches can be found aboard everything from the smallest dinghies to the largest megayachts and cruisers.

Headquartered in Wisconsin, Harken manufactures in the USA and Italy. Its network includes offices in 48 countries with group offices located in Australia, New Zealand, The U.S. and a number of European countries.

[www.harken.com](http://www.harken.com)

**40 mm Carbo**

Part No.	Description	Sheave Ø	Length	Weight	Sheave pin Ø	Max line Ø	Maximum working load	Breaking load
		in	mm	kg	in	mm	lb	kg
2538	DoubleBlock	1 1/4	27 1/2	84	5/16	5/16	370	440
2539	DoubleBlock/Recess	1 1/4	43 1/2	119	5/16	5/16	370	440
2540	SingleBlock	1 1/4	40	57 1/2	84	4.8	118	133
2541	SingleBlock/Recess	1 1/4	40	43 1/2	119	4.7	102	116
2542	DoubleBlock	1 1/4	40	37 1/2	84	5.8	82	93
2543	DoubleBlock/Recess	1 1/4	40	47 1/2	106	5.8	84	93
2544	TripleBlock/1 Carbo Cap®**	1 1/4	40	57 1/2	84	6.2	105	116
2545	TripleBlock/2 Carbo Cap®**	1 1/4	40	47 1/2	110	6.3	105	116
2546	DoubleBlock	1 1/4	40	57 1/2	84	6	119	133

\*\*Maximum working loads and breaking loads for blocks based on cap strengths

The management of all the language variations of Harken's catalogues can now be handled by Perfon, where several language versions are easily maintained from the same dialog

### About Perfon

Perfon is a 100% standard Product Information Management (PIM) solution for companies with a complex product structure or need for multi-channel, multi-language communication. With Perfon you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfon has a documented return on investment of less than a year.