



LABELMASTER

SOFTWARE PRODUCTS SERVICES

The strategic advantage of product data

“Having our product data integrated into our ERP and Web platforms is a strategic advantage for us because it enables product data transparency between our supply chain, product management and marketing teams. Now we can spend more time growing our business since we are all working in the same system”



Robert Finn
Vice President of Marketing
Labelmaster

Challenge

Labelmaster, a Chicago-based company that helps businesses keep a pulse on the complex set of dangerous goods/hazmat regulations, has chosen Perfon to manage all of its product information. With over 30,000 SKUs - encompassing raw materials, finished goods, software subscriptions and service offerings - Labelmaster had a long list of product system requirements that needed to deliver more efficiency and business growth.

Before the implementation of Perfon Product Information Management (PIM), Labelmaster handled product data through a stand-alone PIM system which was unable to connect with their other IT systems. Without an integrated, single source of product data and content, the Company was forced to enter and store data in multiple databases making it difficult to ensure accurate, consistent and usable product data across the company.

Labelmaster’s challenge was to build a new data foundation with a completely new, fully integrated and user-friendly IT landscape.

Solution & Benefits

Because Perfon PIM works seamlessly together with the Microsoft Dynamics NAV ERP and Sana eCommerce web platform, Labelmaster is now able to deliver efficiency and transparency between its’ Product Management and Supply Chain teams since customer and supplier data is tied seamlessly to product data. Secondly, it allows the marketing



With Perfon’s built-in report designer and its integration with InDesign and Easy-Catalog, Labelmaster can quickly and easily create catalog pages and other outputs

team to efficiently plan, develop and execute campaigns across multiple channels by leveraging a common sets of product content.

One Data Source Feeds Multiple Communication Channels

Labelmaster has a Multi-Channel Marketing strategy and approaches customers through a wide range of distribution channels. Perfon enables the marketing team to export and create content through the integration to it’s web site and through Perfon’s built-in report designer. As a result, the team is able to develop and deploy web landing pages, customized catalogs, fact sheets, pricelists, sell sheets, and enhanced collateral.

One Data Source Fuels Efficiency

Robert Finn has seen how Perfon’s ease of use makes it a breeze to correct and update information and, for example, to create specific promotional eCommerce landing pages:

“We have become much more agile in meeting the needs of our customers. If we see an opportunity to add a new copy block, product landing page or product feature, we are able make the change in Perfon and it automatically shows on the website and other channels”



Special Labelmaster Promotions pages are created easily due to the complete integration between Perfon PIM and the Sana Commerce platform

Simple data extraction for third parties

Perfon also fits Labelmaster’s needs in terms of providing its’ agencies, distributors, and customers with images and product data easily extracted from Perfon and put into a variety of different file formats for sharing.

About Labelmaster

Labelmaster specializes in helping companies – big and small – comply with the complex and ever-changing regulations governing Dangerous Goods/Hazardous Materials. Founded over 50 years ago, it provides expertise matched with the most comprehensive assortment of products, software and services on all matters relating to Dangerous Goods including OSHA Hazard Communication Products, DOT placards, labels, regulatory publications, UN packaging, and more.

www.labelmaster.com

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.