Boosting Revenue and
and
Brand Control

PAINT & COATING CASE STUDY

Paint & Coating
Color Picker as a Service

Top 10 manufacturer, in the paints and coating industry, known for its high-quality products and innovative solutions.

With a presence in over 100 countries, the brand is widely used worldwide in residential, commercial, and industrial applications.

Industry:
Paint & Coating

Number of SKUs:
+ 200 000

Operating regions:
Global

> Bluestone PIM Color Picker revolutionizes the paint & coating industry.
> It ensures quality and enhances control while driving brands and new revenues.

Einar Eugedal
CEO
Bluestone PIM

Trusted by

WÜRTH   JOTUN   MIDDY'S

ColorLine   isola   ONLOGIC

Bluestone PIM

Summary

Business Challenges

The manufacturer aimed to enhance brand control among retailers to improve the customer journey. Additionally, they sought a solution to support growth and provide retailers with easier access to product data for their mixing processes.

Solution

The Colour Picker as a Service streamlined color selection by importing product data and color palettes, creating variant groups with unique algorithms, and offering real-time feedback on color compatibility, simplifying the process for customers and resellers.

It helped the help the top 10 paint manufacturer to:
- Increase revenue
- Improve customer experience
- Boost time-to-market

Easy implementation with API	**Higher control on who is using their base products**

Business Challenges

Annual product launches
New colors are launched every year, leading to increased website traffic. A solution that could support growth and maintain powerful performances was essential.

Customer journey
Resellers lacked comprehensive product information about the brand colors, making the customers search for the missing data.

Product control
The paint manufacturer wanted a solution for retailers to easily access their color data, and ensure a positive experience when accessing their base product for the mixing processes.

Internal collaboration
Inefficient data workflows requiring intense manual work and difficulty sharing tasks internally made collaborating difficult.

Brand Control

Paint and coating manufacturers need to control how retailers sell their products to preserve the brand's integrity and quality. How the products are described and sold ensures a positive customer experience.

Product Information Management (PIM) solutions are vital for manufacturers aiming to maintain control over their retailers' channels.

Bluestone PIM

Bluestone PIM Color Picker

The paint and coating industry's primary needs are to maintain control over product consistency across retailer channels and ensure the accuracy and quality of the colors.

With Bluestone PIM Color Picker, retailers can easily access the brand's data. It simplifies the data-sharing process and offers manufacturers more control.

- Ensure product data is consistent and up to date.
- Maintain the same customer experience in all channels.
- Help retailers use the brand's base products in the mixing processes to secure product quality and avoid profit loss.

Bluestone PIM Color Picker is available through API or a widget.

Business Benefits

Maximizing revenues
More control simplifies retailers' use of base products in color mixing.

Enhanced customer experience
Ensures resellers have complete product data, reducing inconsistencies.

Faster time-to-market
Enables quick updates and new color launches, responding swiftly to market changes.

Improved collaboration
Internal teams collaborate easily with advanced workflows, role management, and task features.

About Bluestone

Bluestone is a global software company with active users in 70 countries on 5 continents.

Bluestone PIM is the first MACH certified SaaS PIM platform. It is a highly flexible system that allows you to connect and share your product information with other software, marketplaces or platforms.

With Bluestone PIM you can:
– Create a single source of truth for product information,
– Get products to market faster, across all channels, geographies and languages,
– Maximize your productivity with collaboration features to enrich product data faster,
– Manage digital assets (DAM),
– Delight your customers with a consistent product experience across all your communication channels,
– Expand your capabilities with App Marketplace that provides additional applications.

Recognition and certification:
– The first PIM platform to become a member of the MACH Alliance.
– One of the first PIM platform to become a verified AWS Technology Partner.
– Recognized as "Major Player" by IDC.
– Listed in Gartner's "Market Guide for PIM Solutions".

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www.bluestonepim.com