BERGENE HOLM AS

Scaling Wood Products, Smarter

Case Study

Bluestone PIM

BERGENE HOLM AS

SKU Number: 6 000+
Industry: **Wood Product Manufacturer**
Region: **Norway**

Bergene Holm AS is a manufacturer that has been processing and refining timber for almost 80 years. They produce large volumes of everything from sturdy and durable construction timber to elegant, profiled and surface-treated cladding.

They pride themselves on being at the forefront of digitalisation within their industry and do a great job of showcasing their inspiring designs and product innovations through high-quality product content.

But as the company grew in size and market ambitions, its content needs became more complex and diverse. Bergene Holm realized its old ways of managing product information weren't cutting it anymore.

Business Challenges

As an innovative company, Bergene Holm wanted to position itself as **the leader of digitalisation among the building industry.** For that reason, its product information, marketing materials, and website design were crucial aspects to consider in its journey.

Bergene Holm faced several limitations with their open-source PIM solution, **leading to the need for a best-of-breed SaaS alternative.**

The most pressing challenges included:

Restrictive PIM

The open-source PIM was difficult to update and failed to streamline workflows.

Scattered Data

Disorganised product information made collaboration inefficient and time-consuming.

Website Disconnected

The PIM wasn't integrated with the website, forcing the team to handle frequent manual updates.

Bluestone PIM
The Solution

Bergene Holm needed a solution to tie all the threads together - the data sources, sales and marketing channels, and the necessary integrations.
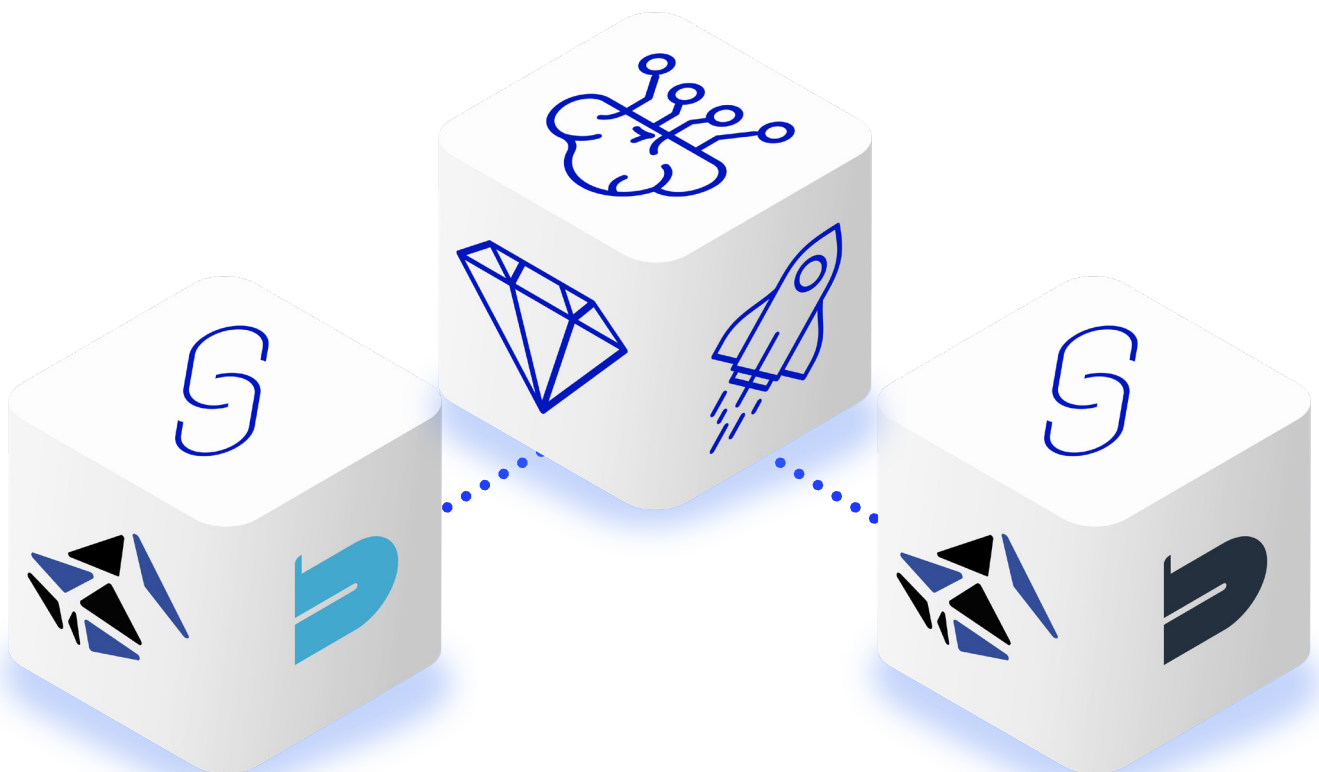
NOBB Integration

Bluestone PIM allows Bergene Holm to seamlessly export and import product data from NOBB.

Website Integration

The API-only architecture ensures seamless integration with Bergene Holm's website, enabling instant updates.

Process Automation & Collaboration

Advanced features automate workflows, reducing manual effort and improving team efficiency.

Business Outcomes

Enhanced Customer Experience

Bergene Holm's customers now have access to complete product data that is contextualised based on their customer group (e.g. resellers vs individual clients).

Automated Website Updates

With Bluestone PIM fully integrated with Bergene Holm's website all product data is directly synced from Bluestone PIM, eliminating redundant work.

Centralised Environmental Data

Bergene Holm stores environmental data in Bluestone PIM, ensuring compliance with future regulations while maintaining transparency on sustainability.

Bluestone PIM

Preparing for the Digital Product Passport Regulation

A Guide for Enterprises

Want to learn more about new sustainability regulations?

Our all-in-one guide breaks down everything you need to get yourself prepared for the Digital Product Passport regulation.

Download Free E-Book

Efficient Product Information

Bergene Holm's teams can efficiently enhance product data using Bluestone PIM's intuitive dashboard. With centralised information and category attributes, they can easily update product details, automate routine tasks, and minimise manual work.

Free from legacy technology constraints, Bergene Holm can now manage product content more efficiently and expand into new sales and marketing channels with ease.

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Being able to use **Bluestone PIM** as a single source of truth for all our product information across different platforms makes our day-to-day job more efficient. The integration between **PIM** and our **CMS Umbraco** allows us to rely on **Bluestone PIM** to deliver images, documentation and USPs directly to our website and to NOBB (Norwegian Building Materials Database).

This gives us a competitive advantage in the market, and makes it easier for us to rank higher in organic search.

Line Klaastad Hasle
Digital Marketer and
Customer Journey Manager
Bergene Holm

Let's talk!

See Bluestone PIM in action

- Discuss your product information needs and challenges

- Learn how PIM software can benefit your business

- Receive a live Bluestone PIM overview with one of our experts

Schedule A Demo

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