



Bodum found the perfect solution in Perfon

“Perfon has proven to be the perfect solution for us. Today we have a central source of product information for all our sales marketing material.

Perfon has already made it possible to produce and update our price list catalogue for our different markets “on the fly” with live and up to date country specific prices from Microsoft Dynamics AX”

Rikke Lunderød Tøgersen,
Managing Director,
BODUM (Skandinavien) A/S

Challenge

BODUM produces sales and marketing material in more than 15 languages which had become a great challenge to coordinate and manage.

The company wanted to make more and differentiated sales campaign & marketing material based upon a central product data source with unified group design templates. This was an unreachable goal with the previous platform.

BODUM would like to enable the individual sales managers in each country to produce their own sales campaigns from unified BODUM templates with differentiated prices and assortments.



BODUM product data sheets created with Perfon

Solution & Benefits

We expect Perfon to be the perfect solution for us. Now we have a central source of product information combined with unified BODUM Group pricelist templates which facilitate all country managers to produce their own specific marketing material with special assortment and differentiated prices live from Microsoft Dynamics AX.



About BODUM

BODUM is a family owned company, founded by Peter Bodum in 1944 in Copenhagen, Denmark.

In 1974, Jørgen Bodum manifested the company's philosophy of design with the launch of BODUM's first coffee press, Bistro. Bistro, The French Coffee Press, has been selected as the most environment friendly coffee maker by the international media and has been highly awarded by the most prestigious international and Danish design awards.

www.bodum.com



Bistro, the world famous coffee press from BODUM

BODUM

BISTRO Stainless Steel Blade Knives
 11215 Fresh cheese knife 9 cm / 3.5 inch
 11226 Chef's knife 23cm / 9 inch
 11227 Bread knife 22cm / 8.5 inch
 11228 Santoku knife 17cm / 6.5 inch
 11229 Tomato Knife 15cm / 4.5 inch
 11230 Firm cheese knife 10cm / 4 inch
 BODUM® Product Information

BISTRO Fresh Cheese Knife
11215-965 9 cm/3.5 inch

BISTRO Chef's Knife
11226-965 23 cm/9 inch

BISTRO Bread Knife
11227-665 22 cm/8.5 inch

BISTRO Santoku Knife
11228-965 17 cm/6.5 inch

BISTRO Tomato Knife
11229-965 15 cm/4.5 inch

BISTRO Firm Cheese Knife
11230-665 10 cm/4 inch

01 278 294 106 665 913

PRODUCT DESCRIPTION – THE STORY
 Ask any chef about their most treasured kitchen tools and they don't even blink before they answer. The answer is always the same – knives. Most chefs have their own knife set and it might be wise not to get caught touching it. Chefs don't share knives even if they're usually reasonably nice people. Knives are strictly personal. Well, all right then, you'll have to get your own. This is where our BISTRO Stainless Steel Blade Knives come in. They're a dream to work with – whatever you're making for dinner. Meat comes miraculously off the bone, fish gets artfully filleted and chopping fruit and vegetables becomes a joy instead of a chore. In this regard you might say good knives are key to a healthier lifestyle. The BISTRO Stainless Steel Blade Knives are of exquisite quality. Their ergonomically shaped handles in soft, anti-slip rubber make for a safe and comfortable cutting experience.

KEY FEATURES & BENEFITS – AN OVERVIEW
 Capacity –
 Measurements above mentioned
 Packaging type Giftbox
 Approx. Giftbox Dimension (Depth x Width x Height)
 11215, 11229, 11230 67 x 243 x 18 mm/2.6 x 9.6 x 0.7 inch
 11228 77 x 205 x 21.6 mm/3 x 8.1 x 0.9 inch
 11216, 11227 76.8 x 356.8 x 22 mm/3 x 14 x 0.9 inch
 Pieces per sales unit 1
 Unit per master carton 6
 Material Plastic, Rubber, Stainless steel non-stick-coated
 Dishwasher safe Yes
 Microwave safe No
 Inductive No
 Ovenware No
 Freezer No
 Availability August 2010
 Comments all knives available in above shown colours

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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.