



Merrild Lavazza has only 130 different products - even here the PIM system makes the whole difference

“We chose Perfion because it is the most flexible PIM system and also the easiest to work in. We are constantly expanding with new products and with Perfion we are future-proof because the system allows us to accomplish all the things that we want to do. Perfion saves us time and ensures a much better data quality”



Henriette Linderoth
Trade Marketing Manager
Merrild Lavazza Danmark ApS

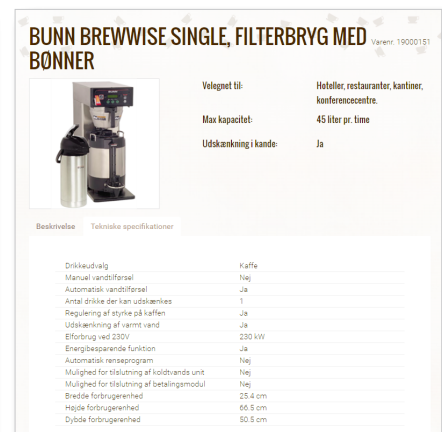
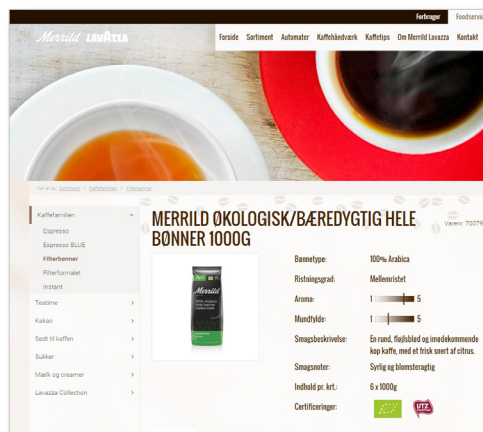
Challenge

The coffee company Merrild Lavazza has only about 130 products in its range at present. However, the amount of product information is extremely extensive. While each coffee type requires data on bean type, degree of roasting, grind, aroma, taste description, certifications, etc., there are even more data and documentation requirements when it comes to cocoa and powdered milk. At the same time, the numerous coffee machines each require their own individual set of product data.

Previously, Merrild Lavazza stored product data in brochures, PowerPoint presentations, PDF files and in the ERP system, and the many data sources made it difficult to find the latest updates. Many employees spent time gathering product information, but nobody had the full picture.

Solution & Benefits

When Merrild Lavazza was planning a new website it was decided to take control of product information once and for all with a PIM system.



All product information is stored and managed in one single place: The Perfion PIM system. From here, all descriptions, product data, technical specifications, images, etc. are delivered directly to the food service section of Merrild Lavazza's website.



The full integration between Perfion PIM, the website and the SAP ERP system ensures that product data is now maintained in only one place: Perfion.

When new products are to be created in Perfion, all the necessary fields are already defined in advance. This means that Merrild Lavazza now has full overview of the product data to be obtained before a product is completely ready for presentation on the website. The employees can complete missing data along the way, so Perfion also serves as a “working document”.

Also product data on discontinued products lies stored in Perfion. Consequently, these products can be displayed on the website again in an instant if a supplier has a surplus stock. Also seasonal goods such as iced coffee and iced tea can be shown on the website and removed again in no time when the season is over. All product data is gathered in Perfion and nothing disappears, but can be accessed at any time.

Perfion supports all future projects

Today, Perfion delivers all data to the food service section of Merrild Lavazza’s website. In the future, a sales handbook, price lists, product brochures and an online shop will pull product information directly from Perfion as well.

The first new project is to give Sales the ability to retrieve product data for offers directly from Perfion via a fixed template. With this template, the sales representatives can gather all necessary data instantaneously and reduce the time wasted on administration. The time saved can be spent with the customers instead.



About Merrild Lavazza

Merrild Lavazza Danmark ApS is the coffee company with the two strongest coffee brands in Denmark: Merrild and Lavazza. With Merrild, the company takes the Danishness as its starting point, while Lavazza adds the culinary boost from espresso stronghold Italy.

The company’s product range includes coffee, cocoa, tea, milk powder, sweets, POS materials and a wide variety of professional coffee machines for offices, canteens, hotels, cafes and restaurants.

www.merrild.dk

About Perfion

Perfion 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 Perfion you get a single source of truth for product information which gives you control of all product data wherever they are applied. Perfion has a documented return on investment of less than a year.