

PRES RELEASE

CFP Brands: More time for high-quality Category Management through automated product master data maintenance

Düsseldorf, June 21, 2023 – CFP Brands, better known for its Ricola, Chupa Chups, Fisherman's Friend and Mentos brands, is setting new standards in product master data maintenance. For years, product master data and images have been manually recorded in retail stores or manually entered into the shelf planning software via digital data pool providers such as atrify. This is now a thing of the past! Via the microservices-based integration solution from Strategix, relevant product master data from atrify CFP Brands is provided automatically - exactly where it is needed - in the shelf planning software.

With the new solution, the category managers of CFP Brands can now concentrate on their core competencies: the strategic planning and optimization of assortments and placement. The delivery of better and reliable product data enables a higher quality of planograms and thus an improved and professional service towards the retailers. In addition, CFP can now view product innovations and changes much faster and more accurately.

"In my previous position as Category Manager, I always found it very tedious to provide the data for the relevant product group: There was no central database including competitor products. So everything had to be collected manually in the market or via extensive online research," says **Markus Bäumer, Head of Key Account Management, atrify**.

In addition, the Strategix solution provides a foundation for the automatic image download interface. This is now to be implemented in a follow-up project. Because since February 2023, the provision of at least one product image for new systems has become mandatory according to the GS1 Germany Standard.

"The interface not only saves us a lot of time in the initial data collection and maintenance, but also eliminates the correction loops in the cooperation with our trade partners. We always have up-to-date product data available and can thus plan new products precisely in real time. It is a solution from which we and our customers can only benefit. We are excited about the cooperation with Strategix and are already looking forward to the expansion for the image download," says **Lukas Schultens, Shopper & Trade Marketing Director of CFP-Brands**.



"CFP has taken a pioneering role in the industry by having the courage to take the step towards automation. To this day, most Category Managers are racking their brains over the topic of product master data and images. We are proud to be able to accompany CFP on this journey and look forward to further cooperation," says the **CEO of Strategix**.

About CFP

CFP Brands Süßwarenhandels GmbH & Co KG is a joint venture of the international confectionery groups and family businesses Perfetti van Melle (Italy/Netherlands), Fisherman's Friend (Great Britain) and Ricola (Switzerland). As a marketing and sales company, CFP distributes some of the top brands in the confectionery industry in the German market, including Ricola, Fisherman's Friend, Mentos, Chupa Chups, SMINT and Center Shock. Headquartered in Düsseldorf, CFP Brands employs more than 130 people.

About atrify

atrify is the product content platform that enables more than 20,000 users from commerce and industry in over 50 countries to share accurate and reliable content with their partners and consumers. With complementary expert services, atrify delivers a holistic solution portfolio for transparency, compliance and cross-channel commerce. atrify is a wholly owned subsidiary of GS1 Germany.

Find out more at <https://www.atrify.com/>

About Strategix CFT

Strategix CFT is a boutique consulting company and system integrator specialized in the area of Category Management. Our mission is to help leading retailers achieve growth and sustainability by progressing merchandising productivity. We do this by providing Space and Category Management expertise, a deep understanding of available technologies on the market as well as honest and sincere business process and technology recommendations based on 20+ years of experience. Strategix has already helped leading retailers and manufacturers worldwide to execute a seamlessly integrated space and assortment management.

Find out more at <http://www.strategix.eu>