Optimize Processes for Product Data, Images and Data Sheets with PIM

Tobias Bächle

Head of IT Application Management, svt Services Holding

svt in Numbers

All-round carefree provider of services and products for passive structural fire protection, damage restoration and planning and organizational fire protection

Founded
1969

Employees
> 1.800

Locations
> 60

Turnover (Mio. Euro)
> 300

Foreign subsidiaries
> 15

Shareholder structure

77%
ERGON Capital

23%
Management

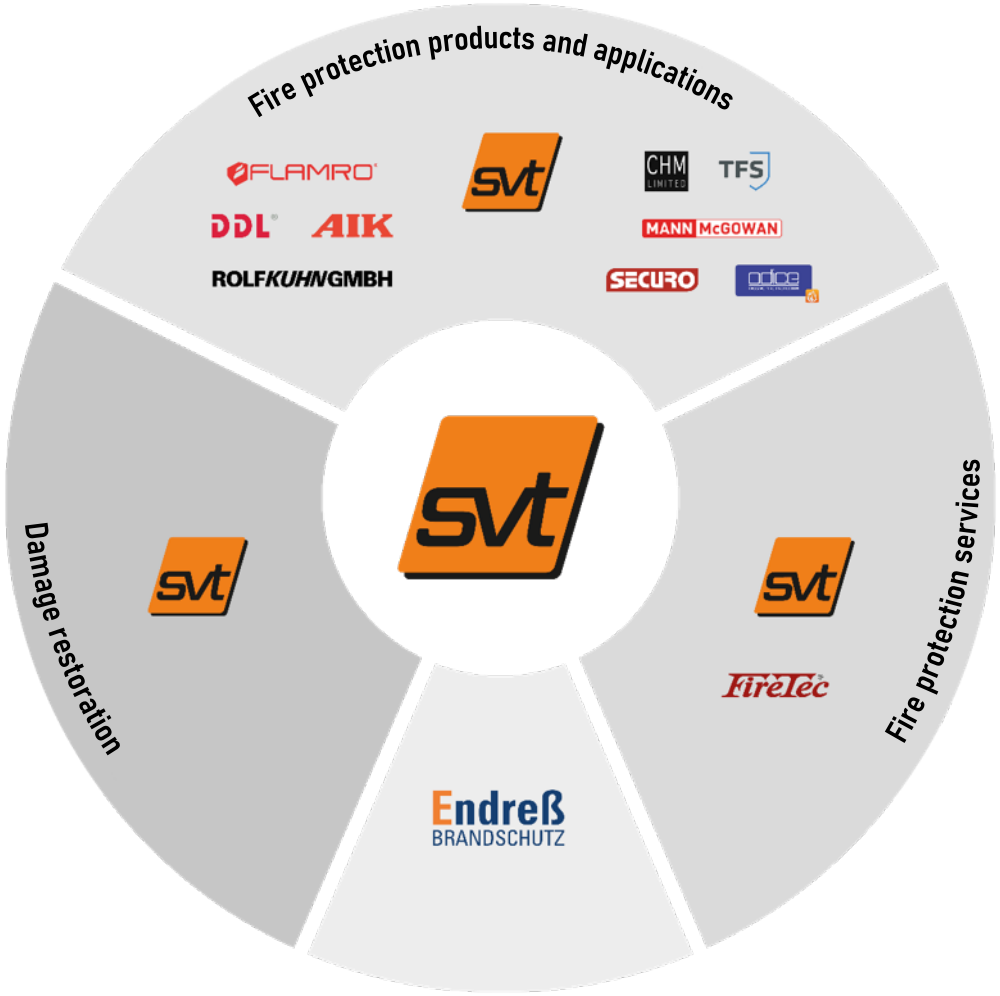
svt in Numbers

Fields of Activity:

- Passive fire protection products and applications
- Fire protection services
- Industrial applications
- Damage restoration
- Organizational and planning fire protection

A Selection of Registered Trademarks:

- FIREBREATHER©
- FLAMMADUR©
- FLAMRO©
- FLEXILODICE©
- GEAQUELLO©
- KERAFIX©
- PYRO-SAFE©
- ROKU©
- VENTILODICE©
- MORTON©
- PYROGUARD©



Project Goals and Requirements for the PIM System

- PIM should become **the central hub for data** in the company
  - Storage, input, import and modification of data
  - Making product data available for various purposes
- **Avoid "data islands":** Integrate the PIM system with existing systems
- **Clear storage of product data:** Simple cross-distribution access to data
- **Standardization of data and increase in data quality**
  - Ensure consistent quality of data and texts
  - Quality assurance via dashboard
- Define responsibilities and competencies regarding product data
  - Automation and simplification of processes → saves considerable time in data maintenance
- **Provide customers with faster and more targeted product information**
  - Fast and automatic generation of standardized print documents → Professional presentation

The Process of Selecting a PIM System

March ’21: Invitation to tender to INCONY and other PIM providers, with requirements catalog in an Excel file

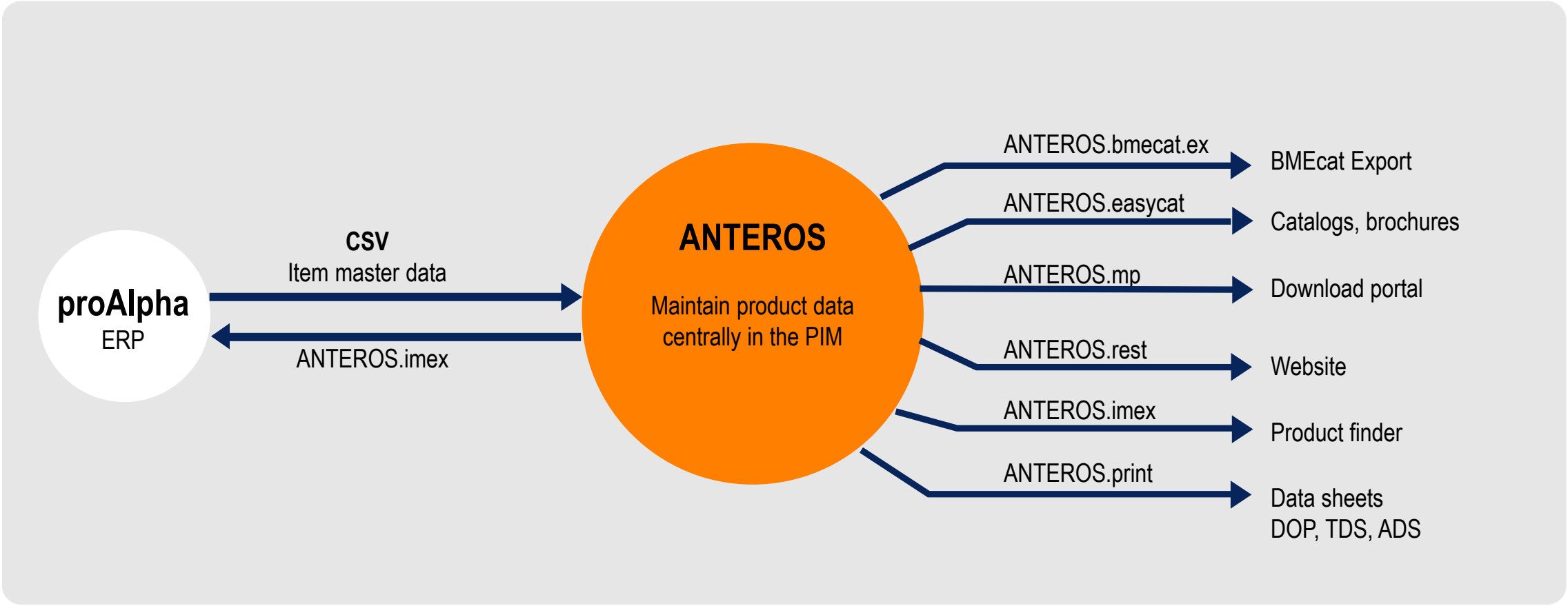
Summer ’21: Introduction of new CRM → PIM postponed

June ’22: PIM shortlist with presentations, **INCONY is the favorite**

August ’22: **INCONY is chosen**

- ✓ Efficient data maintenance for technical data + INCONY's experience in the industry
- ✓ Flexible interfaces and imports/exports for integrating data from other systems
- ✓ 100% automatic print generation of data sheets and catalogs
- ✓ Product data maintenance, media management, media portal and print documents - all in one system

Integrating ANTEROS into the System Architecture



Special features of the svt PIM

- **New object type:** In addition to categories, product families, and products, **systems** can now be added
  - for complete fire protection systems with multiple articles and a specific application

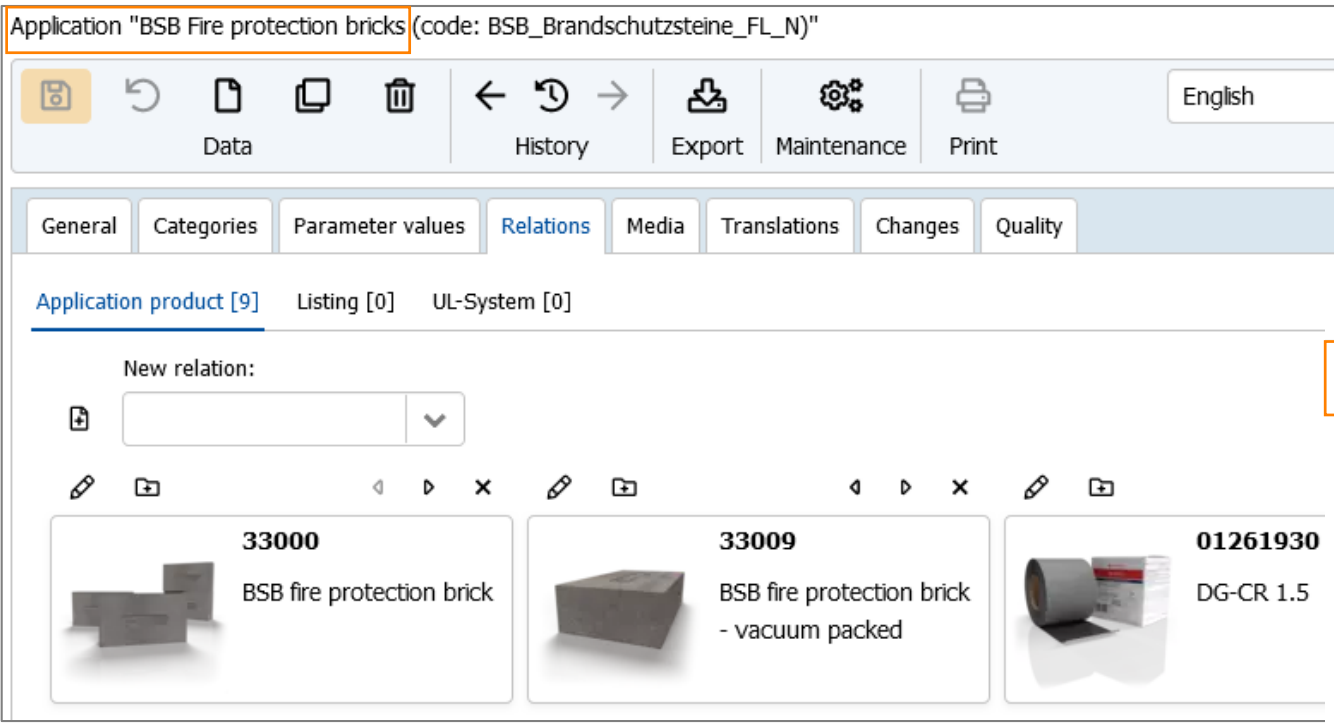
- **Relationship** between system and product
  - Relationship can be maintained and viewed from both sides
  - The return direction is set/deleted automatically

- **Parameter groups** in the editor:
  - To clearly structure the numerous parameters
  - Control who can maintain/view which parameters via user rights

Object Type “Systems”

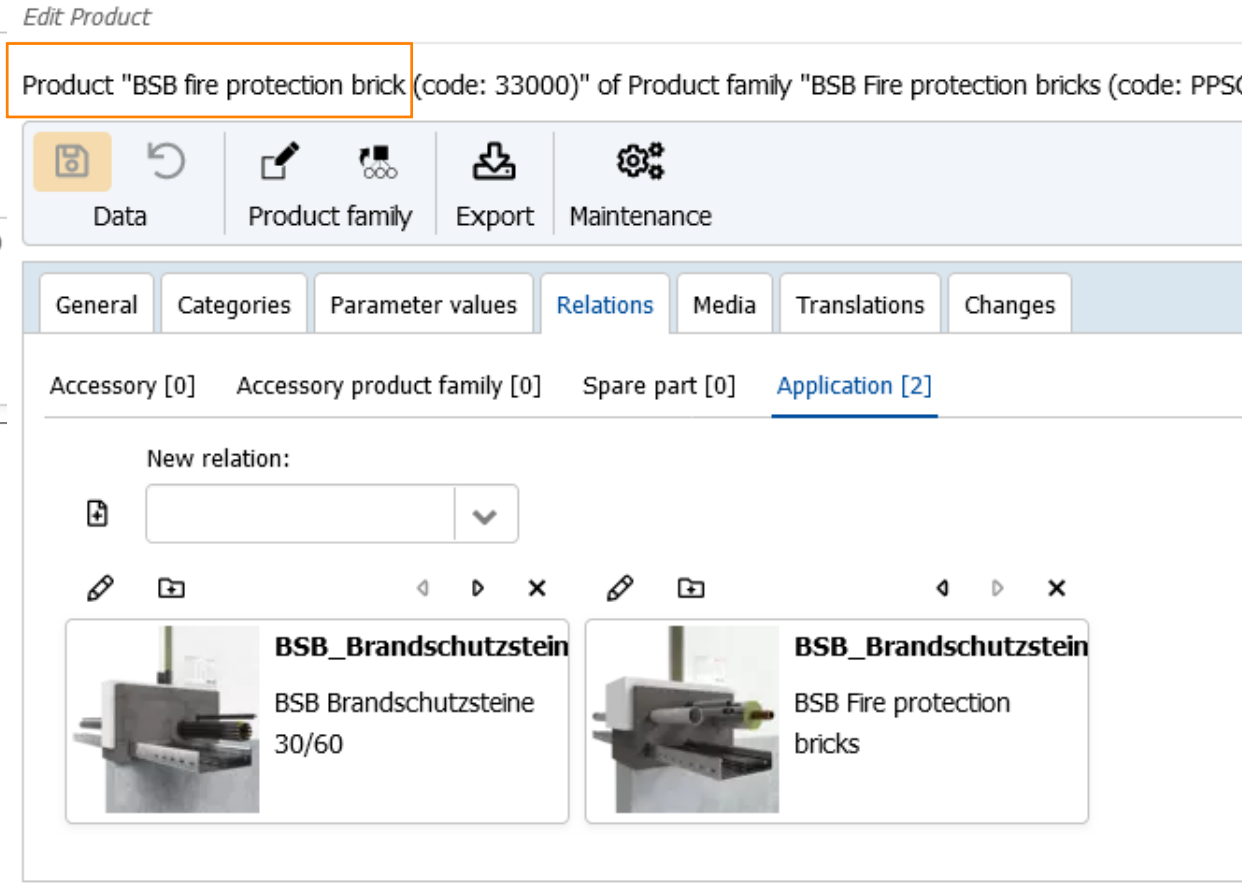
Standard data model of ANTEROS (category, product family, product) extended by the “Systems” object type

Relationships of “ Systems” with Backward Direction

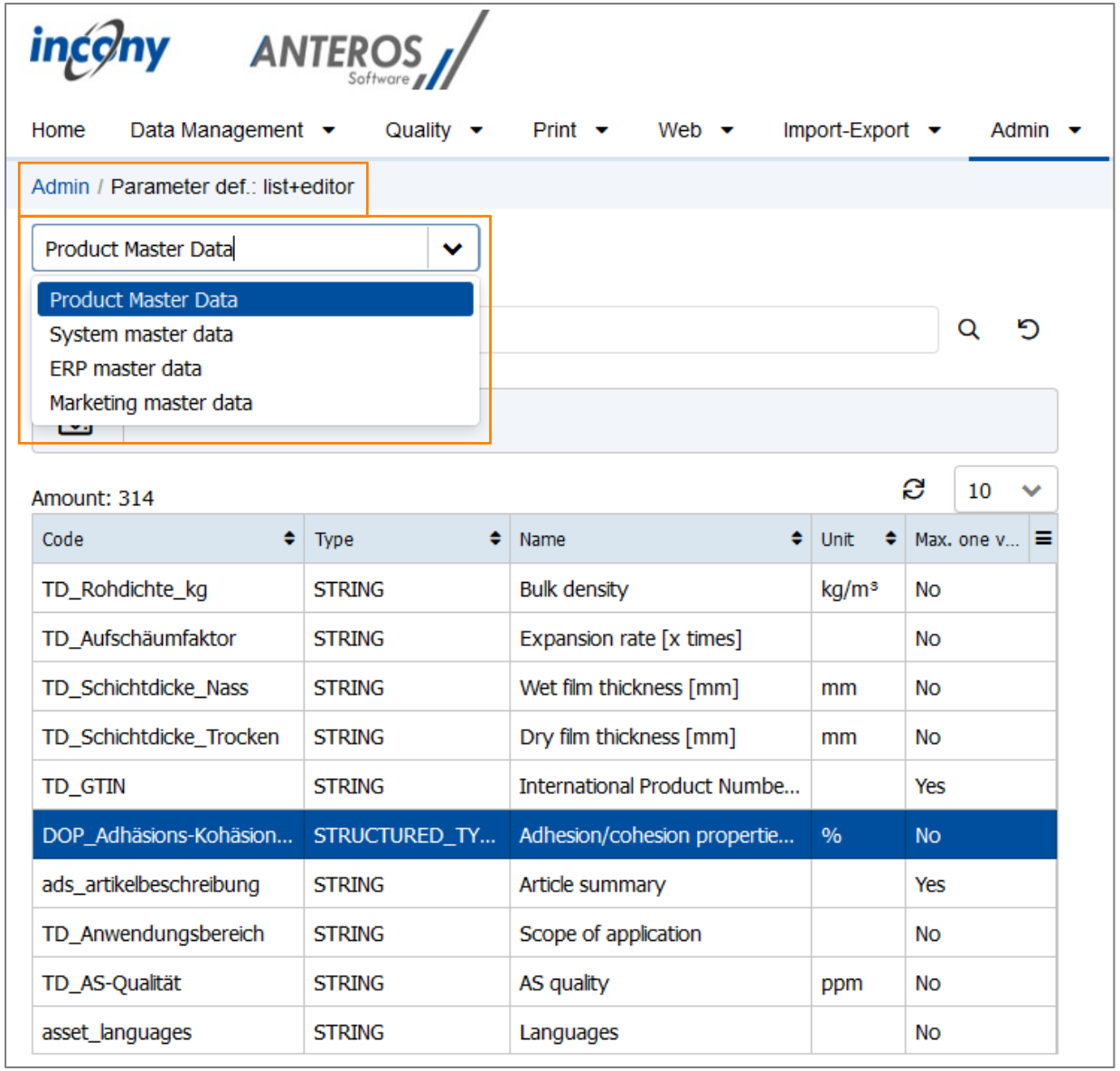


Relationship
System -> Product

Relation from the system to the product and back, the reverse direction of the relation is set automatically (which system the product is installed in)



Relationship
Product -> System

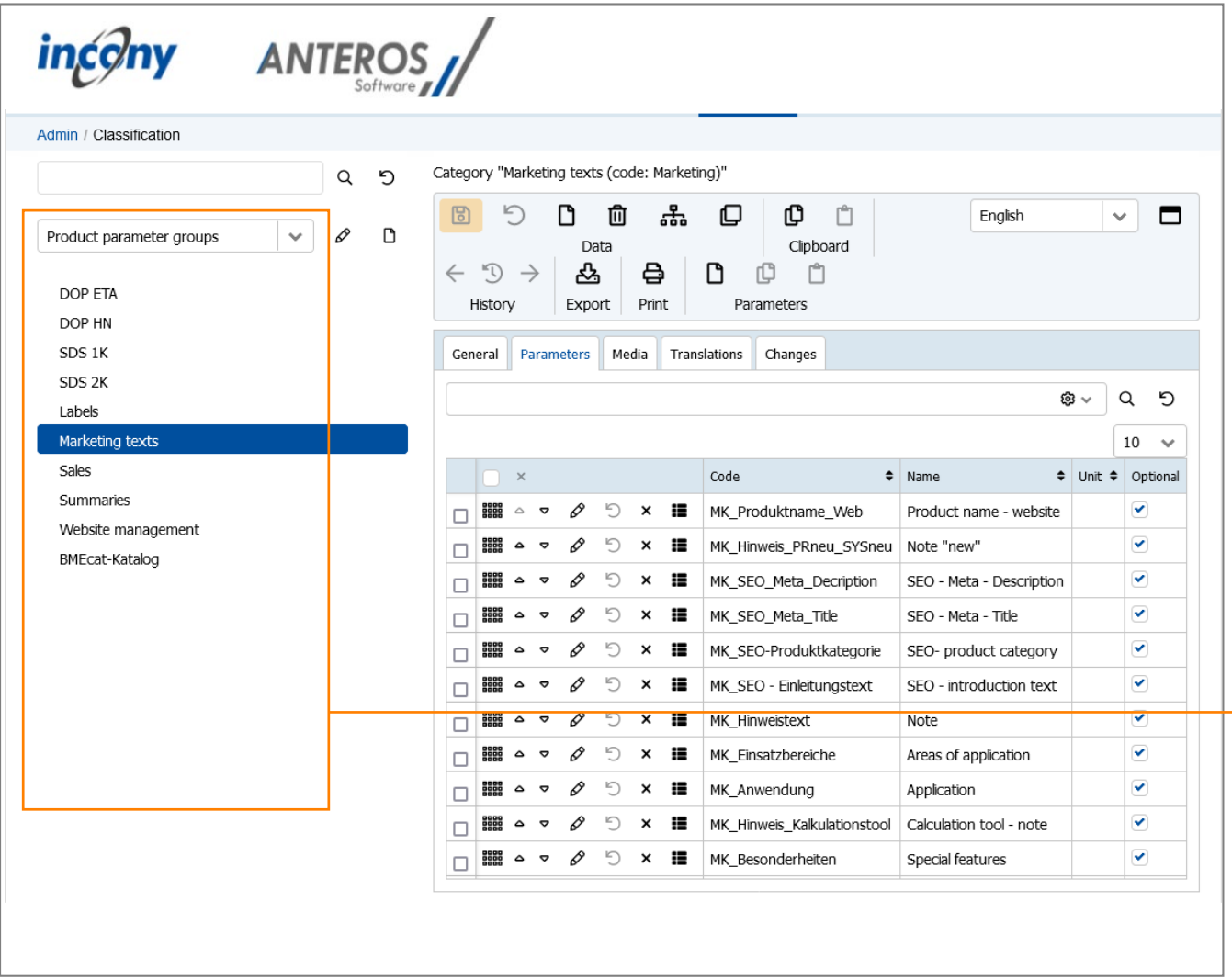


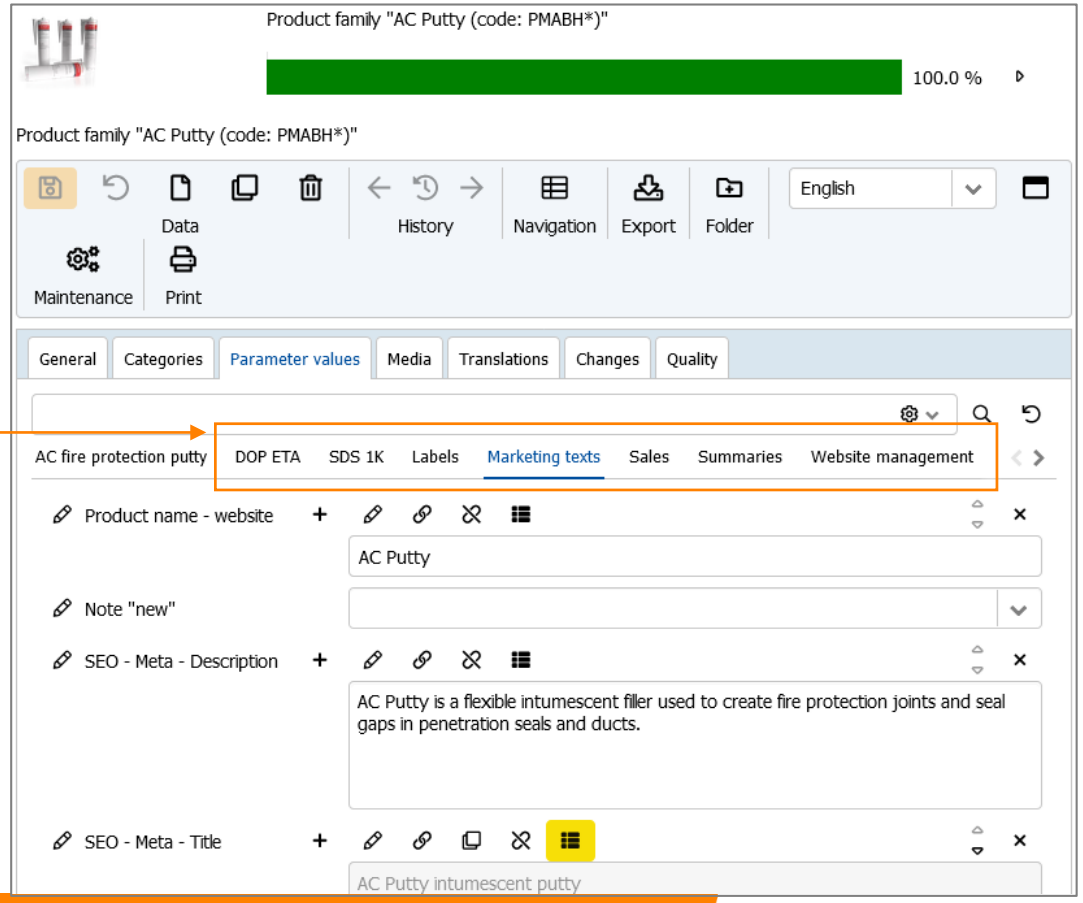
Parameter Groups: Main groups for 1st Grouping

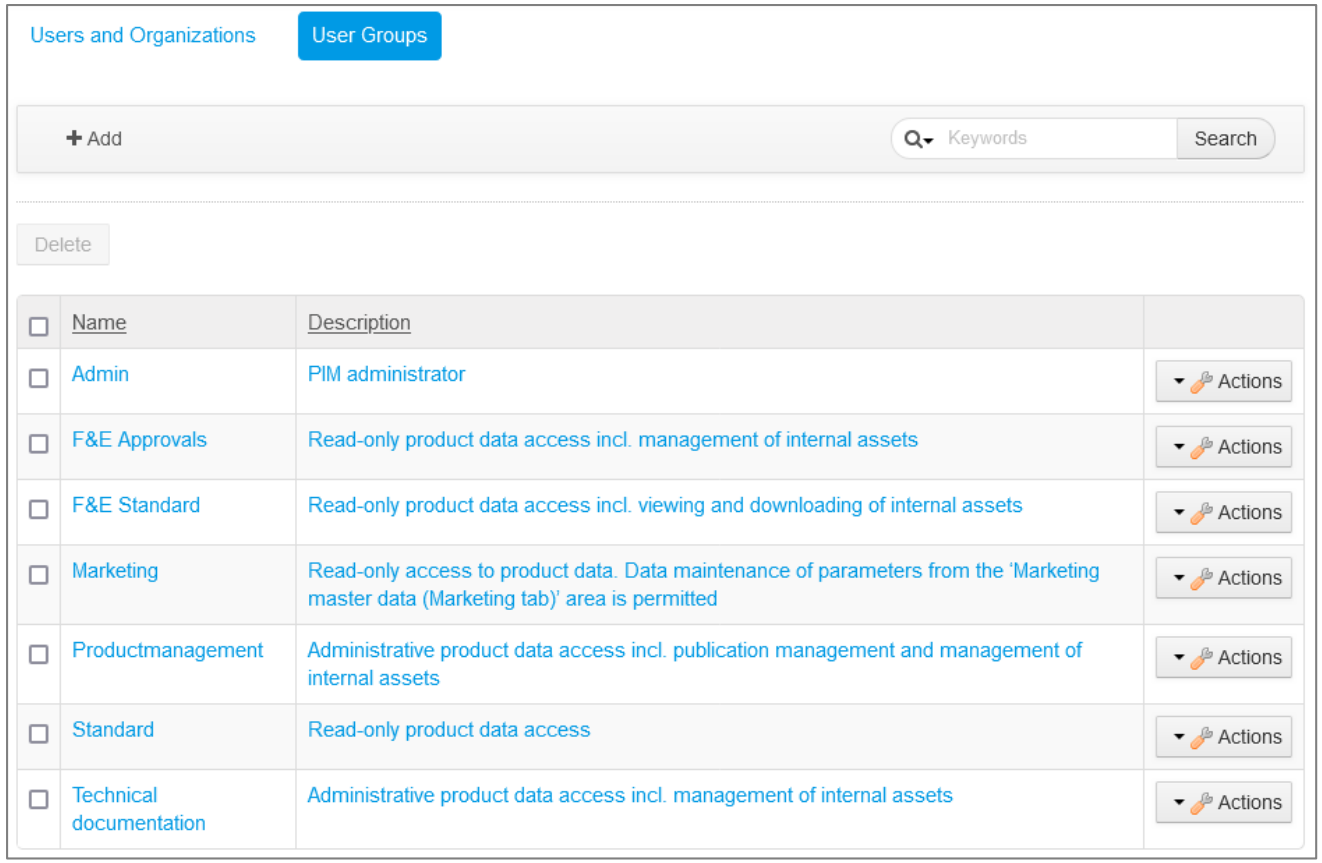
- **Product Master Data:** only for products / product families
- **System Master Data:** only for applications
- **ERP Master Data:** for ERP products Tab, cannot be changed
- **Marketing Master Data:** for marketing texts on products and applications

Parameter Groups: Sub Groups for 2nd Grouping

- Parameter group categories as sub-tabs of parameter values for products / product families and systems







Parameter Groups: Restrict Access via Rights

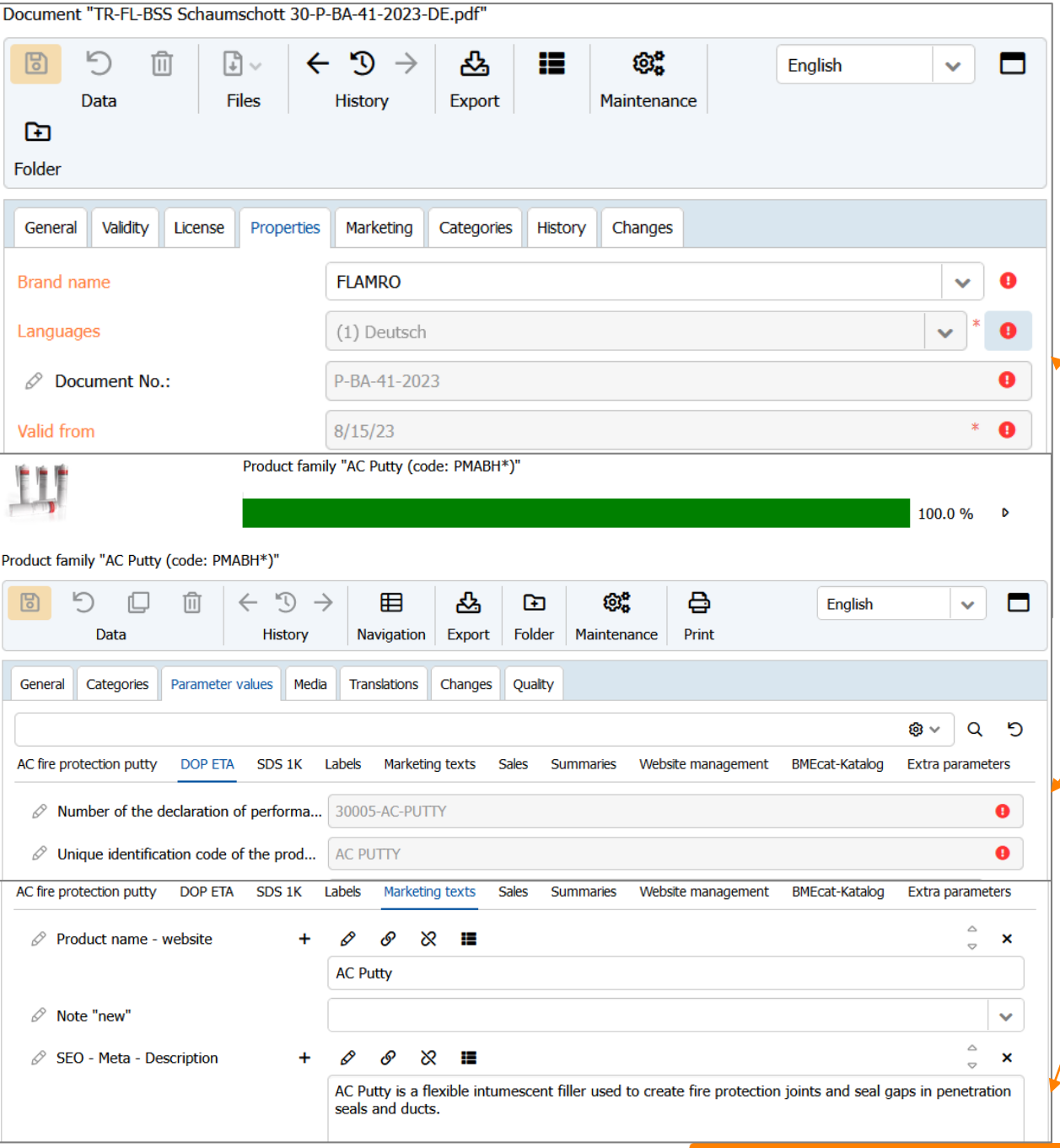
User groups define rights, e.g to:

- Delete products
- Change products
- Access to internal media assets
- Only maintain certain parameters, such as asset parameters and marketing texts

Parameter Groups: Restrict Access via Rights

Example screens of the maintenance overview of a marketing employee

- Document: Parameters cannot be changed
- Product family: DOP data cannot be changed
- Product family: Marketing texts can be changed



Maintain and Download Images, Docs, Videos

- **Maintenance of media assets (images, documents, videos) in ANTEROS.mam**
  - Convenient file upload
  - Various views are generated automatically, e.g. web views of images and documents
  - We add metadata, such as validity or brand

- **ANTEROS.mp download portal**
  - Fast, targeted searches for images, documents and videos
  - Easily download media
  - Internal employees see more than external employees

Maintenance of Media Assets

Home | Data Management | Quality | Print | Web | Import-Export | Admin | Communication | Help

Data Management / Media assets

Flamro Product cat

Simple | Advanced

Reports

General

Media data

Quality gates

Media types

Media type: Image | Document | Video

Amount: 1,773

Actions	Thumbnail	Filename	Media type
		aBG-FL-BK-N-Z-19-53-2592-DE.pdf	Document

Document "aBG-FL-BK-N-Z-19-53-2592-DE.pdf"

Data | Files | History | Export | English

Maintenance | Folder

General | Validity | License | Properties | Marketing / Web | Categories | History | Changes

Brand Name	FLAMRO Brandschutz Vertriebs GmbH
Languages	(1) Deutsch
Document No.:	Z-19.53-2592
Valid from	3/10/22
Valid until	12/31/26
Approval	Media portal (internal & external user)
Revision number	

Parameters are maintained for each media object, including the release of the media for the media portal

Download Portal

FLAMRO

Search...

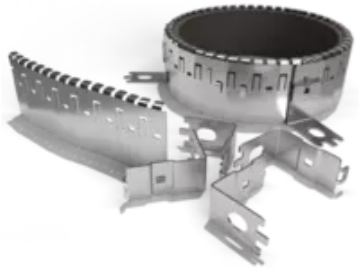
Media

CONSTRUCTION / **Fire protection collars**

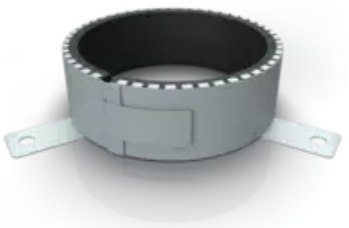
- **Product catalogue**
  - CONSTRUCTION
    - Fire protection coatings
    - Mortar products
    - Sealants
    - Mineral fibre products
      - Fire protection bandages / -tapes
      - Fire protection bandages / wraps
      - Fire protection ducts
      - **Fire protection collars**
      - Fire protection hood
      - Fire protection pillows
    - Cable tubes / -boxes / -modules
    - Fire protection bricks / -plugs / -foam
    - Reactive materials
    - Accessories

Fire protection collars

AWM II



EC Endless Collar



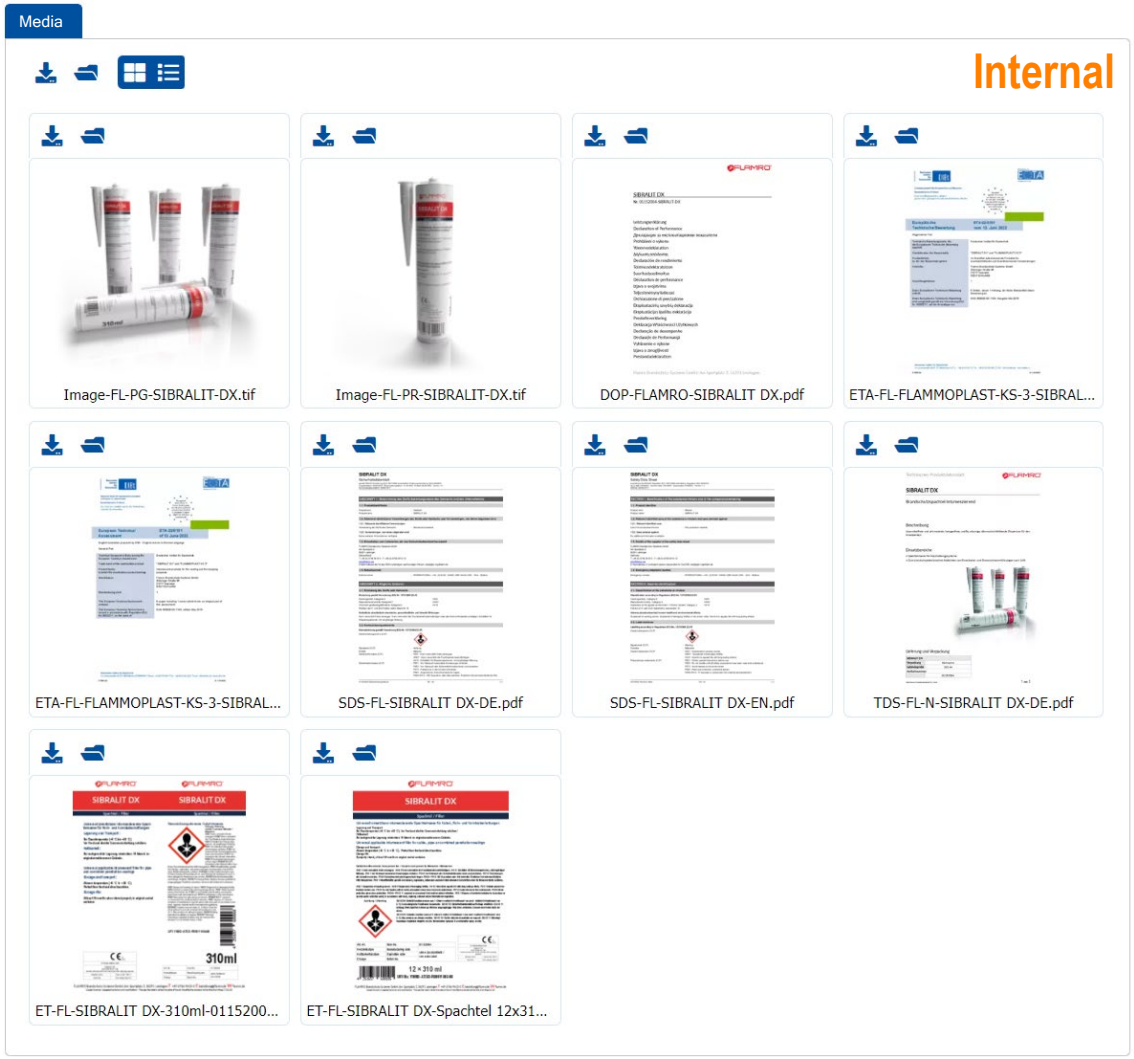
FSC 4 Fire Stop Collar

SML FL Pipecollar

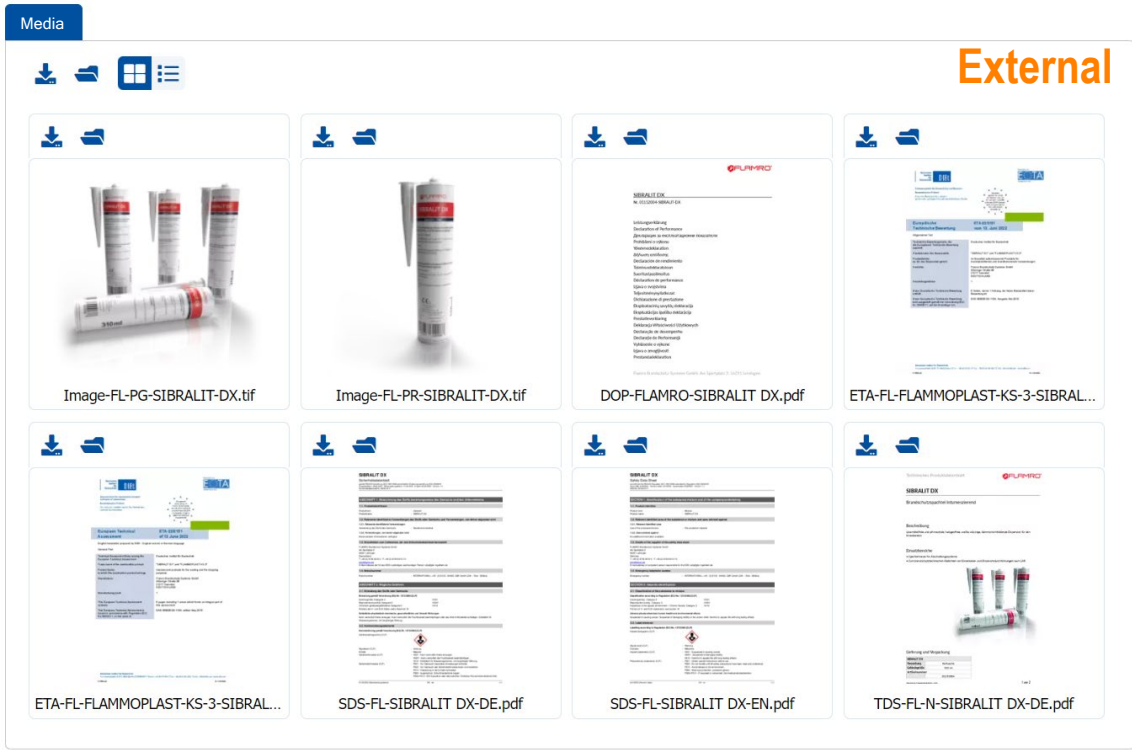
SML FL complete set

- Searchable images, documents and videos
- Media is automatically assigned to **categories** - no additional assignment necessary (important, as otherwise this is often forgotten; this is often necessary with other image databases)
- Possible to **search** via e.g. product name

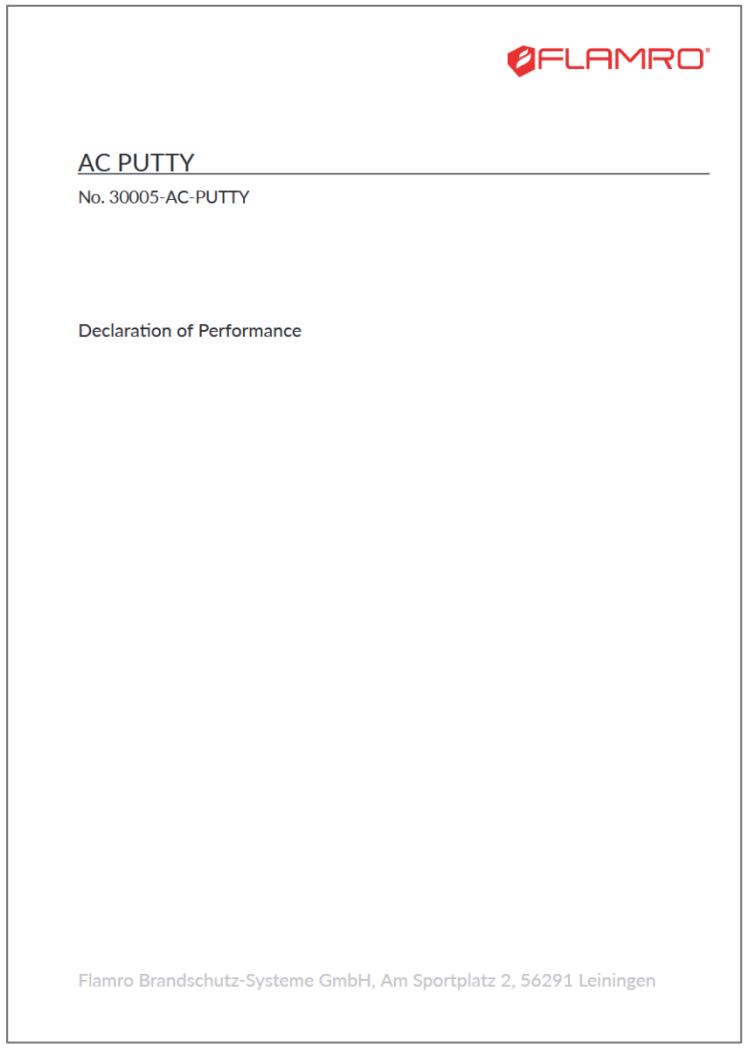
Download Portal: Internal vs. External User



- Portal for sales staff, partners and interested parties
- Internal users see more documents than external users



Print Generation: DOP Data Sheet



FLAMRO

AC PUTTY

No. 30005-AC-PUTTY

Declaration of Performance

Flamro Brandschutz-Systeme GmbH, Am Sportplatz 2, 56291 Leiningen

Declaration of Performance

FLAMRO

No. 30005-AC-PUTTY

Date: 2024-12-03
Rev.:
Page: 1 / 1

1. Unique Identification Code of the Product Type	AC PUTTY	
2. Intended Use	Fire stopping product for use in penetration seals, linear joints and gap sealings.	
3. Manufacturer	Flamro Brandschutz-Systeme GmbH, Am Sportplatz 2, 56291 Leiningen	
4. System for Assessment and Verification of Constancy of Performance	System 1	
5. Basis of Assessment	EAD 350141-00-1106	EAD 350454-00-1104
6. European Technical Assessment	ETA-21/0108: 1/3/21	ETA-21/0109: 1/3/21
7. Technical Assessment Body	ETA-Danmark A/S, Nordhavn	ETA-Danmark A/S, Nordhavn
8. Notified Body	0843	

9. Declared performance

Essential characteristics	Performance	Technical Specifications
Mechanical resistance and stability (BWR 1)		
NPD	NPD	
Safety in case of fire (BWR 2)		
Fire Behavior	Class F (DIN EN 13501-1)	
Fire Resistance Class (Maximum)	EI 240	
	EI 240 – V – X – F – W – 00-30	
	EI 240 – T – X – F – W – 00-30	
	EI 180 – H – X – F – W – 00-100	
Hygiene, health and environment (BWR 3)		
Air Permeability	NPD	
Water Permeability	NPD	
Content, Emission, and/or Release of Dangerous Substances	NPD	EAD 350141-00-1106
Safety and accessibility (BWR 4)		
Resistance to Impact/Movement	NPD	
Adhesion	NPD	
Durability and Serviceability	Use category type Z2	
Protection against noise (BWR 5)		
Airborne Sound Insulation	Rw(C;C tr)= 40 (-3;-8) dB (at a depth of 12 mm)	
Energy economy and heat retention (BWR 6)		
Thermal Insulation Properties	NPD	
Water Vapor Diffusion Resistance Factor	NPD	
Sustainable use of natural resources (BWR 7)		
NPD	NPD	

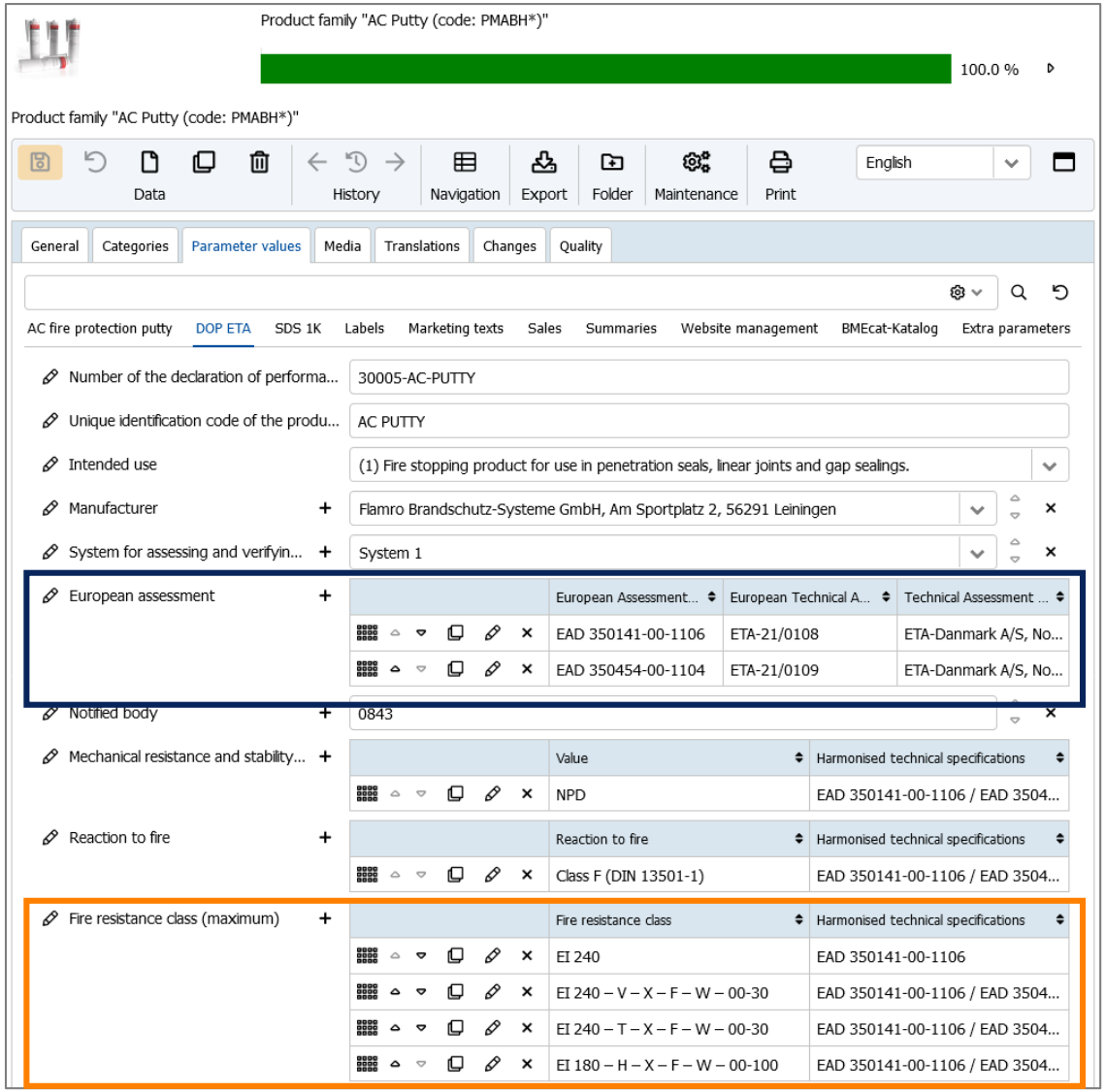
The performance of the product identified above is in conformity with the set of declared performances. This declaration of performance is issued, in accordance with Regulation (EU) No. 305/2011, under the sole responsibility of the manufacturer identified above.
Seevetal 03.12.2024
Signed for and on behalf of the manufacturer by:

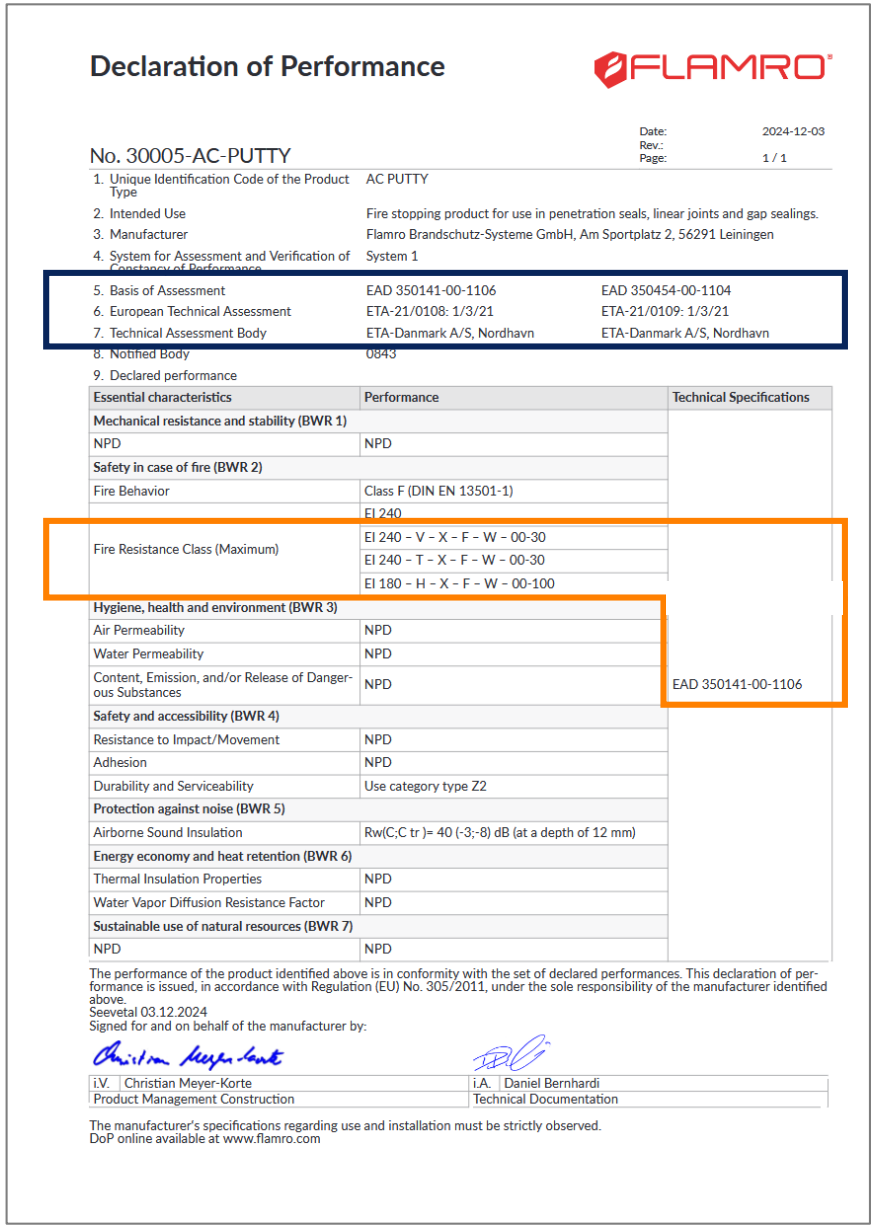
i.V. Christian Meyer-Korte	i.A. Daniel Bernhardi
Product Management Construction	Technical Documentation

The manufacturer's specifications regarding use and installation must be strictly observed.
DoP online available at www.flamro.com

- DOP = Declaration of Performance
- DOP is the manufacturer's commitment to the performance of the product
- Determined on the basis of the essential characteristics specified in the EN standard of the product
- Separate tab for relevant parameters in data maintenance
- Separate print rule for automated generation of declarations of performance

Print Generation: DOP Data Sheet





Declaration of Performance

FLAMRO

Date: 2024-12-03
Rev.:
Page: 1 / 1

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Essential characteristics	Performance	Technical Specifications
Mechanical resistance and stability (BWR 1)		
NPD	NPD	
Safety in case of fire (BWR 2)		
Fire Behavior	Class F (DIN EN 13501-1)	
Fire Resistance Class (Maximum)	EI 240 EI 240 – V – X – F – W – 00-30 EI 240 – T – X – F – W – 00-30 EI 180 – H – X – F – W – 00-100	
Hygiene, health and environment (BWR 3)		
Air Permeability	NPD	
Water Permeability	NPD	
Content, Emission, and/or Release of Dangerous Substances	NPD	EAD 350141-00-1106
Safety and accessibility (BWR 4)		
Resistance to Impact/Movement	NPD	
Adhesion	NPD	
Durability and Serviceability	Use category type Z2	
Protection against noise (BWR 5)		
Airborne Sound Insulation	Rw(C;C tr)= 40 (-3;-8) dB (at a depth of 12 mm)	
Energy economy and heat retention (BWR 6)		
Thermal Insulation Properties	NPD	
Water Vapor Diffusion Resistance Factor	NPD	
Sustainable use of natural resources (BWR 7)		
NPD	NPD	

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Product Management Construction	Technical Documentation

The manufacturer's specifications regarding use and installation must be strictly observed.
DoP online available at www.flamro.com

Print Generation: Product Data Sheet

Technisches Produktdatenblatt

Protect your values.

PYRO-SAFE®
FLAMMOTECT-A

Brandschutzbeschichtung ablativ

Beschreibung

Die Lösungsmittel- und Halogenfreie Brandschutzbeschichtung kann im Innen- und Außenbereich eingesetzt werden.
PYRO-SAFE® FLAMMOTECT A ist resistent gegen Feuchtigkeit, Frost-Tau Wechsel,UV Strahlung und verschiedene Öle und Chemikalien.

Einsatzbereiche

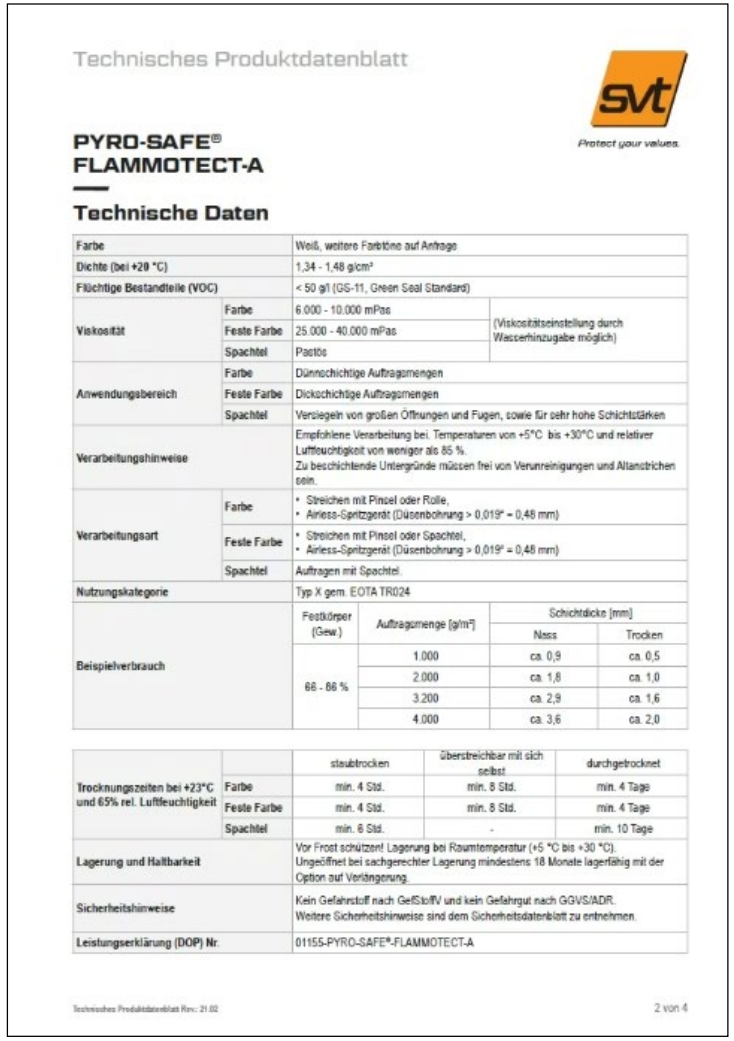
- Beschichtung für Abschottungssysteme.
- Schutzanstrich für Kabel und Kabelanlagen.
- Versiegelung von Brandschutzfugen.

Lieferung und Verpackung

PYRO-SAFE® FLAMMOTECT-A				
Verpackung	Eimer		Kartusche	Schlauch
Gebindegröße	12,5 kg	15 kg	310 ml	600 ml
Artikelnummer				
Farbe	01155101	01155105	-	-
Feste Farbe	01155106	01155107	-	-
Spachtel	01155104	01155109	01155125	01155120

Für weitere Informationen kontaktieren Sie uns gerne:
glokal@svt.de Bestellung: order@svt.de
+49 4105-40 90-0

Technisches Produktdatenblatt Rev.: 21.02 1 von 4



Technisches Produktdatenblatt

Protect your values.

PYRO-SAFE®
FLAMMOTECT-A

Technische Daten

Farbe		Weiß, weitere Farbtöne auf Anfrage	
Dichte (bei +20 °C)		1,34 - 1,48 g/cm³	
Flüchtige Bestandteile (VOC)		< 50 g/l (GS-11, Green Seal Standard)	
Viskosität	Farbe	6.000 - 10.000 mPas	(Viskositätseinstellung durch Wasserhinzugabe möglich)
	Feste Farbe	25.000 - 40.000 mPas	
	Spachtel	Pastös	
Anwendungsbereich	Farbe	Dünnschichtige Auftragsmengen	
	Feste Farbe	Dickschichtige Auftragsmengen	
	Spachtel	Verspiegeln von großen Öffnungen und Fugen, sowie für sehr hohe Schichtstärken	
Verarbeitungshinweise		Empfohlene Verarbeitung bei Temperaturen von +5°C bis +30°C und relativer Luftfeuchtigkeit von weniger als 85 %. Zu beschichtende Untergründe müssen frei von Verunreinigungen und Altanstrichen sein.	
Verarbeitungsart	Farbe	• Streichen mit Pinsel oder Rolle, • Airless-Spritzgerät (Düsenbohrung > 0,019" = 0,48 mm)	
	Feste Farbe	• Streichen mit Pinsel oder Spachtel, • Airless-Spritzgerät (Düsenbohrung > 0,019" = 0,48 mm)	
	Spachtel	Auftragen mit Spachtel.	
Nutzungskategorie		Typ X gem. EOTA TR024	

Beispielverbrauch	Festkörper (Gew.)	Auftragsmenge [g/m²]	Schichtdicke [mm] Nass	Trocken
	66 - 86 %	1.000	ca. 0,9	ca. 0,5
		2.000	ca. 1,8	ca. 1,0
		3.200	ca. 2,9	ca. 1,6
		4.000	ca. 3,6	ca. 2,0

Trocknungszeiten bei +23°C und 65% rel. Luftfeuchtigkeit		staubtrocken	überstreichbar mit sich selbst	durchgetrocknet
	Farbe	min. 4 Std.	min. 8 Std.	min. 4 Tage
	Feste Farbe	min. 4 Std.	min. 8 Std.	min. 4 Tage
	Spachtel	min. 6 Std.	-	min. 10 Tage

Lagerung und Haltbarkeit	Vor Frost schützen! Lagerung bei Raumtemperatur (+5 °C bis +30 °C). Ungeöffnet bei sachgerechter Lagerung mindestens 18 Monate lagerfähig mit der Option auf Verlängerung.
Sicherheitshinweise	Kein Gefahrstoff nach GefStoffV und kein Gefahrgut nach GGVS/ADR. Weitere Sicherheitshinweise sind dem Sicherheitsdatenblatt zu entnehmen.
Leistungserklärung (DOP) Nr.	01155-PYRO-SAFE®-FLAMMOTECT-A

Technisches Produktdatenblatt Rev.: 21.02 2 von 4

- Custom layout (print rule) for product data sheets
- Summary of products within a product family
- Data is presented in condensed form in some cases
- DOP number referenced in datasheets

Conclusion: Successful PIM Implementation!

Efficient maintenance of product data, images, documents and videos

- Many good features in ANTEROS such as inheritance, product families, calculation rules, structured parameters
- New object type "Systems" for the maintenance of fire protection systems Assign to products using two sided relationships
- Group many parameters in subtabs; rights determine who can see and change which data
- Targeted data quality improvement via dashboard and quality reports

Improved service quality thanks to our download portal, fully integrated in the ANTEROS PIM

- Access images, documents, and videos for internal and external users; internal users see more content
- Quickly search across product categories without further association to media assets

Complex datasheets at the touch of a button save time

- 100% automated generation of declarations of performance (DOP) and product data sheets
- Quickly generate datasheets with up-to-date data in a standardized layout

Thank you to the INCONY Team!

I look forward to questions and discussions!

Tobias Bächle

Head of IT Application Management
svt Services Holding GmbH
Karnapp 25 | 21079 Hamburg

#TeamLebenSchuetzen