

Change to PIM software with fully automated processes for print, web and CD catalogs

SIMONA is producer of thermoplastic synthetic products with global production and sales locations. More than 35.000 articles for a variety of industries are produced in domestic plants and abroad.

Detachment of product databases

Due to the variety of products that are published in several languages at a time SIMONA has already introduced a product database in the late 90s to centrally maintain product data. However, the rejection in print catalogs or the web catalog was still fraught with manual post-processing. The degree of automation of this database has no longer met the increased demands on print publications. To continue to be significantly faster to market with data sheets, catalogs and price lists and to keep the web catalog current, SIMONA decided in 2008 to introduce the technologically advanced PIM system ANTEROS.

Catalogs with pivot tables

The automation of the print catalog beared various challenges so that at the project launch SIMONA wanted to divert this catalog with the InDesign-PlugIn of ANTEROS and edit it again.

But after fully automating the simpler catalog for pipes and prefabricated components by the use of ANTEROS confidence in the powerful system of rules of ANTEROS. print has grown. And so the project team developed the systematisation of the semi-finished thermoplastic catalog initially in written form in a print concept. This included rules like ‚whenever certain values in the products are set a footer should appear automatically under the corresponding product table’ or ‚if a predetermined text is present in a product parameter then print the belonging icon for this and if several text modules are deposited in the parameter display multiple icons’.



„After looking in depth at the available PIM systems, we opted for ANTEROS. The introduction of the system lead to a considerable streamlining of some processes. ANTEROS generates technical data sheets and material safety data sheets that are based on the most up-to-date data in several languages on the press of a button. Even product pages with a complex structure and the catalogs’ tables of contents are generated fully automatically so that that we can skip InDesign post-processing for layout details altogether. We maintain product data centrally and efficiently and ANTEROS accesses them for the different print publications and for web/CD catalogs. INCONY’s competent and customer-oriented support staff was another asset.”

Eric Schönel,
Marketing leader of Simona





Another difficulty was to transfer data from SAP in the proven structure of the catalog. In order to transfer master data regularly from SAP, rules were defined for the print engine ANTEROS.print like ‚split the products of one SAP group in several tables if the products have different colours‘ or ‚represent products of different SAP-groups in one table if they have the same product family name in ANTEROS‘.

PE-HWV Platten, extrudiert, natur 9150			
ohne Schutzfolie			
Dicke	2000 x 1000 mm		
mm	kg/Stück	Bestellnummer	
2.0	3,8	030000230	
3.0	5,7	030000231	
4.0	7,6	030000232	

As a further complexity some of the the product tables were pivot tables where one or multiple parameter were used to build up sub tables

in the table. But that can also be solved in ANTEROS, in an easy and very flexible way. SIMONA is able to define by web forms whether a parameter should be displayed as simple column or whether it should be used to group columns or rows of a pivot table. Even multiple nested pivot tables can be specified easily by Simona:

PE-HWST Platten, gepresst, natur						
ohne Schutzfolie						
Dicke	pressblank		gefertigt		4120 x 2010 mm	
	2000 x 1000 mm	2000 x 1000 mm	2000 x 1000 mm	2000 x 1000 mm	kg/Stück	Bestellnummer
10.0	18.9	030002500	18.9	030005358	78.4	030005377
12.0	22.7	030002501	22.7	030009399	94.1	030009378
15.0	28.4	030002502	28.4	030009380	117.8	030009379

Print rules are analysed at each print generation and nevertheless the generation of the entire catalog over the various rules takes less than one hour.

ANTEROS web catalog

With regard to the web catalog SIMONA had clear guidelines: the previous layout was to be imple-

mented with ANTEROS. The update, however, should be much more efficient for SIMONA. This includes not only that the centrally maintained product data is used directly, but also the material and safety data sheets have been automated: if a customer clicks on the link then the print engine of ANTEROS starts and a data sheet with up-to-date data is generated in PDF format at this particular time.

	Technical data sheet	Safety data sheet
High heat stability, UV-stabilised, black		
High heat stability, UV-stabilised, polyester-backed, black		

Furthermore the websites were integrated in the Content Management System of SIMONA and from the submenus ANTEROS.web is displayed with the selected excerpt of the search tree and the products, e.g. only products for industry.

The screenshot shows the SIMONA website interface. At the top, there is a navigation menu with options like 'Home', 'About us', 'Investor Relations', 'Products & Applications', 'News & Service', 'Jobs & Career', 'Contact', and 'Literature'. Below the menu, there is a search bar and a 'Range of Products' section. The main content area features a 'Sheets, Rods, Welding Rods' section with a description of SIMONA as a one-stop supplier. Below this, there is a 'Product range' section listing various product groups like PE-HWU, PE-HWST, PE-HWV, SIMOLIFE, PE-W, PE-FOAM, PE-EL, PE-HML 500, PE-500, PE-1000, and PE regrind versions. The 'Product group PE-HWU' section provides detailed specifications and links to technical and safety data sheets for different product variants like PE-HWU, PE-HWU-SK, PE-HWU-GK, and PE-HWU-B.