



PRODUCT CONTENT MANAGEMENT

Our cloud-based software enables the seamless and compliant exchange of item master data and digital assets around the globe, between manufacture, retailer and regulatory authority, Secure, valid and efficient.



Take Your Product Content to the Next Level with **atrify Data Pool**

Our portfolio ranges from the strategic analysis of your product content to the selection and implementation of a suitable product information management to the capturing of your product master data.



Solutions for every Industry

Whether Food and Near- food, medical products, DIY or food services - we offer software solutions with comprehensive services for almost every industry.



Send Content

atrify publishing is almost indispensable for product manufacturers, brand owners and all trading partners. With its user interface, it offers quick entry into the world of product data exchange, especially for SMEs companies.



Receive Content

With atrify approval, we provide retailers, distributors and wholesalers with one of the most comprehensive solutions to subscribe, receive, review and forward product content from global GDSN easily via browser.



Machine to Machine

With your M2M connection to atrify data, as a data supplier or data recipient, you can ensure at any time that even large assortments of article master data can be exchanged between manufacturer and trade.

About us

Manafeth is the regional representative of atrify. We provide globally enabled, Certified Cloud Technology Platform to manage Master Data Management, Product Information Management and Digital Assets Management, ensuring accurate, correct and easy exchange of data among trading partners using a data pool based on GS1 GDSN and eCommerce services.

Why Choose us

- ✓ One of the largest data pools operators in the world.
- ✓ A platform for product content that enables more than 20,000 users in over 50 countries to share accurate and reliable content with their trading partners & consumers.
- ✓ A holistic solution portfolio for transparency, compliance and cross-channel trading.
- ✓ Intelligent features with atrify publishing interface such as Machine learning, dynamic UI, GPC Prediction.
- ✓ Verified and valid data is ensured by the Validation Rules implemented in the system.



SOLUTIONS FOR FMCG

We support the consumer goods industry in handling their product content. Whether dimensions or weight, ingredients or additives, product images or videos - product content comprises all products- describing and marketing - relevant information that you need to exchange with your retailer or customer.



atryfy publishing: your advantages at a glance

Contact us to Request a Free Trial



Native connection to one of the world's largest federations of GDSN data pools



Individual selection of data recipients e.g., according to target market or GLN



Reliable validations of common standards and regulations such as EU LMIV as well as additional, optional validations



Sharing of media content such as product images or documents such as safety data sheets



Export function of individual articles or article groups as Excel or PDF product passes



Extensive and saveable search profiles, e.g., by individual attributes, date, text, etc.