

## **Optimal product and trade information: Key to success:**

As a manufacturer, you supply products for mostly technical applications. These often come in several variants. This makes it very time-consuming for users of your data to ultimately make the right product selections. That is why it is important that product information for your products is always complete, current and digitally available in a uniform format. It is important for your suppliers that they can easily link their trade data to (obviously unique) product information

### **Importance for the entire chain**

It is therefore important for the entire business chain that bundled product and trade information can be used digitally as efficiently as possible. According to uniform standards such as ETIM, so that, for example, a buyer, CAD designer, calculator or work planner can immediately get to work within his or her own software.

It is, of course, primarily the responsibility and task of you, as a manufacturer, to make your product and trade information available via 2BA and in this way to make the articles up-to-date and optimally findable for customers. But what if your organization is not in a position to do this itself? Or if are you unable or unwilling to free up resources?

In such cases, 2BA offers the possibility to assign the rights for publishing and keeping product data up to date to an organization to be designated by you. This can be, for example, an importer, a commercial agent, a distributor or a wholesaler designated for this purpose.

### **Declaration of agreement from you as manufacturer**

To avoid discussion with other parties, it is recommended to submit an official, signed statement of agreement to 2BA, which you can find below.

### **Responsibility**

With “data-via-third parties” the data maintaining party is displayed on the presentation page of your organization. In addition, the data maintaining party can, if desired, be mentioned in your GLN name.

### **Rules**

When you give an organization the opportunity to publish and maintain your product data, there are a number of important rules for product rights holders:

1. The product data must be kept up to date according to the delivery frequency agreed with 2BA.
2. For the benefit of the product data maintaining party itself, work should be done on the data quality in reference to the 2BA Label data quality.
3. The product deep links must refer to the manufacturer.
4. The attachments may not contain any reference to the product data-maintaining party.
5. Any feedback tickets submitted by customers must be followed up correctly and adequately and/or passed on to the manufacturer.
6. The issued product right is always temporary/conditional. The product right expires with immediate effect:
  - when the manufacturer itself decides to publish data;
  - when the manufacturer officially designates another party as the product right holder.



## Declaration of agreement product right on 2BA

Manufacturer : \_\_\_\_\_

GLN: \_\_\_\_\_ (if known)

Brand: \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_

City: \_\_\_\_\_

Country: \_\_\_\_\_

Contact person: \_\_\_\_\_ m / f

Position: \_\_\_\_\_

Until further notice, grants the right to publish and maintain its product data within the 2BA data pool to:

Company name: \_\_\_\_\_

GLN: \_\_\_\_\_ (if known)

Exclusive right: yes /no

*This revokes all product rights to 2BA previously granted to other parties.*

Date: \_\_\_\_\_

Signature: \_\_\_\_\_