

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 option to assign the rights to publish the product data exclusively to one organization assigned by you. This can be, for example, an importer, a commercial agent, a distributor or a wholesaler.

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 deeplinks 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: _____