

# German Toy Retailers Implement Enhanced LEGO Content To Improve Visitor Experience

Recently, LEGO made its enhanced product content available for the German-speaking (DACH) region. This gives LEGO authorized toy retailers in this region the opportunity to improve the content on their product pages with Icecat Product Stories. These Product Stories contain a selection of multimedia digital assets, such as videos, feature logos and explanations, 3D objects, and an image gallery. The LEGO Product Stories create a better online shopping experience. Because by integrating the LEGO Product Stories, online visitors the joy of constructing the LEGO item is conveyed.

## German retailers integrate Icecat Product Stories

Already multiple German retailers successfully implemented product stories. For example, Bauduu, Zierleyn, Spielwaren Express, Wagners24, and Brickstore. But also, Steichenwelt, Myperfectbrands.de, Valuebrick, Postorder.de and Lobigo. The implementation of product stories is fairly easy. With a few lines of JavaScript in the HTML code, they are ready to go live on any device.

There is a [manual](#) available that contains detailed instructions and explains how to embed product stories via the Icecat Live Granular Call.

## How to access LEGO content?

If you are an authorized LEGO channel partner, please use your [Icecat account](#) to download the free product content. In case you don't have an account yet, please [register online](#), contact your local Account Manager, or [contact us](#) online. After log in, you can also request authorization by LEGO.