

Hasbro France Syndicates its Toy Product Content for all its Trademarks

Hasbro France, part of the American toy multinational joins the [Icecat toys platform](#) to syndicate its product content, regarding its board games, tv shows, and toys. Hasbro is known by multiple famous brands such as Transformers, G.I. Joe, Power Rangers, Rom, Micronauts, M.A.S.K., Monopoly, Furby, Nerf, Twister, and My Little Pony. The company was founded 93 years ago and is one of the Toy industry's most prominent players with almost € 4 billion in revenue.

Free Hasbro images

Hasbro France invites its local retailers to download images from Open Icecat for free. What content is available in a Hasbro product data-sheet (PDS)? Their PDSs contain product specifications, marketing texts, product images, brochures, logos, and other rich media assets. The main advantage for channel partners is that they can provide their online visitors with timely, standardized, and complete Hasbro product content to improve their visitor experience and conversion rate.

Hasbro has licensed Icecat to add its copyrighted materials for all its trademarks to the Icecat catalog and ubiquitously syndicate this content to their channel partners. This protects the French channel from copyright infringement cases.

Benefits of syndicating product

content

What are the reasons for Hasbro to join the Icecat toy platform? First of all, reach is, of course, nowadays significant for any brand. For this reason, numerous brands joined the Open Icecat toy catalog. Additionally, efficient connections to many resellers and all big marketplaces are already available in Icecat. Furthermore, also logistical info is present for retailers, which is important to have when shipping and delivering packages.

Next, Icecat editors can fully unburden the brand's product managers by creating standardized and brand-approved product datasheets. This can be expanded to the 60 popular languages and locales worldwide that Icecat already covers. This potentially saves a lot of cost and time. Finally, a complete suite of seamless and cost-effective add-on services is available. For example, Shoppable Reviews, a dedicated PIM, Feed Management services, Digital Rights Management, and Where-to-Buy solutions.

How to access the data?

If you are a Hasbro channel partner, please use your [Icecat account](#) to download its free product content as well. In case you don't have an account yet, please [register online](#), contact your local Account Manager, or [contact us](#) online. If you are an authorized Hasbro reseller, then also request authorization via the Icecat front office for additional benefits.