

Mattel Toy Content in Open Icecat

Mattel, Inc., the well-known American toy manufacturer, is becoming an [Open Icecat Sponsor](#). Thanks to that, Mattel syndicates its [product content](#) for all its brands to channel partners in the Benelux for free. Mattel, founded in 1945, has famous toy brands, including Barbie, Hot Wheels, Fisher-Price, UNO, Mega, Polly Pocket, Masters of the Universe, Scrabble, and Matchbox. Mattel is the next toy company that embraces the Icecat Toy Data Model. This model developed into a global market standard over the past years.

High-quality product content improves the online customer experience and increases online sales. The use of such data is growing every day together with the expansion of e-commerce in the toys vertical. The current dynamic is that new toy retailers connect to our database, and more and more toy brands conform to our data model when making their product content available in the Icecat Toys Catalog.

Basic and rich content available

Mattel invites its e-commerce partners to collect its standardized content from Open Icecat, free of charge. Here, retailers can download Mattel [digital assets](#). This includes product specifications, marketing texts, and brochures in Dutch and French, as well as product images and logos. Next to the basic content, users are also free to use rich media assets, such as images and videos.

What are the benefits of [Open Icecat](#) for Mattel resellers? Firstly, the Mattel product content is delivered in a timely manner, complete and complemented by localized digital assets. The content of Mattel is now available for free, immediately after registration in the Icecat catalog. Retailers have the

option to download and implement the product content in various formats such as CSV, XML, JSON, or Icecat LIVE. Furthermore, to provide legal comfort, Mattel has licensed Icecat to syndicate its copyrighted materials to its channel partners.

Download Free Mattel content

If you are a Mattel reseller, use your [Icecat account](#) to download its free product content. In case you don't have an account, please [register](#) online, contact your local Account Manager, or [contact us](#) online.

About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. The company creates innovative products and experiences that inspire, entertain, and develop children through play. Mattel engages consumers through its portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, and MEGA®, as well as other popular intellectual properties that Mattel owns or licenses in partnership with global entertainment companies. The company's offerings include film and television content, gaming, music, and live events. Mattel operates in 35 locations and its products are available in more than 150 countries in collaboration with the world's leading retail and e-commerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Read more at mattel.com.