



OTTO, Germany's largest online shop for Home & Living, invites its suppliers to use Icecat [Free Vendor Central](#). Manufacturers that sell multimedia products on otto.de can enter, edit, and enrich their brand content for all their products in the Vendor Central free of charge.

Data that can be entered in the Icecat PIM are for example product specifications, marketing texts, PDFs, images, and videos. These data go straight into the Icecat catalogue and is ready to go live in minutes. OTTO and brand owners both benefit from this high-quality data as it optimizes the buying experience of their customers by providing official and complete product stories.

## Benefits for OTTO's Vendors

There are various benefits for OTTO's vendors to make use of the Icecat Free Vendor Central. Firstly, vendors get access to a state-of-the-art PIM for free. They only need to register and indicate the brand they represent and ask Icecat for brand authorization. After that, they can immediately start creating and enriching their product information to improve the shopping experience on otto.de. Secondly, vendors can syndicate the same product content to other users in the vast Icecat retail network. Thirdly, vendors can choose to have restrictions placed in line with their corporate syndication policies.

There is a [video tutorial](#) available regarding the registration process. And also for adding new products in the Icecat Free Vendor Central.

Do you want more information? Then please [contact](#) Icecat directly via de website, register [here](#) for free or contact your local account manager.



Read further: [News](#), [otto](#), [Vendor Central](#)

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